

# Better Start Bradford: An Update

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[www.betterstartbradford.org.uk](http://www.betterstartbradford.org.uk)



Better Start Bradford is funded by The National Lottery Community Fund to help children in Bowling and Barkerend, Bradford Moor and Little Horton get the best start in life.

We provide more than 20 projects for pregnant women and families with children aged under four. Further information can be found at [www.betterstartbradford.org.uk](http://www.betterstartbradford.org.uk)



# Themes



**Social and Emotional Development**



**Language and Communication Skills**



**Health and Nutrition**



## For pregnant women and their partners

- **Baby Steps** – 26-30 weeks of pregnancy, support into parenthood, 10-week sessions
- **Bradford Doulas** - support six weeks before birth, during labour and six weeks after birth
- **Personalised Midwifery Care** - enhanced service ensuring quality continuity of carer
- **Born in Bradford's Better Start (BiBBS)** - research study
- **Welcome to the World** – A friendly, local antenatal course for pregnant mums, dads and carers



## For pregnant women or families with children under one

- **Baby Buddy App** - free mobile phone app with advice/guidance for parents-to-be and parents
- **Breastfeeding Support** - support for families with a baby up to six months old, who are breastfeeding/mixing bottle and breastfeeding
- **ESOL for Pregnancy** - English classes for pregnant women
- **HAPPY (Healthy and Active Parenting Programme for Early Years)** - pregnant women with a BMI greater than 25
- **Perinatal Support Service** - emotional support for parents struggling with their emotional health during pregnancy/first year after birth



## For families with children under four

- **Better Start Imagine** - providing free books to children under four and activities for families
- **Cooking for a Better Start** - six-week cooking sessions helping families cook low-cost, healthy food
- **Forest School Play Project** - nature-based play programme
- **HENRY** - eight-week course/one-to-one sessions for families with under 5's to develop healthy lifestyles
- **Home-Start Better Start** - practical help at home for families with children and during pregnancy
- **I CAN Early Talk** - supporting early years' practitioners to improve speech, language and communication for children aged 0-3
- **Incredible Years Toddler Basic** - for parents with a child aged between 12-36 months. Improves parent-infant relationships and attachment by using positive parenting strategies
- **Little Minds Matter** - supporting expectant parents and those with a baby up to the age of 2, and practitioners by offering regular training opportunities and consultation on infant mental health.
- **Pre-Schoolers in the Playground (PiP)** - 10-week project provides opportunities for parents and children to get active in school playgrounds
- **Talking Together** – providing language assessments for all two-year-olds in the Better Start Bradford area and in-home support if needed



# Other Initiatives

## ➤ Neighbourhoods Project

Increasing community knowledge of key messages and engagement with Better Start Bradford projects

## ➤ Better Place

Creating safer and healthier places for families in the Better Start Bradford area

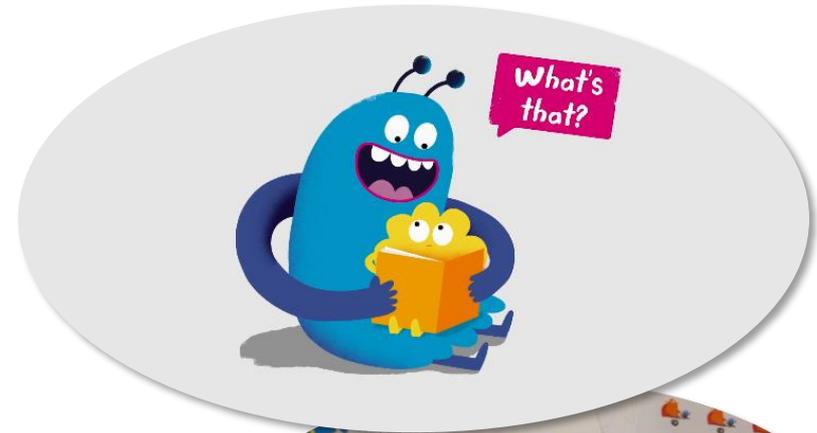
## ➤ Parents in the Lead Activities Fund

For parents to apply for up to £2,500 to run activities for babies or children under four



# BIG LITTLE MOMENTS

- Major campaign for 2019/2020
- Shows parents and carers how even the smallest interaction can help their baby's development, such as sharing a story together and using loving words
- Eight short videos at:  
[betterstartbradford.org.uk/biglittlemoments](https://betterstartbradford.org.uk/biglittlemoments)
- Additional campaign materials include: a booklet, flash cards, wallchart and stickers and special inflatable characters



# System Change

## ➤ Nurturing Knowledge

Year of learning, spreading learning across Bradford children's workforce. Next event 15 October 2019 'Prevention is Everyone's Business'.

## ➤ ACEs (Adverse Childhood Experiences)

Leading development of ACEs, trauma and resilience strategy. Facilitated screenings of 'Resilience' documentary, raising community awareness and working with Sharing Voices to establish a steering group.

## ➤ MECSH (Maternal Early Childhood Sustained Home Visiting)

Pilot of MECSH model in Bradford East – additional resource into Health Visiting team to facilitate this. If successful will explore how to roll out across the district.

## ➤ CCG Reducing Inequalities in City (RIC)

Potential of a number of Better Start Bradford projects being extended across the whole of the City CCG area.



# Baby Week Bradford



The second Baby Week Bradford takes place across the district from 4-10 November 2019. Over 40 events have been submitted including baby raves, family walks, a 'dads matter' event, and infant mental health awareness training for healthcare professionals.



**Babies are amazing. They're born ready for everything and really deserve to be celebrated. That's why we're dedicating a whole week to them!**

Over 40 free events across the district for babies and their families, and people working with families

**Join in the celebration!**

[www.babyweekbradford.org](http://www.babyweekbradford.org)

[#BabyWeekBradford](https://twitter.com/BabyWeekBradford)

**4-10 November 2019**



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# Promoting Better Start Bradford



- Promotional materials available to help share our messaging to parents:



- Project cards with details of all our projects for workforce and volunteers:



- Branded goods



[www.betterstartbradford.org.uk](http://www.betterstartbradford.org.uk)



# Keep in touch

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