

Better Start Bradford Summary Report October – December 2018

Background

Better Start Bradford is a 10-year National Lottery funded partnership programme of evidence and science-based projects aiming to improve outcomes for children. BSB work with expectant families and those with children under 4 as the evidence is clear that this is the best time to invest, as it is the time when the improvement in outcomes is greatest. Funded projects are delivered in Bradford Moor, Bowling and Barkerend and Little Horton but we are using the learning about what works in improving outcomes and how best to design, implement and evaluate services across the district.

Our vision

Children across our part of Bradford and beyond have the best possible start in life, in terms of their health, wellbeing and life chances, forming the cornerstone of strong, happy communities.

Summary

- **Key Messages:** Baby Week Bradford took place between the 19th to 24th of November 2018 to celebrate babies and recognise the influence of the earliest days on our children's life chances. This has been a huge success in terms of buy in, engagement and future vision. There was support at events from Tracey Brabin MP and Shadow Minister for Early Years and Bradford East MP Imran Hussain and we are planning for a joint week with Leeds 4-10th November 2019.
- **District Wide Implementation:**
 - The Adverse Childhood Experience's (ACEs) workstream has a working group of inter-agency partners who are drafting a strategy to address ACEs across the whole district. Work is ongoing on workforce awareness raising, training and community engagement to increase understanding of the potential of adverse childhood to damage health across the life course. A website to act as a central information point about ACEs in Bradford is in the process of being developed, to be launched soon.
 - BSB has been asked by Bradford Council to help develop a language pathway based around creating an integrated Specialist Language Course (SLC) programme for Pre-School children as part of the work to submit a joint bid for the Early Outcomes Fund.
- **Raising Awareness:** BSB has worked with the National Institute for Health and Care Excellence (NICE) to ensure that Guidelines for working with Babies, Children and Young People now include acknowledging the baby's experience and not only that of the parents.
- **Community Engagement:**
 - The Neighbourhoods Programme has been developed collaboratively with a steering group of community organisations from across our wards. Neighbourhood

Workers will be based with community organisations, reaching out to parents with children under 4 years and promoting the Better Start Bradford messages.

- The Parents in the Lead (PITL) panel which makes decisions about how the BSB activities fund is spent, has now broadened and better reflects the community that BSB work in, with representation from a range of ethnicities and gender. The panel won an 'Outstanding Contribution to Early Years' award as part of Bradford's annual Community Stars celebration.
- **Innovation Fund:** An opportunity to submit innovative and creative proposals has been launched for local organisations to apply for funding to pilot pieces of work which will help to fill gaps identified in addressing local needs for families with young children in the Better Start Bradford area.

For more information about Better Start Bradford and our projects please visit/follow us on

- <https://betterstartbradford.org.uk/>
- <https://twitter.com/BetterStartBfd>
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- If you would like to use Better Start Bradford promotional materials for your work/liasing with the community, please contact our Communications Team on 01274 723146.