



BETTER START BRADFORD

“The most important thing that children need for good development is health and love”
- Better Start Bradford Parent



Foreword

The Better Start Bradford Partnership is a community-led partnership, funded by the Big Lottery Fund to improve the life chances of babies and children aged 0-3 in the wards of Bowling and Barkerend, Bradford Moor and Little Horton. We are enormously committed to improving the life chances of children in our District through the opportunities and learning we will gain through our Better Start Bradford Programme.

Why we are proud of Better Start Bradford:

- The special features of our very diverse, young and growing Better Start Bradford (BSB) population make the programme challenging, but ultimately will produce transformational improvements to a uniquely large group. Not only will our 20,000 children have their life chances significantly enhanced but their families and communities will have far-reaching benefits too
- Our systems change will radically alter our child health and early years' services. New and existing providers will be doing things differently, and they will be accountable to parents and the community in a very different way. Partners will be working together, investing and delivering in new ways. These differences are the unique factors that will deliver our BSB outcomes.
- The Born in Bradford Innovation Hub will develop new evidence based innovations and ensure ongoing robust evaluation to allow us to create a responsive programme which can be flexed according to what works. This will maximise the delivery of effective activities, confident outcomes and invaluable, nationally significant learning from the programme

Our shared vision

Our aim for Better Start Bradford is to improve the life chances of children through a comprehensive programme of interventions and activities which will improve outcomes. This will ensure children are healthy, have good parent-child relationships and are ready for school.

Underpinning the programme is a commitment to a community-led governance structure and parent and community engagement at every level. This will enable the programme to reach all parents and children and will embed the changes to deliver lasting impact. It will be a crucial factor in securing our radical approach to system change because the shift in power to parents and community will be strong in holding service providers to account. The programme has been developed over 12 months through extensive consultation, discussion and learning with parents, community, stakeholders and strategic partners.

We will bring services together through new structures and working arrangements and through new delivery locations and agencies. Delivery in community settings and by voluntary and community organisations will bring parents and providers closer together in improved and more trusting relationships. Learning Together and Working Together will spread the Better Start messages across the workforce, volunteers, community and parents.

Our programme introduces a new approach to services and support for 0-3s which is based on projects chosen for the evidence base or science base which shows how they will deliver the improved outcomes. We have a balance of projects which will meet the needs of our population and which were agreed as priorities at our Strategy days in December 2013. The Born in Bradford Innovation Hub will support the effective development and trialling of new ideas.

Throughout the development stage we have received unstinting support from stakeholders, parents, community and partners. Large numbers of Bradford people have given time, resources and expertise to deliver the development activities. Bradford is good at working in partnership across sectors and this has helped us secure widespread commitment to support the Better Start Bradford Programme.

Better Start Bradford Partners:

- Bradford Trident
- Bradford Council Children's Services
- Bradford Council Public Health
- Bradford District Care Trust
- Born in Bradford
- Bradford City Clinical Commissioning Group
- Bradford District Clinical Commissioning Group
- Elected Members
- West Yorkshire Police
- Parents
- Community

Better Start Bradford – what’s it all about?

The Better Start Bradford partners spent more than a year talking to people in the district; parents, communities, health professionals, early years and public health professionals, front-line staff and other stakeholders to ensure the Fulfilling Lives - A Better Start bid was right for our district and will meet the needs of Bradford families. The Big Lottery funding will improve outcomes for children in:

- Social and emotional development
- Health and nutrition
- Language and communications

Our Stage 1 bid, submitted in June 2013, suggested the following approaches would be appropriate to deliver a successful programme in the district

- Contact/support early in pregnancy
- Parental empowerment
- Community of influence
- System change

This got us through to Stage 2, in August 2013. From then our final bid was developed to incorporate the Big Lottery Fund’s outcomes into Bradford’s approach. The final bid was submitted in Feb 2014 and we were notified of our success in June 2014 following interview and assessment.

Our overall aim is to make sure the children in the Better Start Bradford (BSB) area will be healthy, have good parent-child relationships and are ready for school. The projects and activities within our programme cover the three outcomes, will be widely available, will involve parents and the community and will be monitored and evaluated to make sure they’re working.

The Better Start Bradford 10-yr Programme:**Bump Start Your Baby**

Parents told us that they would like more education and support whilst they were pregnant. So we will develop support for families during pregnancy to improve access to statutory services and to build trusting relationships, achieved through various programmes which will enable families to feel well-equipped for birth and parent-hood.

Falling in Love with your Baby

Whilst talking to families and communities, they told us that they wanted more support once their babies were born. This support will follow the family through to the early days, improving and extending parenting programmes and offering extra support, both professional and voluntary, around the whole family throughout a child’s first few years.

Babies and Bonding

We learned that for some parents the challenges they face during pregnancy and when their baby is very small can affect their mental health and that of their baby. We will offer targeted support to families along with a widespread information sharing programme highlighting the critical period of a baby's brain development.

Eat Live Love

All our projects are interconnected and we expect that many parents will engage with more than one activity. So having got the baby off to a good start parents talked to us about the difficulties of getting feeding and nutrition right and the barriers they experience in encouraging their children to be active. Better Start Bradford will offer services that enable parents and communities to learn about healthy eating, which will allow them to make healthier decisions for their children and their selves.

Talking Together

We looked at the needs of the children in the Better Start Bradford area which showed significant number were not reaching the expected level of development in language skills when they start school. We responded by introducing a range of projects which encourage reading at an early age, and offer extra support with language development for those who need it.

Better Place

Many parents told us the local environment was a barrier to their children's well-being. They felt more play facilities were needed and safer walking routes. Born in Bradford have also identified exposure to emissions during pregnancy being linked to low birth weight and children's health problems. So we have looked at how we can improve outdoor play space and reduce the amount of emissions children and pregnant women are exposed to.

How it will work

The community will lead the programme through a community-led governance structure with specific places for parents and including the key partners. It is our plan that provision of BSB projects will be located in places that maximise engagement, including community and home-based.

The programme will be co-ordinated by a team based with Bradford Trident and staff and volunteers across the BSB area. Children's Centres and local community hubs will be key delivery points and all stakeholders will have access to our **Learning Together** training programme.

The BSB programme will link to district wide developments through the **Working Together** activities and through accountability across partnerships.

Born in Bradford will provide an Innovation Hub for the programme which will help to trial science-based programmes and to develop an evidence base.

BiB will follow a cohort of Better Start babies to allow us to measure the impact of the programme. The intention is to contact the parents at booking clinics to establish the link very early in pregnancy.

How things will change for families

Our mum received a Bookstart Bump Pack from her Midwife, and we will receive books up until our 3rd Birthday

Our mum and dad are really confident about how to give us the best start and we feel healthy and loved

Our family know what to do if we cry through the Coping with Crying DVD, so they are less anxious when we do

The places we walk and play have less air pollution which means our brains will develop better

Our family learnt about baby brain development so they talk and sing to us, even when we were just a bump!



Our life chances will be improved because....

Our mum was well prepared for our birth thanks to the antenatal programme and help from her Doula, which made her more relaxed when we were first born

We have fun with our dad at Bookstart corner learning new rhymes and songs, this helps us to develop our language

Our mum had help with healthy eating and exercise when she was pregnant, and now we are healthy and love our food

Our mum breastfed us and was supported by the Volunteer Breastfeeding Supporters, this helps to build our immune systems

Our homestart volunteer showed our mum where the nearest Children's Centre is so we have made friends and she does not feel isolated

Vision for the BSB programme



4 Project Outcomes



Projects within the BSB programme



Outcomes over time

Key change Indicators at 10 years

To Improve and enhance the Life Chances for Our Children via a programme of evidence and science-based prevention and intervention. Our vision will be driven by the community who will have the biggest say in how our investments are made, which represents a major shift in power.

Outcome 1: System Change

Families will benefit from smarter, seamless service which recognise and address needs at an early stage. Skilled and informed workers and communities will remove barriers and provide responsive, consistent support.

Outcome 2: Communication & Language

More children will enter school with the communication and language skills and social and emotional skills they need to engage in this early stage of learning and to develop effective relationships.

Outcome 3: Nutrition & Activity

More families will be able to provide healthy and nutritious food for their children and encourage their children to be active from an early age.

Outcome 4: Social & Emotional

More children will benefit from quality play and early learning, having good opportunities within the home and a safe and secure base with strong attachments to key family members.

Bump Start your Baby

Caseload Midwifery
Baby Buddy app
Doula Project
Baby Steps
Family Links Antenatal
Coping with Crying

Falling in Love with your Baby

Incredible Years
Family Links Nurturing
Family Nurse Partnership
Homestart Peer Support
Scrap Magic Play

Babies and Bonding

Perinatal Support Programme

Infant Mental Health Programme

Northamptonshire Baby Room

Eat, Live, Love HAPPY HENRY

Community Nutrition Skills
Breastfeeding Peer Support
Preschoolers in the Playground

Better Place, Better Start

Forest School
Pollution Screening
Improving Parks and Play areas
Growing with your Baby
Alley Gates

Talking Together

Early Language Development Programme
Imagination Library
ESOL+
ICAN

System Change: All key partners delivering services in the BSB Area and the BSB community understand the importance of prevention and early intervention for pregnant women and young children and have changed the way they work together to get it right for families. Community-led Governance will ensure reach, engagement and sustainability is achieved. The integrated care pathway will be fully embedded, backed up by joint training for all staff, volunteers, parents and community champions. The vulnerability checklist and effective data-sharing will be used by all partners to ensure provision is matched to need. Leverage funding demonstrates partners' commitment to investing in early intervention to achieve better outcomes for our children.

- More pregnant women access maternity services early stage
- More parents are engaging positively with their babies and have good parent child attachment and attunement
- More women are confidently to breastfeeding at 6-8 weeks & beyond
- Less exposure to toxic stress during pregnancy
- Fewer pregnant women are overweight or obese

95% PREGNANT WOMEN BOOKED BEFORE 13 WEEKS

25% REDUCTION IN OVERWEIGHT AND OBESE CHILDREN IN RECEPTION FROM BASELINE

- More parents are engaged with learning and education with their children
- Parents have improved understanding and skills regarding healthy eating and activity
- More infants have a secure attachment at 15 months
- More children arrive at school ready for learning and few are overweight or obese
- Fewer families experience poor family relationships
 - Children have significantly improved life chances for health and well-being , educational attainment and employment prospects

EARLY YEARS FOUNDATION STAGE PROFILE (EYFS) GOOD LEVEL OF DEVELOPMENT EQUIVALENT TO NATIONAL AVERAGE FOR:

- COMMUNICATION, LANGUAGE AND LITERACY (CLL)
- PERSONAL SOCIAL AND EMOTIONAL DEVELOPMENT (PSED)

Better Start Bradford Programme and Outcomes

