

# Start Well Strategy

## 1,001 Days

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# Overview

Start Well	Partnership Board	
<b>Start Well Strategy: Vision and Principles</b>	<ul style="list-style-type: none"> <li>• What do we mean by Start Well?</li> <li>• What does good look like?</li> <li>• Best Start for Life</li> </ul>	
<b>What's the current picture?</b>	<ul style="list-style-type: none"> <li>• Engagement – what did parents and staff tell us</li> <li>• What does the data tell us??</li> <li>• Our Offer</li> </ul>	
<b>The offer</b>	<ul style="list-style-type: none"> <li>• Delivery and impact</li> <li>• Innovation and Partnerships</li> </ul>	
<b>Our workforce</b>	<ul style="list-style-type: none"> <li>• Trauma informed workforce</li> <li>• GM Early Years Academy</li> </ul>	
<b>Summary</b>	<b>Next Steps</b>	

# Journey of first 1,001 days

4,045 women booked with maternity services at MFT hospitals (Q2 2020/21, Maternity Toolkit, Strategic Clinical Networks)



7,150 babies born (2020, ONS)

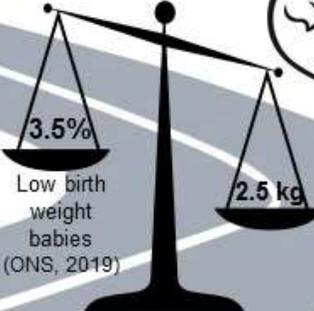


9.6% women smoking at time of delivery (NHS Digital, 2019/20)



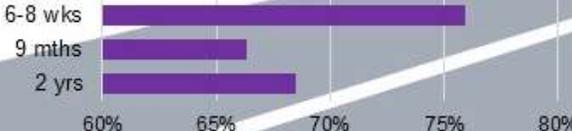
66% of eligible women accessing healthy start vouchers (July 2021, NHS digital)

41.8% children living in poverty (March 2020)



Breastfeeding (Maternity Dataset, 2018/19; PHE, 2019/20)

92% all EY providers rated good or outstanding (Ofsted, March 2021)



Children achieving expected level in all ASQ assessments (MFT, April 2020 – March 2021)

7,950 households claiming UC with youngest child age 0-2 (May 2021)

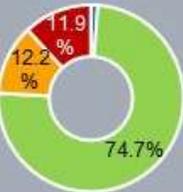


61% take up of 2 year old places (DfE, 2020/21)

22,000 0-2 year olds in 2021 (MCCFM W2020)



24.1% of children started school at least overweight (NCMP, 2019/20)



Children achieving a good level of development (DfE, 2019)



# Start Well Partnership Board

- Diverse and well represented partnership board since 2019
- Responsible for supporting children to have the best start in life and be ready for school
- Focus on the 1,001 days as the critical period for child development
- Responding to the challenge to improve outcomes in the early years
- Strong focus on key health priorities – healthy weight management, child immunisations, contraceptive service offer ,abusive head injury.
- Workshop and reference group established to develop the Start Well Strategy



# Manchester Start Well Strategy

To articulate the partnership vision for 1,001 days and to outline how we expect to achieve this

The strategy is our commitment to parents and carers, the workforce and people who live in Manchester

It is owned by the partnership and the workforce

**Vision :**  
*Working Together to enable every child in Manchester to have the best possible start in life.*



# Start Well Principles and Priorities

<b>Principles</b>	Early Support and prevention	Strength based
Whole family	Trusted Relationships	Confident Workforce
Accessible and available	Responsive	Trauma informed
Local and place based	Promotes independence to achieve safe, happy, healthy and successful families	

## Priorities

- Improving health outcomes
- Ensuring children are ready for school
- Ensuring a good level of development
- Reducing infant mortality
- Reducing inequality
- Ensuring the right resources and effectiveness
- Co production, engagement and consultation

# What do we mean by Start Well?

## **Why the 1,001 critical days are critical**

1. The 1,001 days from pregnancy to the age of two set the foundations for an individual's cognitive, emotional and physical development
2. These 1,001 days are a critical time for development, but they are also a time when babies are at their most vulnerable. Some babies have a disability diagnosed; some have a developmental need that is likely to develop into a special educational need once they enter compulsory education if special provision is not made.

## **A healthy pregnancy**

3. A healthy pregnancy sets up the unborn baby for a healthy life. As the baby grows inside the womb, the foetus is susceptible to the environment around the mother; it hears what the mother hears, consumes what the mother consumes and may react when the mother is distressed.

## **A healthy start for life**

4. During the period from conception to age two, babies are uniquely susceptible to their environment.
5. Potentially damaging effects of what are known as 'adverse childhood experiences' (ACEs). Parental conflict can impact on the mental health of the baby.
6. These 1,001 days are also a critical period for developing communication and physical skills.
7. Early diagnosis of a disability can improve long term outcomes by ensuring parents and carers have access to the information and provision they need.
8. The healthier a mum is during pregnancy, the easier it will be for her to adapt to her changing body and cope with labour as well as recover fully after the birth.
9. The mental health and wellbeing of mums, dads, partners and carers is also important for the development of the baby



## **Best Start for Life – A vision for the 1001 Critical Days**

**The Best Start for Life – A Vision for the first 1,001 days** sets out six action points that underpin the delivery of high-quality services for children and families:

### **Ensuring families have access to the services they need:**

1. Seamless support for families: a coherent joined up Start for Life offer available to all families.
2. A welcoming hub for families: Family Hubs as a place for families to access Start for Life services.
3. The information families need when they need it: designing digital, virtual and telephone offers around the needs of the family.

### **Ensuring the Start for Life system is working together to give families the support they need:**

4. An empowered Start for Life workforce: developing a modern skilled workforce to meet the changing needs of families.
5. Continually improving the Start for Life offer: improving data, evaluation, outcomes and proportionate inspection.
6. Leadership for change: ensuring local and national accountability and building the economic case.

# What does good look like?

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**High quality services** and a range of **information, advice, and guidance**.

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High quality, accessible, flexible and affordable **childcare provision** across the city.

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**Neighbourhood delivery** working with partners to ensure the best offer is made available to children and families

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**Family hubs incorporating Children Centres** as a place where parents and carers can access start well services.

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**Seamless support from conception to when a child starts school** with a focus on identifying families that require support at the earliest

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Highly skilled **Early Years workforce** and will understand the wider needs of families

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Greater focus on ensuring the workforce understands emerging best practice and 'what works' so that **every contact counts**.





# Start Well Engagement



## Who we talked to...

In autumn and winter 2020, we talked to a total **304 residents** and **98 staff and volunteers** over to understand what it's like to have a baby and raise young children in Manchester.

- We had had **201 conversations with residents**
- **73 staff and volunteers** across the Early Years sector filled out an online survey
- **91 residents** filled out an online survey and promoted through email broadcasts and social media.
- 12 residents and 25 staff/volunteers gave their views in one of **5 focus groups**

## What we asked...



We asked people to **share their stories**. We asked open ended questions that enabled people to put things **in their own words**. We didn't want it to feel like a box ticking exercise. People told us they were glad to tell their stories and be listened to.

## What you told us...

# 1

### Parenting in Manchester

- Families talked about feeling practically prepared, but **less emotionally or mentally prepared**
- People wanted more courses that focused on the **early days of baby care**, rather than birth
- Families wanted better play **equipment and outdoor spaces**
- **Isolation** caused by Covid was one of the biggest challenges, along with **birth and caring for a newborn, child wellbeing and development, mental and social wellbeing** and practical issues, like childcare and housing.

### Support and Services

# 2

- Most people we spoke to felt **provision was good**, and that they would approach Sure Start Centres, Health Visitors and friends / social group for help.
- People were **positive about Sure Start Centres**, especially when other services, like midwives, were also based in the centre.
- Families felt there is a lot of **information** available, but that it needs to be more accessible.
- People wanted professionals who weren't judgmental, were consistent, inclusive, empathetic and empowering and **relationships based on trust**.

# 3

## The Future

The top things that people wanted were:

- **Raising aspirations** of parents and helping them prepare better
- **Equal access** to services
- **Information** specific to local areas
- More funding for **Sure Start Centres**
- **Nursery places**
- Befriending **and practical, sustained help**
- **Holistic and multi-agency** approaches
- Support for **parent and infant bonding**

# 4

## Covid 19

91% of families said the pandemic had affected their experiences of having young children. The main things that were highlighted were:

- **Lack of social contact** for babies
- **Isolation** from friends or family for parents
- **Fewer activities** and groups
- Worsening **mental health**
- Partners not being able to provide needed support, e.g. attending scans during pregnancy
- **Digital exclusion**
- **Language barriers** adding to difficulties of accessing support
- However, some people found the **experience had been positive**, with partners being able to spend more time with their children

# What next?



A **working group** established to lead on the actions and improvements..



**Start Well strategy** for Manchester drafted that will build on what residents, our workforce and volunteers have told us in this engagement.



The strategy will be underpinned by the 13 **place-based partnerships**, which will each have an action plan



# What does the data tell us?

## What are the Challenges?

- **Poverty** :Manchester has the second highest number of children living in poverty in England. 40.6% of children estimated to be living in poverty.
- **Infant mortality** Manchester has the fourth worst rate of infant mortality in England (6.4 per 1000, compared to 3.9 for England in 2015-17).
- **Smoking in pregnancy** 9.6% of mothers smoke in pregnancy, which can cause serious health problems, inc. complications in pregnancy and labour
- **Low birth weight** Manchester has a significantly higher percentage of low birth- weight term babies than England (3.3% compared to 2.8%).
- **Lower than average achieving good level of development** In 2019, 66% of pupils in Manchester achieved the expected GLD compared to 72% nationally.
- Results were lowest in reading (70%) and writing (68%). More girls achieved GLD than boys (14%). Of the 34% of children not achieving GLD 25% (approx 560 children) did not achieve any of the necessary early learning goals.

# What does the data tell us?

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- **Early Years Delivery Model – Impact**
- **Communication and Language Pathway** – 2,000 children are receiving a WellComm screen annually;
- 57% of children screened showed signs of language delay and 40% of children being screened are being referred to specialist services. 3 month post intervention approx. 60% of children are at typical levels of development the remaining 40% being referred to specialist services.
- **Parenting Pathway** –1,000 children annually benefit from the EY Parenting Pathway intervention. 60% of parents have a mental health problem, following intervention 75% of parents who were clinically depressed were no longer depressed and 82% of parents who had clinical anxiety no longer had anxiety disorder.
- Following intervention 66% of children moved from clinical to non- clinical range for conduct disorder behaviour problems.
- **Sure Start Children’s centres** – 1,200 more parents received targeted intervention during the pandemic.
- **Day Care Provision** - 130 providers currently open offering funded two year old and EYPP provision. Of these 96% providers rated good or outstanding by Ofsted.
- Eligible Two Take Up - Summer Term 68% of eligible twos took up provision.

# Health Visiting Service Uptake

Healthy Child Programme (universal offer):	2019-20 Q4	2020-21 Q1	2021-22 Q1
Antenatal (targeted between 28-36wks)	473	561	330
New Birth Visit (seen under 14days / over 14days)	84% / 13%	86% / 13%	89% / 10%
Maternal Mental Health Assessment (seen between 6-8wk)	85%	90%	91%
6-8week Health Developmental Assessment (GM only)	90%	89%	91%
9 month Health Development Assessment (received by 12 m)	73%	69%	74%
9 month Health Development Assessment (received by 15m)	82%	80%	78%
2 year Health Developmental Assessment (received by 2.5yrs)	76%	72%	74%

HV Service Activity:	2019-20 Q4	2020-21 Q1	2021-22 Q1
Face to Face contacts	25,770	8,198	23,854
Telephone contacts	9,008	30,113	15,702

# Innovation and Partnerships

Developing greater collaboration with Local Care Organisation to enhance the offer and improve outcomes for children and families.

- **Go Smoke- Free Pilot** - adding value to the GM Smoke – Free Programme through a whole family approach, reducing isolation for pregnant women and clear access to support through ante natal clinics in children’s centres.
- Developing a **Think Family** Pilot approach in a neighbourhood to join up the information sharing, response and early intervention where parents and children have multiple vulnerabilities that impact on their parenting. A design group is in place to develop the pilot and strengthens partnerships with Adult Services.
- **Thriving Babies, Confident Parents Programme** - multi agency team which is promoting the health, well – being and safeguarding of children by working differently with parents during pregnancy. Enhanced support to identify babies at higher risk and developing strengths and resilience to promote capacity to change. The programme is evidenced based and will be externally evaluated.
- 27 referrals received since the start of the programme in June 21 supported by Early Help, Social Workers, Adult Social Care, Homestart , Midwifery, Health Visitors and Barnardo’s.

# Start Well : 1,001 Days Offer

- Antenatal Offer – Midwives deliver antenatal clinics locally from Sure Start Children’s Centres.
- Birth Registration – Families can register births at 7 Sure Start Children’s centres across the City. Supports Early Years Outreach Worker (EYOW) early initial contact with families and sign posting into services.
- Family Support / Information, Advice and Guidance - EYOW’s offer a range of support to families with a focus on safety and safeguarding, family health and wellbeing, parenting and parent aspirations.
- ESOL Stepping Stones First Steps for Parents
- Baby Sensory Bag Project – Parents of new babies offered 4-6 small group sessions delivering key parenting, early attachment and early learning messages. Baby sensory equipment gifted at these sessions.
- Baby Stay Play and Learn – Engage parents at the earliest opportunity to develop their confidence and understanding of their babies developmental needs. Planning for sessions focus on expected learning and development linked to EYFS.
- Imagination Library – A collaborative project between SSCC’s, Read Manchester, Schools, Housing and voluntary organisations, led by volunteers. An age appropriate book is gifted every month to children from birth to five years. Promotes early education and development in literacy.
- Reform Radio project – Working in partnership with SSCC’s, Imagination Library and Read Manchester. Targeting parents with new-borns for 6 weekly sessions supported by experienced story teller. Supports parents to bond with baby as they are recorded reading stories in their home language.
- 18 month ASQ3 Assessment – EYOW’s will target parents with children who are 18 months who have not attended their 9 month development review for a course of ready to play sessions at which the 18 month ASQ assessment will be carried out.
- WellComm / REAL Intervention – EYOW’s targeting vulnerable two year olds who are not accessing provision and working with Schools to identify children and families who would benefit.

# Start Well : 1,001 Days Offer

## Holiday Relief Fund

### Early Years payments for summer food provision :

- £90 per child provided for families to cover the provision of food for children over the summer holiday period.
- **Criteria :** Children entitled to 2, 3 and 4 year old Free entitlement provision who did not attend a setting throughout the summer.
- **Outcome:** Over 1,000 children's families to receive the payment.

### Early Years Summer offer to Families

- Early Years, working with partners, offered a full programme of family fun activities over the summer period. Activities included, swimming, treasure hunts, sports coaching, face painting, dance, cooking, music, story telling, bouncy castles, arts and crafts, theatre.
- Food and picnics were offered at each event or food hampers were given out. 1059 parents and 1663 children attended these events.

## Bump to Baby Programme

### Aims:

- To promote bonding as an important element of baby's development
- Help parents to prepare for baby's arrival
- Build parenting confidence and skills
- Support parental health and wellbeing

### Method:

- Our Bump to Baby programme has been co designed by staff, parents and relevant professionals.
- Four- week programme including practical demonstrations, interactive activity and opportunity for discussion.
- Aimed at expectant first time parents.

# The Offer: Health Visiting Service

## **The Health Visiting Service has remained open and accessible to Manchester families throughout Covid**

The Healthy Child Programme has continued to be delivered and is reporting an;

- Increase in number of babies seen within 14 days of birth
- Increase in Maternal Mental Health contacts
- Increase in Developmental Assessments
- Increasing use of Parentline ChatHealth and Social Media – Facebook and Twitter
- Healthy Child Well Baby clinics remain suspended and have been replaced with booked clinics
- Therapeutic Baby Massage resumed in group format with an additional post created to ensure capacity and equality of access.
- Mobile and Homeworking continues
- National Health Visitor Shortage – 10% shortfall in Manchester, Student Health Visitors qualified as expected in October 2020:
- Cohort of 20 began in January 2021, further cohort of 20 commenced September 2021

# The Offer : Health Visiting Service

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## **Healthy Weight & Nutrition:**

- Workforce received training on the Manchester Policy and has invested to enable head circumference to be routinely measured
- The service has undertaken a review of 2yr old's who had their Healthy Child Programme Health and Development review between April 20 – March 21, due to the significant number of telephone assessments that were undertaken.
- 3,500 children were found to not have had a physical height & weight measurement. A bid against Public Health Covid monies was successful and a 7month programme has just commenced to undertake face to face contacts with these children.
- Vitamin D now available as part of Healthy Start Scheme

## **SEND – children with additional needs**

- SEND HV Team has been expanded to support the generic teams and have contacted children with additional needs over Summer 2021 to support transition into school, in addition the team is part of an action learning set with education colleagues drawing together best practice, whilst undertaking further training in social communication
- Actively involved in the development and training of Manchester's Sleep Strategy to be launched in October 2021

## **Babies in Lockdown**

- A workshop forum , with colleagues in CAPS, has been delivered to the HV service on 'Babies in Lockdown' to share both the current learning & research and experiences practitioners are finding. This has been evaluated and will continue to be delivered

## **Domestic Abuse**

- Safer Together training has been rolled out across the service

# The Workforce

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Developing trauma informed practice – to ensure staff have the skills and knowledge to work with families in a trauma informed way

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EEF Early Years Hub- Martenscroft Nursery School is working jointly between the EEF and GM looking at quality in early years from a whole setting planning perspective. They will pilot the development of an Early Years hub that provides evidence-informed professional development and support to practitioners locally.

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DFE funded CPD programme - The training programme will support the early years workforce to mitigate the impact of the COVID-19 pandemic on young children and in particular on their early language, maths and personal, social and emotional development. It will be delivered in academic year 2021/2022.

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GM Early Years Workforce Competency Framework – A framework which identifies sets of core skills , knowledge and abilities required to work successfully across a place-based system which reflects and responds to GM school readiness pathways and priorities.

# Next Steps

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- Finalise Start Well Strategy by November 2021
- Develop Start Well Partnership Delivery Plans by November 2021
- Task and Finish groups with key partner leads progress the response to the Best Start
- Scope requirements to develop Family Hubs by December 2021