



UK IMPLEMENTATION SOCIETY

*Building capacity, sharing learning, and connecting professionals in implementation, improvement and innovation in services to people*

## Implementation Journeys from the North

**Blending improvement methodologies to  
improve services for children and families in  
Scotland and Bradford**

Day symposium at the University of York,  
March 2<sup>nd</sup> 2018



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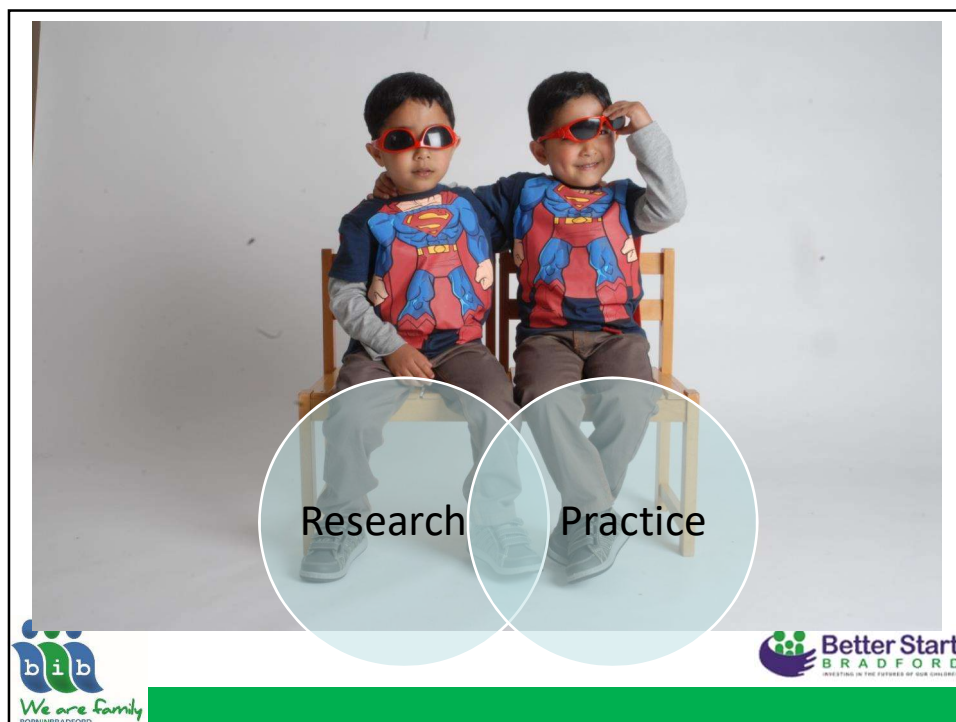
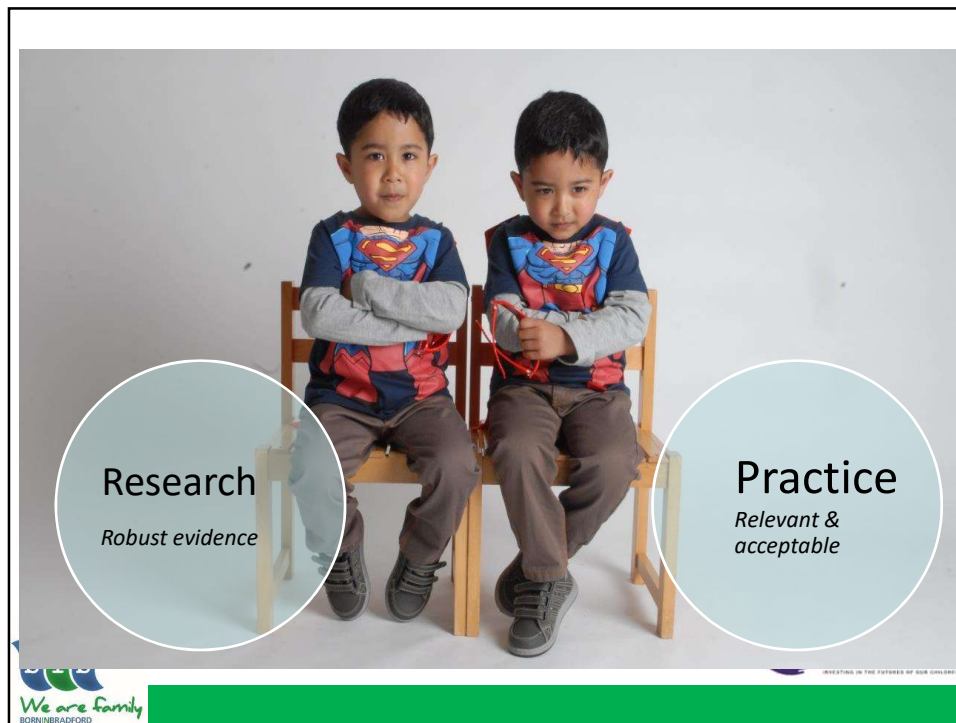


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## A Lack of Evidence Based Research in Practice





## Integrating Research and Practice: The Experiences of Better Start Bradford



## Who We Are



Better Start Bradford –  
*“the Commisioners & Designers”*



Service Providers –  
*“the Implementers”*



Better Start Bradford Innovation Hub  
*‘the evaluators’*





## BORN IN BRADFORD'S BETTER START



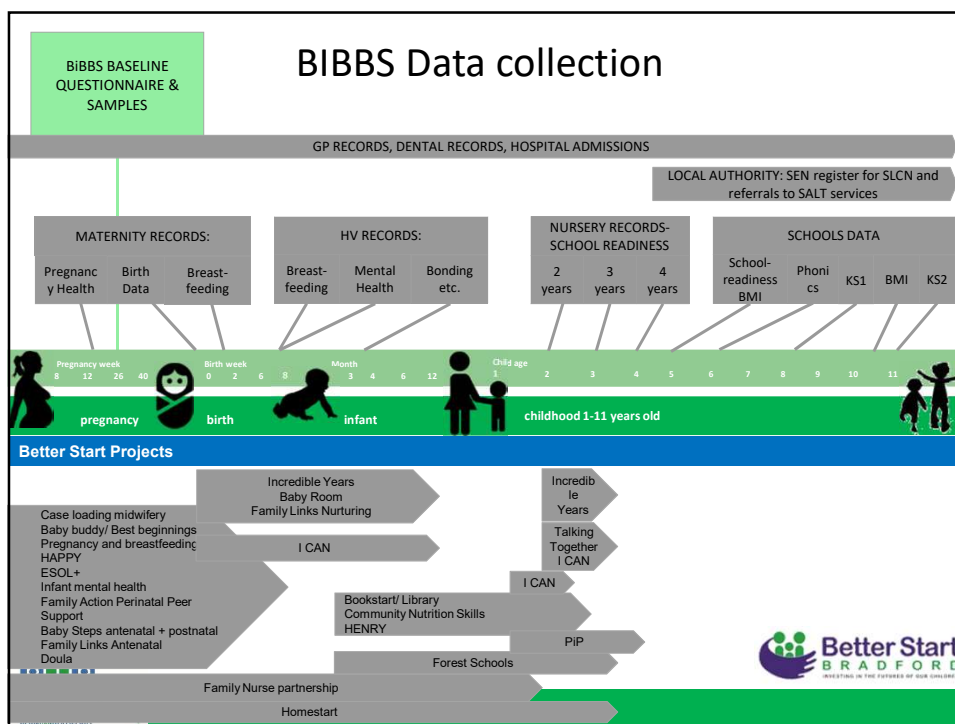

5000 babies and their mums and mums' partners, over 5 years  
Recruited in pregnancy, followed up using routinely collected information.









## Project evaluation



## Stacked interventions



## Qualitative evaluation








### Born in Bradford's Better Start: an experimental birth cohort study to evaluate the impact of early life interventions

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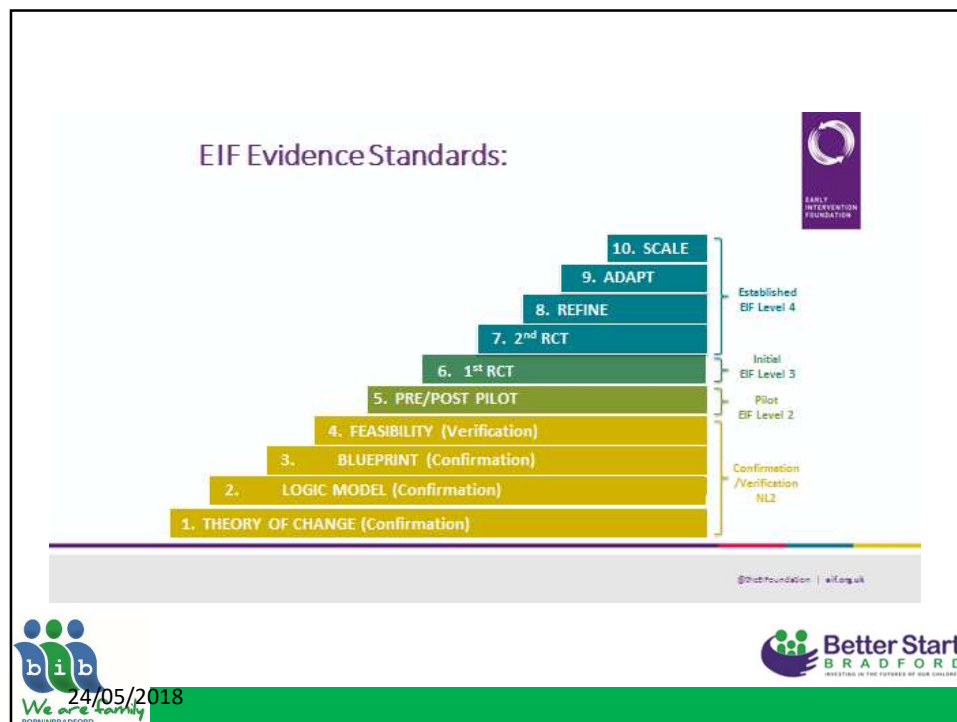
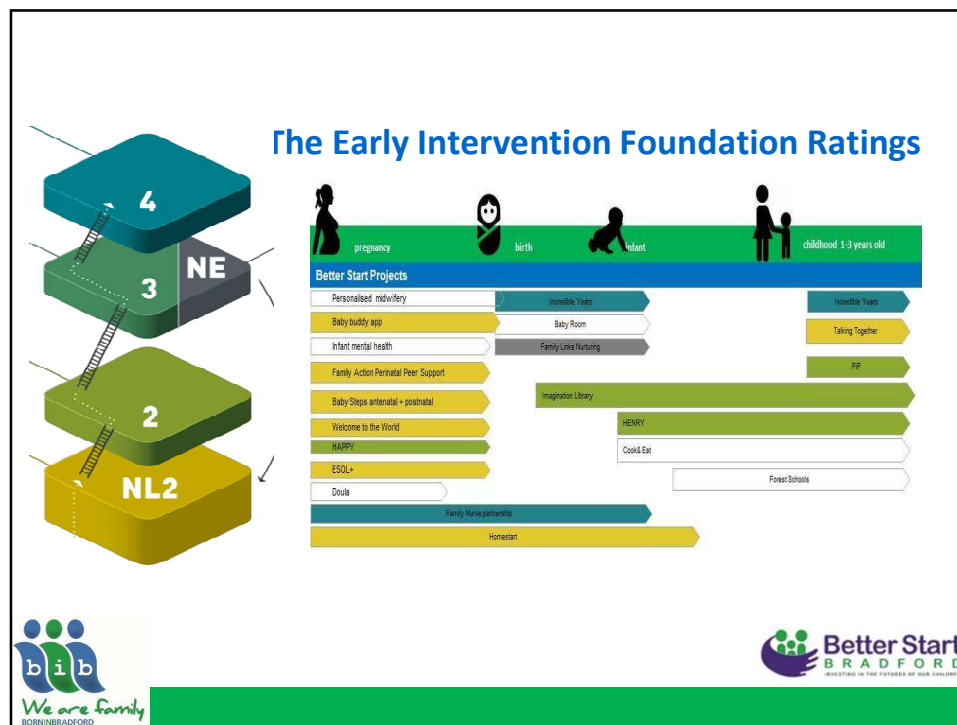
**Abstract**  
**Background:** Early interventions are recognised as key to improving life chances for children and reducing inequalities in health and well-being, however there is a paucity of high quality research into the effectiveness of interventions to address childhood health and development outcomes. Planning and implementing standalone interventions to address childhood health and development outcomes would be slow, cumbersome and expensive. This paper describes the RCTs for multiple, individual interventions would be slow, cumbersome and expensive. This paper describes the protocol for an innovative experimental birth cohort: Born in Bradford's Better Start (BBBS) that will simultaneously evaluate the impact of multiple early life interventions using efficient study designs. Better Start Bradford (BSB) has been allocated £49 million from the Big Lottery Fund to implement 72 interventions to improve outcomes for children aged 0-5 in three key areas: social and emotional development, communication and language development, and nutrition and obesity. The interventions will be implemented in three deprived and ethnically diverse inner city areas of Bradford.  
**Method:** The BBBS study aims to recruit 5000 babies, their mothers and their mothers' partners over 5 years from January 2016/December 2020. Demographic and socioeconomic information, physical and mental health, lifestyle factors and biological samples will be collected during pregnancy. Parents and children will be linked to their routine health and local authority (including education) data throughout the children's lives. These participants in routine health and local authority data will be used to evaluate the impact of the interventions using the Twin Cohort (TwC) approach. BBBS interventions will also be tracked, BBBS will test interventions using the Twin Cohort (TwC) approach. BBBS interventions will also be tracked, BBBS will test interventions using the Twin Cohort (TwC) approach. BBBS interventions will also be tracked, BBBS will test interventions using the Twin Cohort (TwC) approach.  
**Keywords:** Birth cohort, Trials within cohort, Quasi-experimental, Inequalities, Early years interventions, Child health, Child development, Social, Emotional, Communication, Language, Obesity, Nutrition

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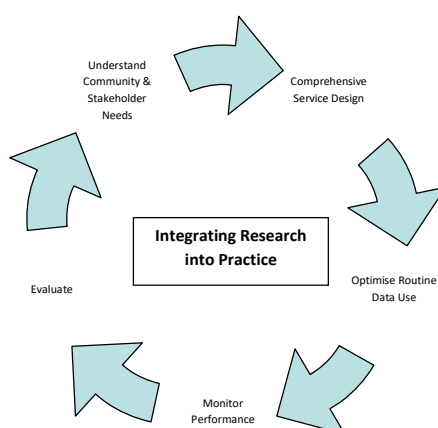
## Integrating Research into Practice



<https://borninbradford.nhs.uk/what-we-do/pregnancy-early-years/toolkit/>



## Enhancing the Evaluability of Interventions



## Understand Community & Stakeholder Needs

Who are they?

What's important to them?

What are their timelines & Priorities?

What are the barriers/enablers to taking part?

What influences come from the local context?

Are communities ready?

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24/05/2018

**Better Start**  
BRADFORD  
WORKING IN THE INTERESTS OF OUR CHILDREN

## Toolkit 1: Service Design *Getting the Foundations Right*

Who is it for?

Theory of change

Logic Model

Processes

Roles & Responsibilities

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IN THE INTERESTS OF OUR CHILDREN



Service Design of Early Years Interventions: An Operational Guide

## Toolkit 1: Service Design Tools

### *The Building Blocks*

Service Questionnaire

Logic Model

Minimum datasets

Identifying Available Routine Data

An Implementation and Monitoring Toolkit

## Toolkit 2: Implementation & Monitoring

### *The Cement*

Progression Criteria

Implementation Plan

Risk Log

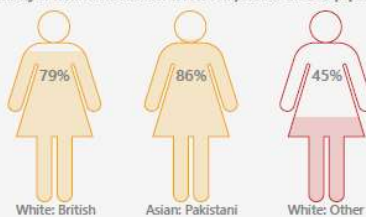
Reviews & Reports

## Progression Criteria in Action

Women enrolled to WTTW compared to anticipated number



Ethnicity of Women enrolled for WTTW compared to the BSB population



## Toolkit 3: Evaluation Framework *The Survey – does it work?*

