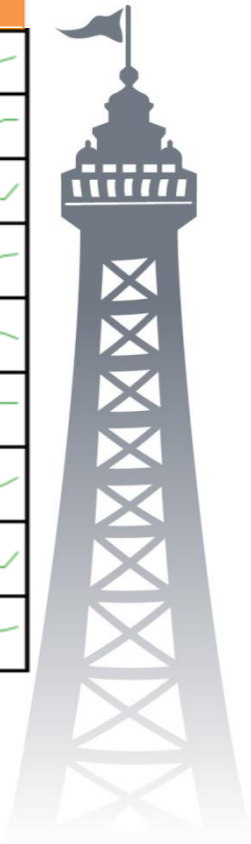


Blackpool Better Start: A Place-Based Approach to Improving Early Child Development Outcomes



Blackpool Context

What is it like raising a family in Blackpool?		Blackpool	North West	England
Adults (aged 18+) Classified as Overweight or obese (%)	As at 2020	71.6	65.9	62.8
Violent Crime (including sexual violence) – violence offences (per 1,000 population)	As at 2020	67.9	35.7	29.5
Admission episodes for alcohol related conditions (per 100,00)	As at 2019	1015	742	664
Deaths from drug misuse (per 100,000)	As at 2019	18.9	6.8	4.7
15-24 year olds Admitted to Hospital due to Substance Misuse (per 100,000)	As at 2019	236.6	108.6	83.1
Male Life expectancy at birth (Years)	As at 2019	74.4	78.4	79.8
Female Life expectancy at birth (Years)	As at 2019	79.5	82.1	83.4
Suicide rate (per 100,000)	As at 2019	15.8	10.6	10.1
10-24 year olds Admitted to hospital as a result of Self Harm (per 100,000)	As at 2019	906.1	517.4	444



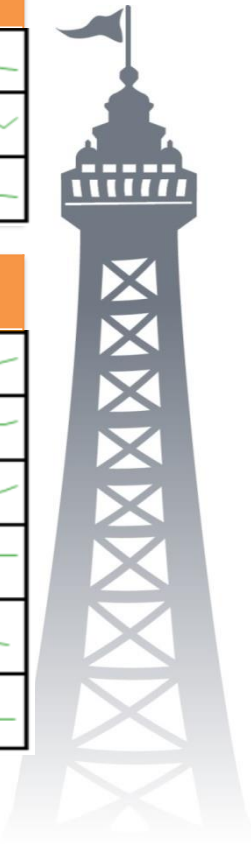
Blackpool Context

What do we know about Pregnant Women?

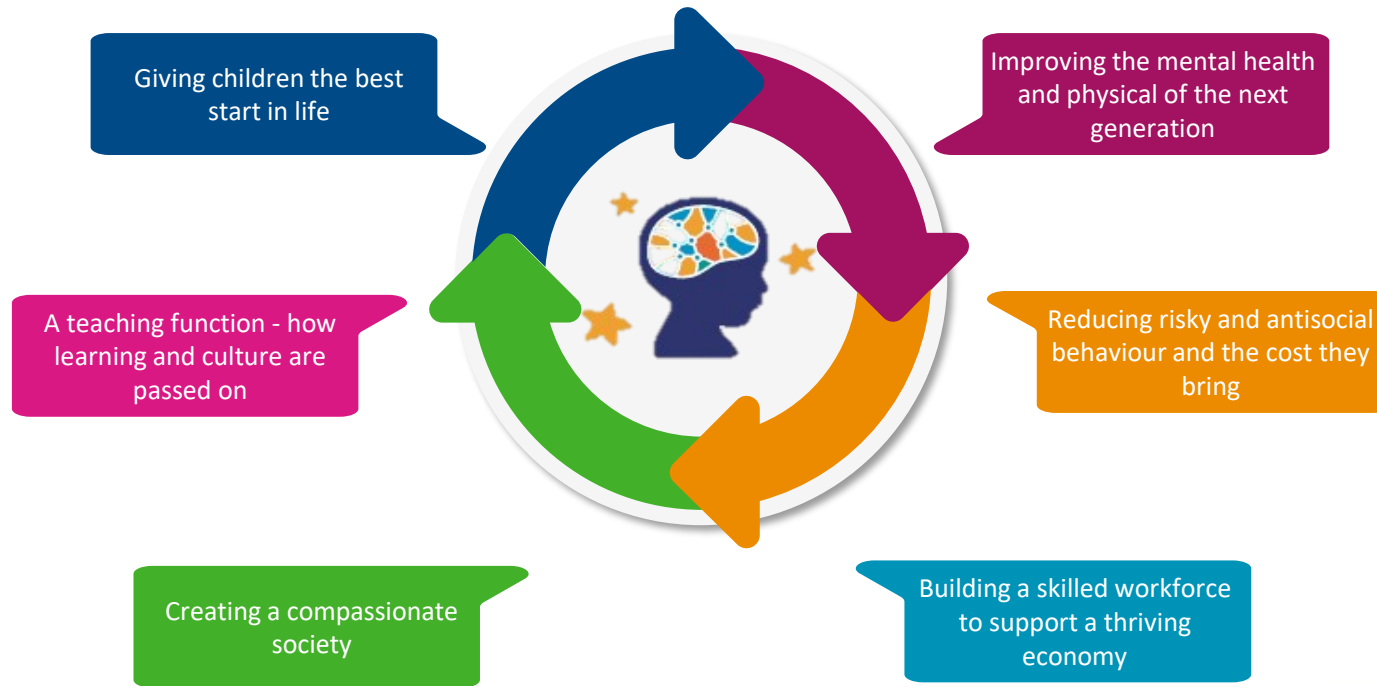
		Blackpool	North West	England
Smoking at the time of delivery (%)	As at 2020	23.1	12.2	10.4
Breastfeeding initiation (%)	As at 2017	59.2	64.5	74.5
Under 18s conception rate (per 1,000)	As at 2018	36.9	21.7	16.7

What do we know about Children?

		Blackpool	North West	England
Children in Care (per 10,000)	As at 2020	223.0	97.0	67.0
10-14 Year Olds Admitted to Hospital as a result of Self-Harm (per 100,000)	As at 2020	901.7	329.9	226.3
Reception Age Children Classified as Overweight or Obese (%)	As at 2019	28.6	25.2	23
Children Achieving a Good Level of Development at end of Reception (%)	As at 2019	67.9	68.9	71.8
Children with One or More Decayed, Missing or Filled Teeth (%)	As at 2019	24.9	33.9	23.3
Children in Low Income Families (%)	As at 2019	26.2	18	17



The science of early child development



A Better Start

£45m for **BLACKPOOL FAMILIES**

10+
YEARS

2024

9,000
BABIES


7 WARDS
IN BLACKPOOL


CLAREMONT, TALBOT,
BRUNSWICK, BLOOMFIELD,
PARK, VICTORIA, CLIFTON



Diet and
Nutrition



Speech and
Language



Social and
Emotional

What did our communities want?



To feel proud of Blackpool

To do more for themselves

For services to be more accessible

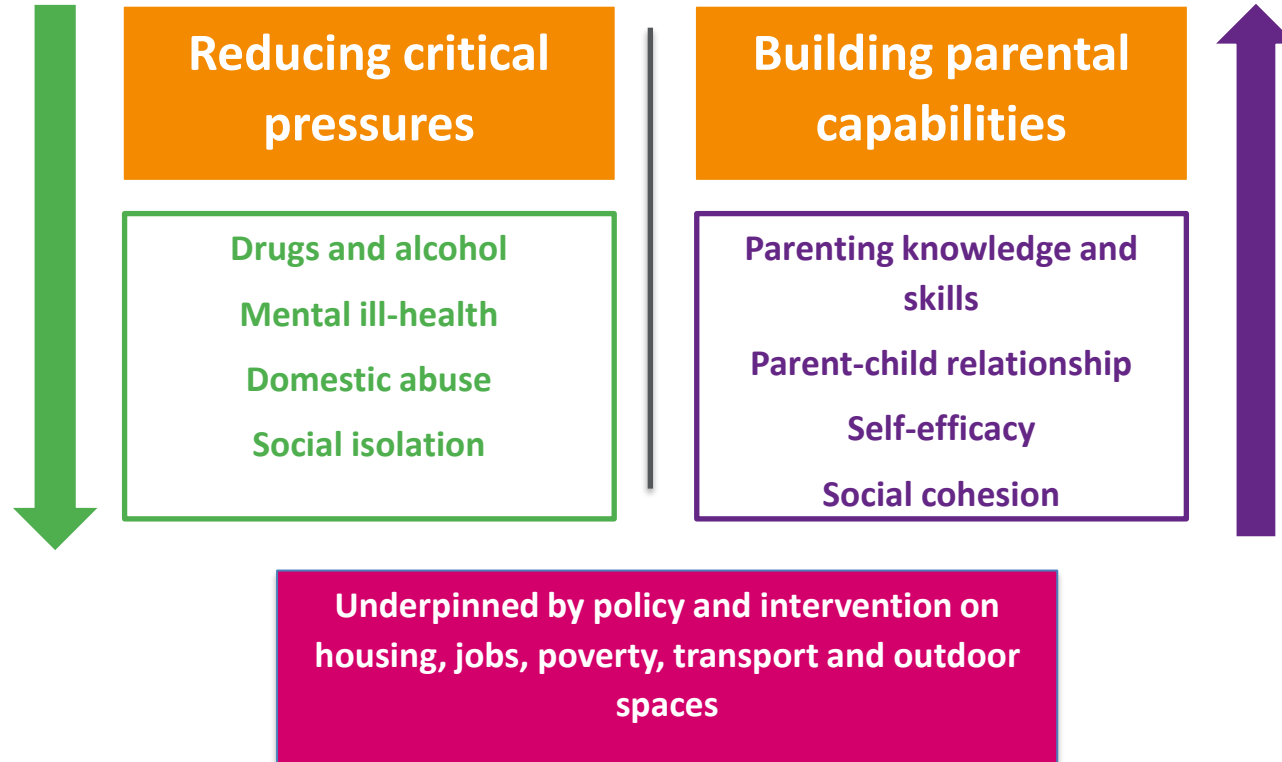
For dads to have a higher profile

To keep what works and get rid of what doesn't

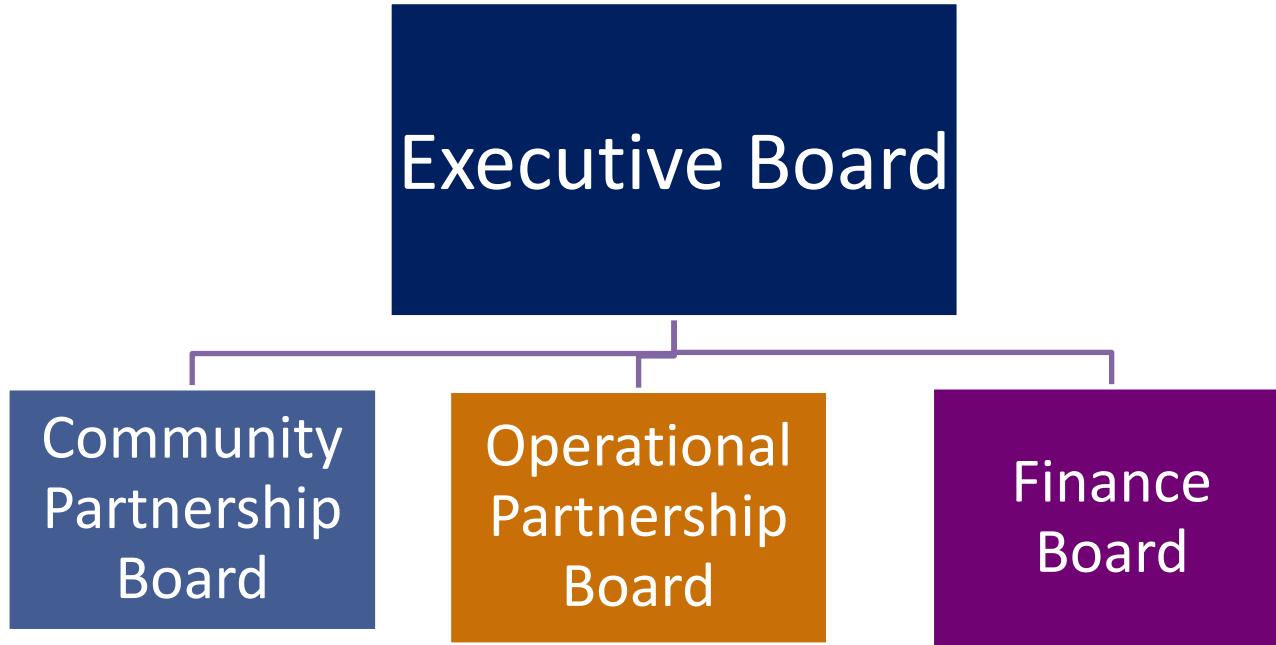
To shift the 'power' to the community

To be involved in the planning of services

What do we want to achieve?



Our partnership



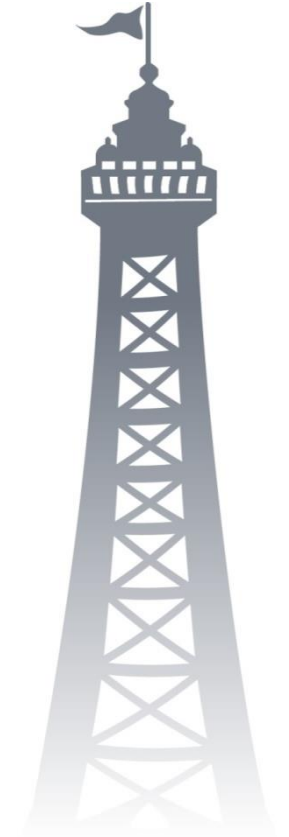
A place-based approach

**Public health
approach**

**Evidence-based
programmes**

**Workforce
Development**

**Evidence and
Impact**



Parks and volunteering

- Invested £1.8 million in the development of parks and open spaces in consultation
- Increased ownership
- Reductions in anti-social behaviour
- More opportunities to develop parent-child relationships, engage in play
- Shared volunteering standards and more opportunities



Campaigns

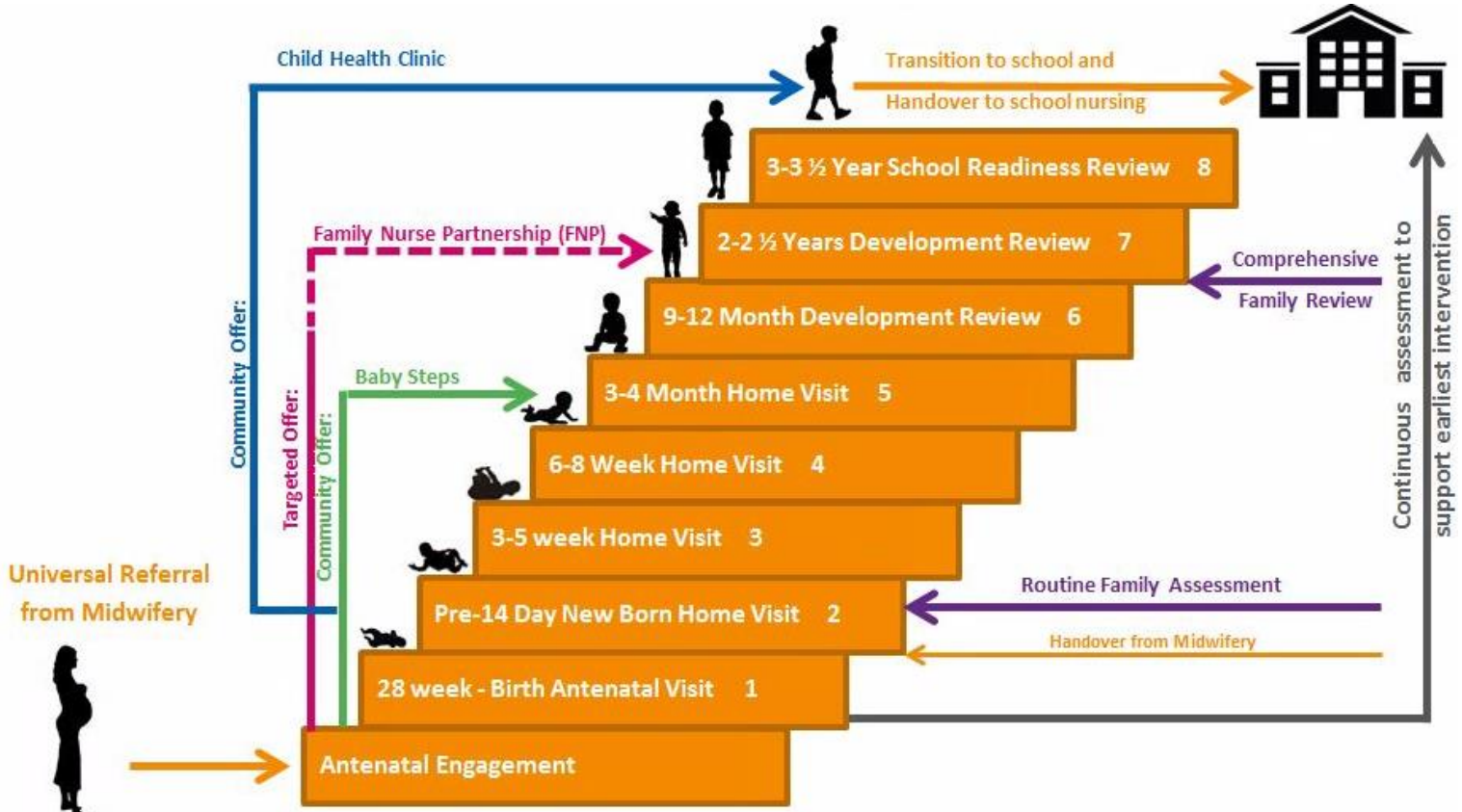


Campaigns

- Sharing key public health messages in a way that communities understand
- Framed in the context of positivity and social responsibility without blame and shame
- Re-call of messages tested in order to ensure we're using the best channels
- Messages targeted at specific audiences



Health visiting



Dads work

5 Better Start Blackpool was live.
9 September · 🌐

Talking Dads Episode 9- with Lisa Fitzgerald

7,700
People reached 📍
0% from boosted posts

7,700 organic 0 paid

633
Post engagements 📍

63 Reactions	53 Comments
17 on post	38 on post
46 on shares	15 on shares
10 Shares	507 Clicks
10 on post	0 photo clicks
0 on shares	0 link clicks

11 38 comments 10 shares

Like Comment Share

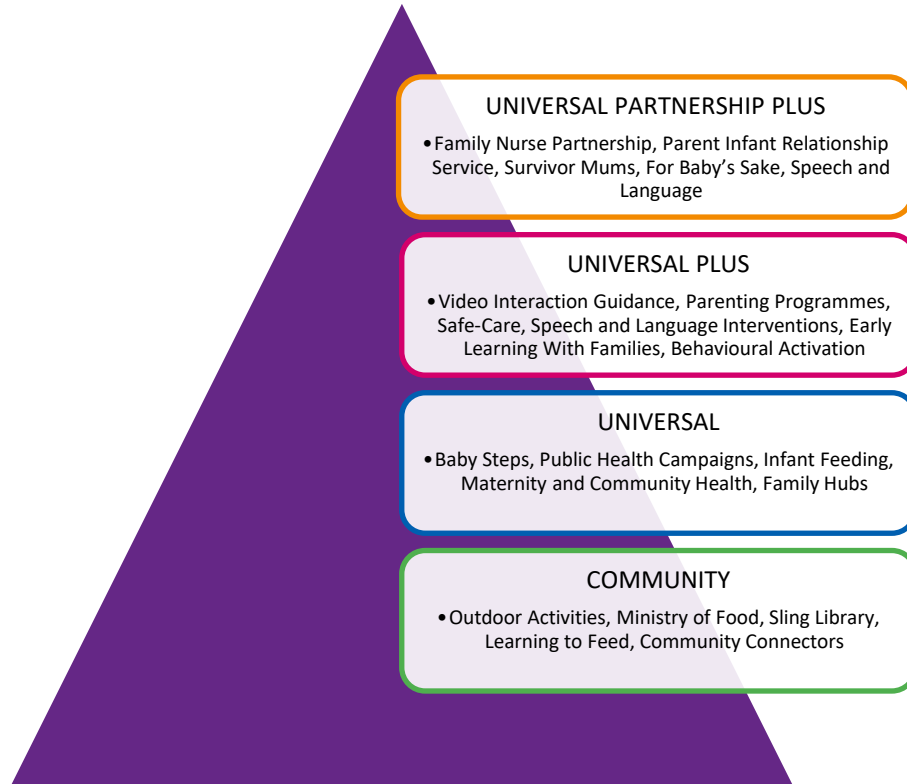
Development of a Blackpool-wide Dads' Strategy to ensure the inclusion of male caregivers in local services – peer support, volunteering, workforce, engagement and systems change

Dads, Pregnancy & Bonding
With special guest
Maternity Matron
Lisa Fitzgerald

TALKING
DADS
Wed 9th 2pm

Blackpool Better Start

Evidence-based programmes



Community Connectors



Sally Pye



Sarah Peers



Stacey Baron



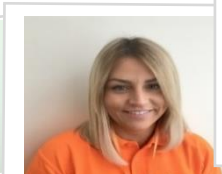
Susan Gorst



Reece Whelan



Emma Hobbs



Jade Lord



Katie Whale



Nichola Dawson



Simone Moore



Jonathon Porter

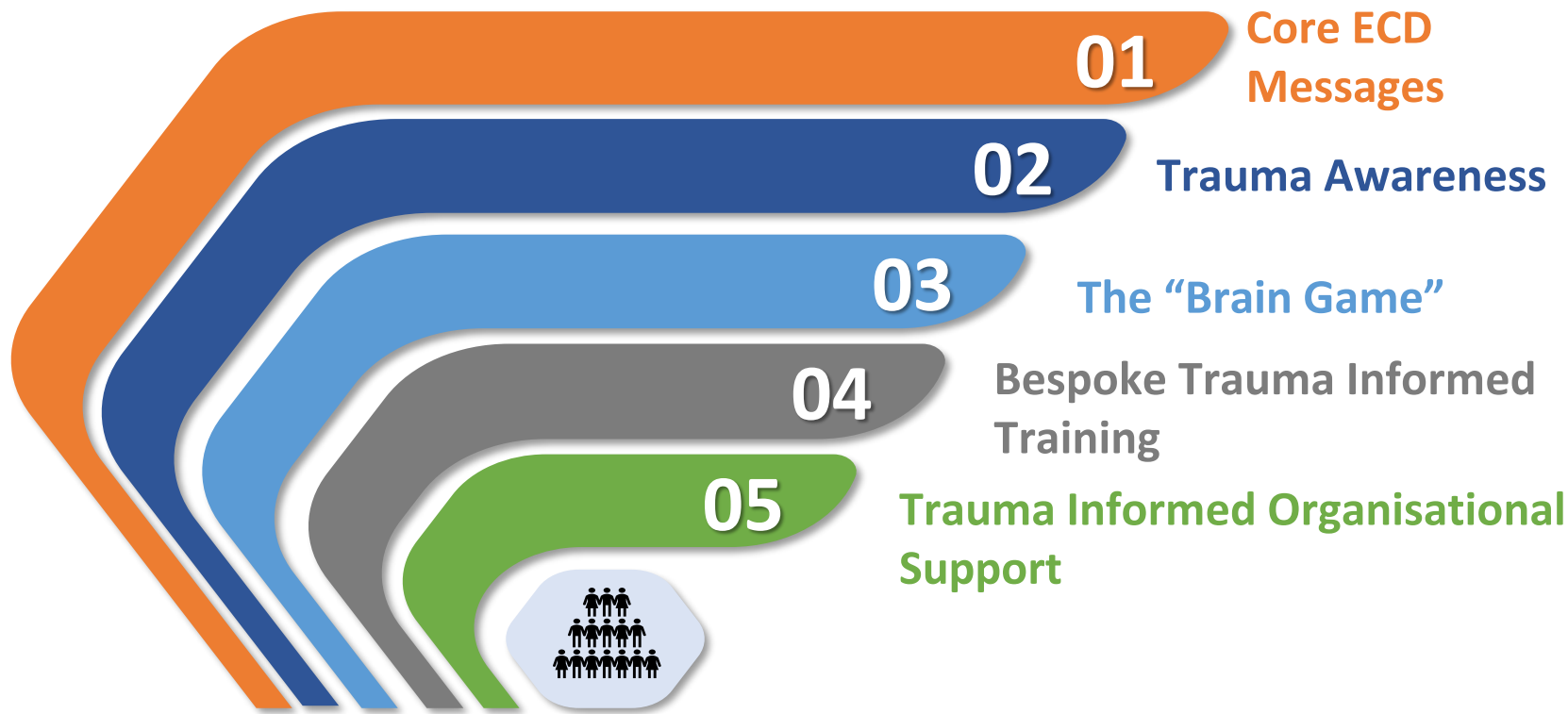
Maximising the potential of our evidence based programmes

Systems change

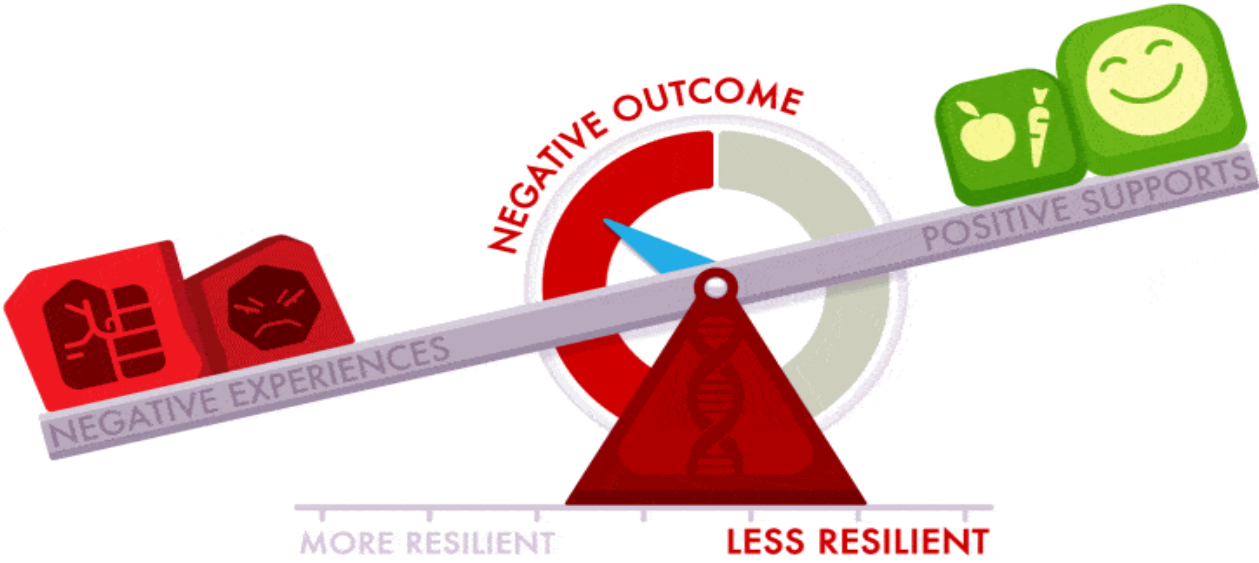
- A need to define systems change and what this means to us as a partnership
- Aims to bring about lasting change by altering underlying structures which make the system operate in a particular way
- Emphasis on not losing sight of why systems change is important
- Systems change part of our ten year journey



Workforce transformation




Developing a shared language



Consultation and co-production

- Clearly defined approaches to consultation and co-production
- Enable the partnership to identify priorities
- Will demonstrate a shift in community attitudes and perceptions
- Evidence of shift in who we talk about early child development and understand its importance

 Blackpool Better Start


What is important to you for your child's development?


Highest Priority


Female Male
Single parent: yes no
Age: under 20 20-24 25-30 35+

yes no
Number of children: 0 1 2 3 4 5+
Age of youngest child: pregnant under 6m 6-12m 12-24m 2y 3y 4y 5+

Date..... Venue.....

 Blackpool Better Start

 @CECDBlackpool
www.blackpoolbetterstart.org.uk

 NATIONAL LOTTERY FUNDED

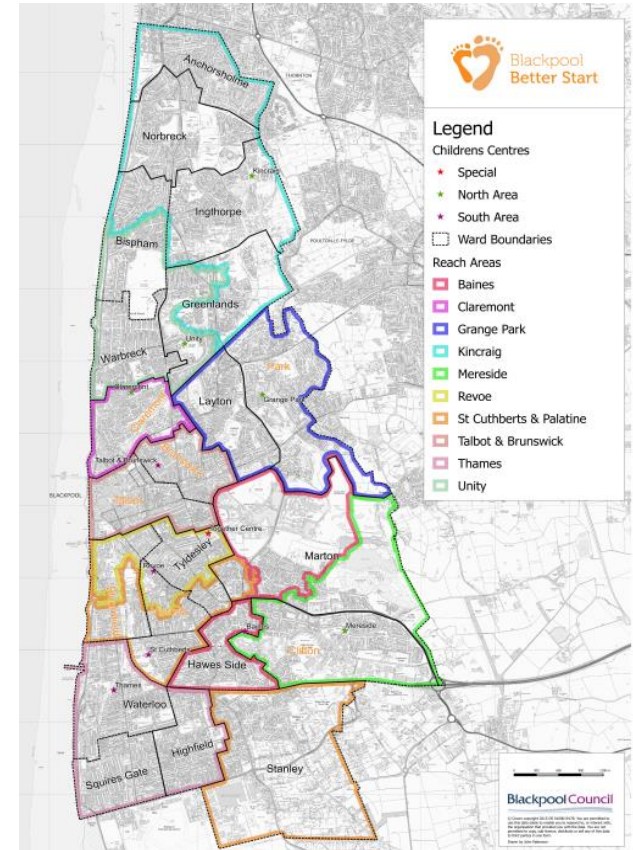
Generating Data and Evidence

Blackpool Children and Family Network

- Linkage of population level administrative health data with funded activity data across Better Start Wards and Non Better Start Wards.
- Housed by Blackpool Teaching Hospitals in secure data warehouse.
- Work with Oxford University to include social care and education metrics and provide the basis for development a Town wide Data Warehouse.

Individual Project Evaluations

- Mix of qualitative and quantitative approaches assessing project effectiveness and implementation.



Summary

- Joined up approach with NSPCC and the other Better Start areas to support amplification of learning and influence policy
- Ensuring sustainability of the programme – beyond the 10 years, a continued commitment to early child development
- Ensuring we maintain a focus on being led by communities
- Generating learning and evidence of impact
- Maintain local relevance as well as national and international significance

Contact Us



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