**Integrated working in the delivery of the Healthy Child Programme – Bradford’s response**

**Better Start Bradford**

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**Benefits and achievements**

Better Start Bradford is a BIG lottery funded programme to work with expectant parents and families with children under 3yrs in a small part of Bradford. The lottery have chosen five sites to benefit from the funding and Bradford will receive £49 million over ten years to improve the outcomes of the children in this area. This influential investment in Bradford has given us the opportunity to change the lives of the children and families in this area. Bradford Trident leads on the programme with engagement from many partner organisations including the council, NHS, police, Born in Bradford, parents and community members. The bid process prior to the announcement of the benefitting sites included consultation with a wide range of residents, parents and children, community groups, voluntary organisations and agencies working with children and families. The partnership that has emerged from this has a very strong community lead and this is now embedded in the programme. Through Better Start Bradford we will create a programme of evidence and science based prevention and intervention to support and improve the life chances of our children.

**Challenges**

Better Start Bradford is just embarking on the programme and challenges so far have been within the development of the bid and consultation phase. Ensuring all projects are based on “what works” and not “what we fancy” is a challenge overcome with more understanding of the differences between evidence based, science based and innovative programmes. This is an opportunity to be a catalyst for the whole of Bradford District as we evaluate what does work in our communities. Engaging staff in the programme has at times been challenging whilst facing cuts to funding in their own spheres of work and feeling pressure to deliver ever stretched services however sharing research on the importance and influence of early intervention has re-ignited a desire in many to become involved and the opportunity to develop services to influence life chances for these children.

**Learning, sharing and sustainability**

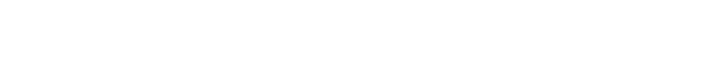
Better Start Bradford have learnt throughout this process to listen to the voice of the community in the changes they desire for their families and children. Empowering parents through this programme and building a community of influence of those living and working in the area as they have a key role in championing early childhood needs. Accepting the need for a change in the way we work together so we get it right for families first time by implementing shared pathways and corresponding training programmes. The lessons learnt from all 5 Better Start sites will be shared locally and nationally. Locally partner agencies are involved in the set up and delivery of all programmes learning what evaluates well and could benefit the whole population of Bradford district and using their influence on decision making bodies with regards to early intervention. The Lottery advisers and Warwick consortium will be ensuring that lessons learnt on the benefits of early intervention will be reported to central government to influence the agenda on early intervention priorities. The ten year programme includes consideration of sustainability through investment from the partnership and commitment to continuing the successes beyond the ten years.

**Additional Information**

Below are illustrations of the Better Start Bradford programme. The journey of the families for the 1500 births each year in the Better Start Bradford area and how this will change for them and also a representation of how the various projects within the programme will improve the three different outcomes for children over the ten years.

**How things will**

**change for families**



Our m

um wa

s well prepared

for our

birth thanks to the

antenatal programme and

help from her Doula, wh

ich

made her more relaxed

when we were

first born

Our

mum had help

with healthy eating

and exercise

when

she was pregnant,

and now we are

healthy and love our

food

Our

family learnt about

baby brain development

so they talk and

sing to

us, even when we were

just a bump!

Our m

um breastf

ed

us and was

sup

ported by the

Volunteer

Breastfe

eding

Sup

porters, this

helps to build our

immune system

s

Our

homestart

volunteer showed

our

mum where the

nearest

Children’s

Centre is so we have

mad

e friends and she

does not feel

isolated

Our

m

um received a

Bookstart B

ump Pack

from her Midwife, and

we will receive books

up until our

3

rd

Birthday

We have fun with our

d

ad

at Bookstart corner

learning new rhymes and

songs, this helps

us to

develop our language

The places

we

walk

and play

have

less

air pollution

which

means our

brain

s

will develop better

Our family know what

to do if we

cry

through the Coping

with Crying DVD,

so

they are less anxious

when we

do



O

ur life c

hances will

be

improved because….

Our mum and dad are

really confident about

how to give us the

best start

and we feel

healthy and loved

