



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 2nd 2018



Join us at: www.ukimplementation.org.uk



Follow us on Twitter: @UK_ImpNet



UK-IS Introduction to Better Start Bradford

Gill Thornton, Head of Programme, Better Start Bradford

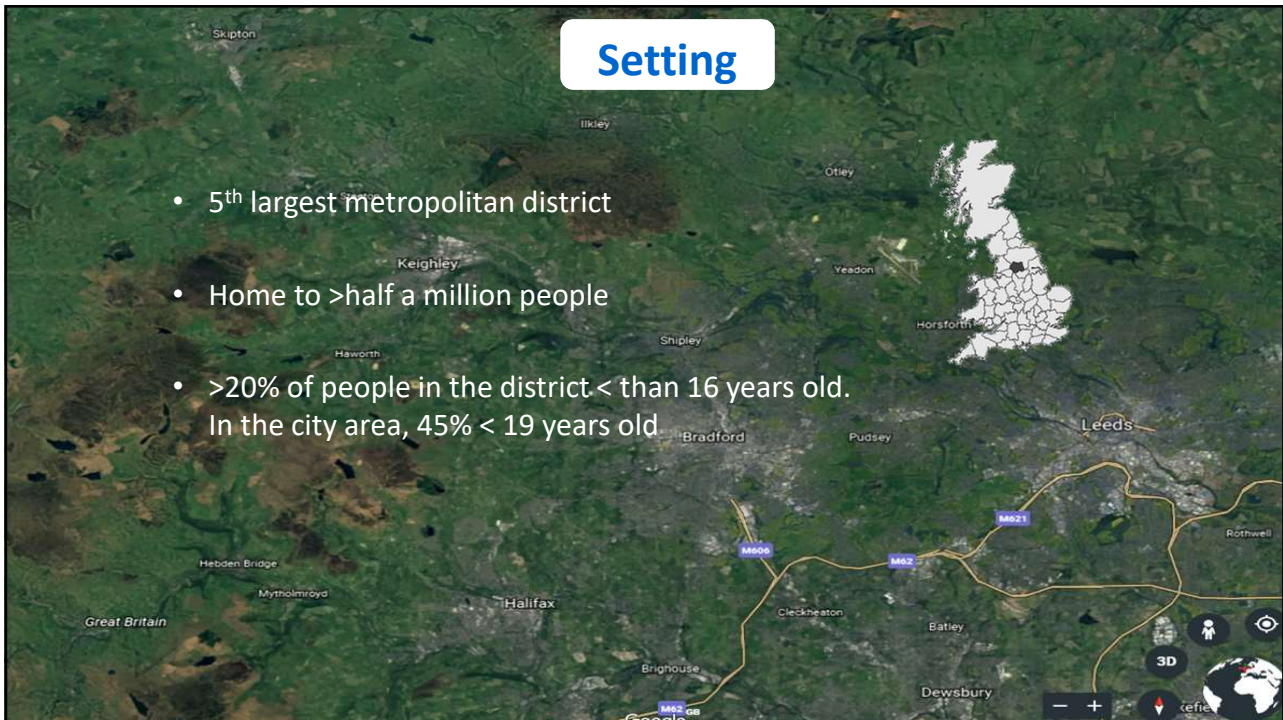
Outline of the programme

- A successful £49 million Big Lottery Fund partnership bid led by Bradford Trident, for a 10 year prevention and early intervention programme. We are currently in year 3.
- Community and parent involvement in governance, voice, design and delivery
- Aiming to improve child outcomes in social and emotional development; in communication and language; and in obesity and nutrition
- A 'test and learn' programme which is being used as a vehicle for learning and change across the district
- Rooted in best available evidence and science, and adding to the evidence base of what works in improving child and maternal health leading to improved school readiness.
- Entirely focused on pregnant women, dads and young children aged 0-3 years
'window of opportunity'

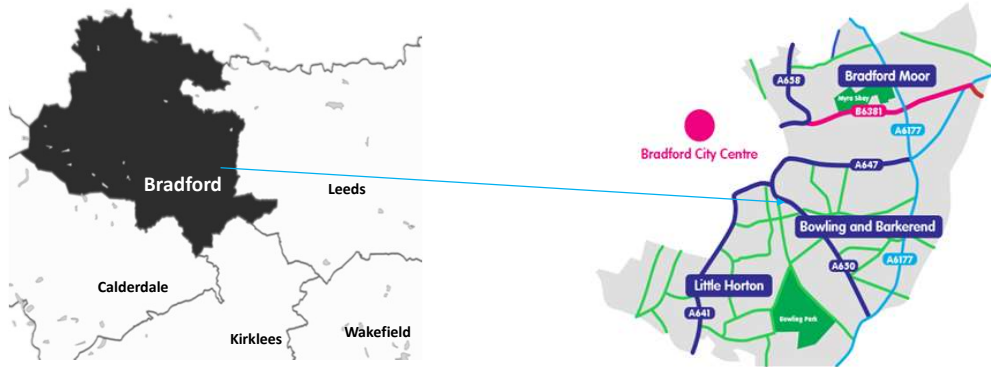


Setting

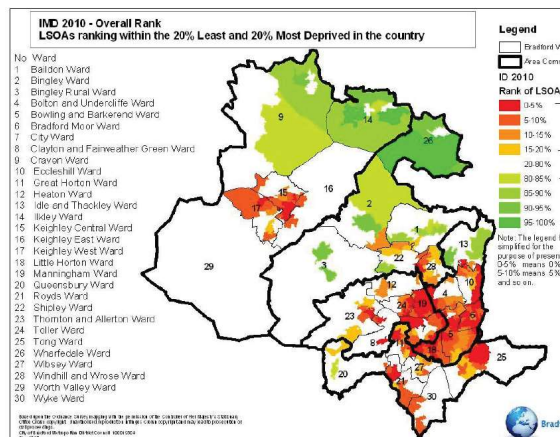
- 5th largest metropolitan district
- Home to >half a million people
- >20% of people in the district < 16 years old.
In the city area, 45% < 19 years old



The Better Start Bradford area



Deprivation

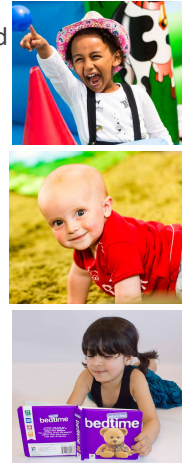


Bradford context: our children

The majority of the BSB area falls into the most deprived 10% of areas in England

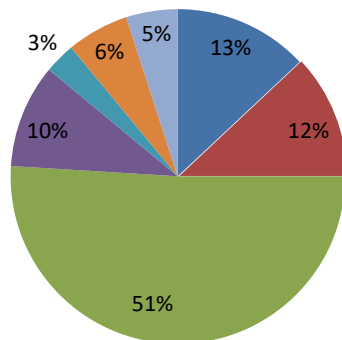
	Better Start Bradford	Bradford District	England
Population (all ages) ^[18]	65,273	531,176	57,885,413
Births per year (rate per 1000 population) ^[19]	1335 (20)	8100 (15)	661501 (12)
Children 0-3 yrs (% of the population) ^[18]	5378 (8.2%)	32,737 (6.2%)	2,874,234 (5.0%)

ONS mid year estimates 2015

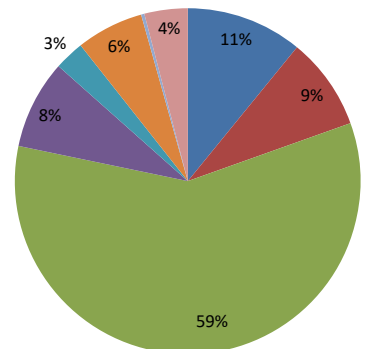


Ethnicity of BSB Population

Pregnant Women (NEW) 2016/2017
Medway data Sept 2016-Aug 2017



Children (0-4 years) (NEW)
Medway projection based on births 2016-2017



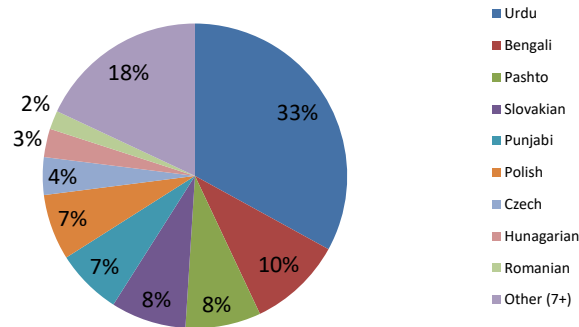
■ White British ■ White Other ■ Pakistani ■ Other South Asian ■ Black ■ Other ■ Missing

Languages (NEW)

462 (33%) of pregnant women in BSB have slow or no understanding of English

First language for women with slow/no understanding of English

Medway data 2015



Needs in the Better Start Bradford Area

Social and emotional development

- **Hospital Admissions** for accidents in the home, rate per 1000 children (*Public Health, Sep 14 – Aug 15*)

BSB: 22, Bradford: 20

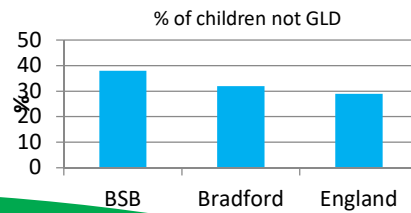
Things we still don't know: Levels of Depression, Vulnerability of mums, Attachment, Parental Confidence, Social Services Involvement

Needs in the Better Start Bradford Area

Communication and Language Development

Up to 34% of 2 yr olds are at **risk of language delay (NEW)** (No. of children referred to Talking Together 2015-2017)

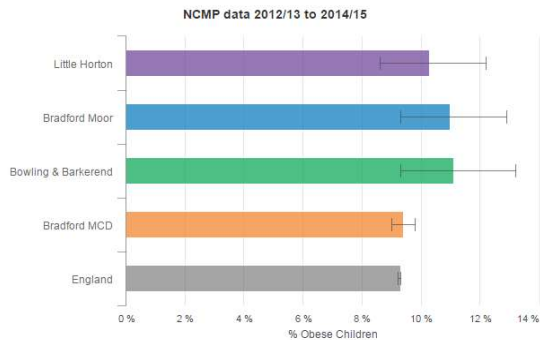
School Readiness - No. children *not* reaching GLD (EYFSP 2017, BDMC Office of the Chief Executive - Policy & Performance)



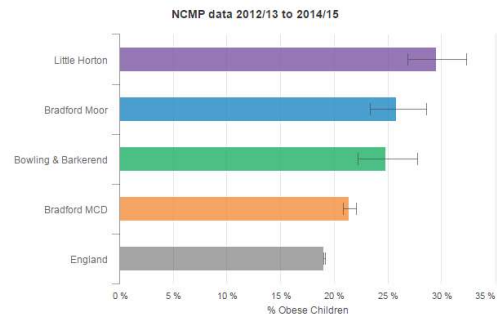
Needs in the Better Start Bradford Area

Obesity

Obesity among children aged 4-5 years across Better Start Bradford



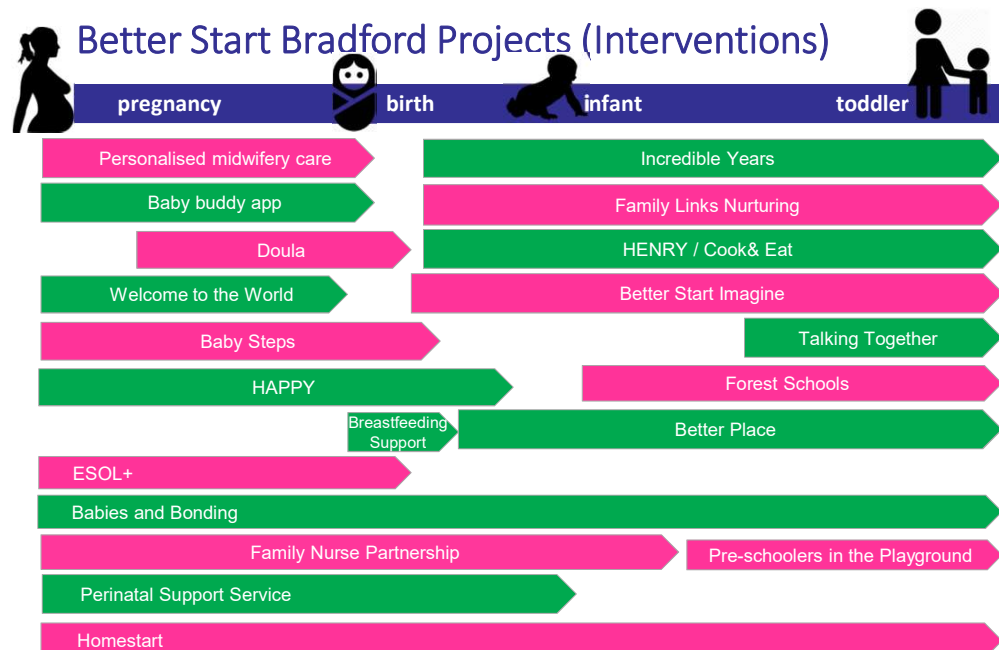
Obesity among children aged 10-11 years across Better Start Bradford



Better Start Bradford Portfolio of Projects

We aimed for and achieved:

- Balance across ages; pregnancy, infancy, toddler, young children
- Balance across the 3 BLF outcome areas
- Balance in the way projects are delivered either to individuals or groups and by volunteers, practitioners or both
- Balance in targeted and universal offer
- A spread of projects with science base (logic models) and varying levels of evidence – there is an acknowledged lack of evidence based programmes in the area of early childhood development
- Based on our own BSB themes which focus around relationships: Bump Start Your Baby; Falling in Love with your Baby; Babies and Bonding; Talking Together – Loving Language; Eat Live Love; Better Place.



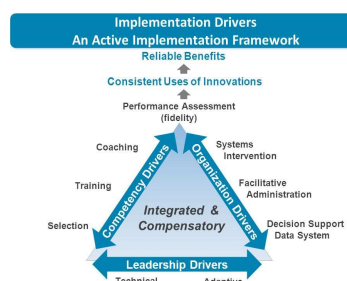
How our programme is delivered

- All projects are delivered by partners (Local Authority, NHS, Children's Centres, Schools) or through contracts with VCS organisations
- Commissioning Framework agreed to facilitate local smaller groups to be part of the Better Start Bradford offer.
- 21 projects with (mostly) 3 year renewable contracts – regular reviews and detailed report at 3 years to inform the decision to renew
- Detailed Service Design process developing manual on which service specifications are built
- Core team providing a comprehensive support service including: project management advice and templates; communications support; engagement support; programme facilitators; workforce development including volunteer support
- Portfolio review to re-assess needs, identify reach issues or gaps, and allow for innovation



Better Start Bradford Programme Implementation

- Working across the “A Better Start” programme to develop effective implementation
- Workforce Development to develop practitioner skills (Learning Together)
- Strategic work to drive system change – ensuring a supportive and facilitative context
- Leadership development allowing us to respond to change and lead management of change
- Developing effective shared data and information systems
- Modelling and driving integration
- Detailed evaluation and benefits management



The value of evaluation

- Our implementation and evaluation will give us significant learning to share throughout our 10 years
- We work with the Big Lottery Fund development project who support Communities of Practice across the sites sharing experience, expertise, knowledge and tools
- We work with the Warwick Consortium who are commissioned to do an effectiveness and an implementation evaluation of the whole ABS programme.
- Bradford is fortunate in having the experience and learning from Born in Bradford influencing practice
- Working with BiB on the bid and as our evaluation partner was a logical decision
- Better Start Bradford has the most developed programme evaluation across the 5 sites including the BiBBS cohort

