



Better Start Bradford: a partnership experience of putting evidence into practice

Scottish Universities Insight Institute
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Big Lottery Fund: A Better Start

Improve the life chances of **babies** and very young children by delivering a significant increase in the use of **preventative** approaches in **pregnancy and the first three years of life**.

£215m investment over 10 years

Five local area **partnerships** within Blackpool, Bradford, Lambeth, Nottingham and Southend on Sea.

- collaboration
- based on evidence
- test and learn
- progressive universalism



Three key developmental outcomes

Social and emotional development

- Promote good attunement and attachment
- Address essential elements, for example neglect, maternal mental health issues and domestic violence.

Speech and Language Development

- Support parents to talk to, read to, sing to and praise their babies and toddlers
- Increase stimulation that leads to speech and vocabulary development

Nutrition

- Promote healthy perinatal, infant and child nutrition
- Prevent issues that result from a poor diet in pregnancy and first years of life such as poor oral health.

Framework for Shared Learning & Development



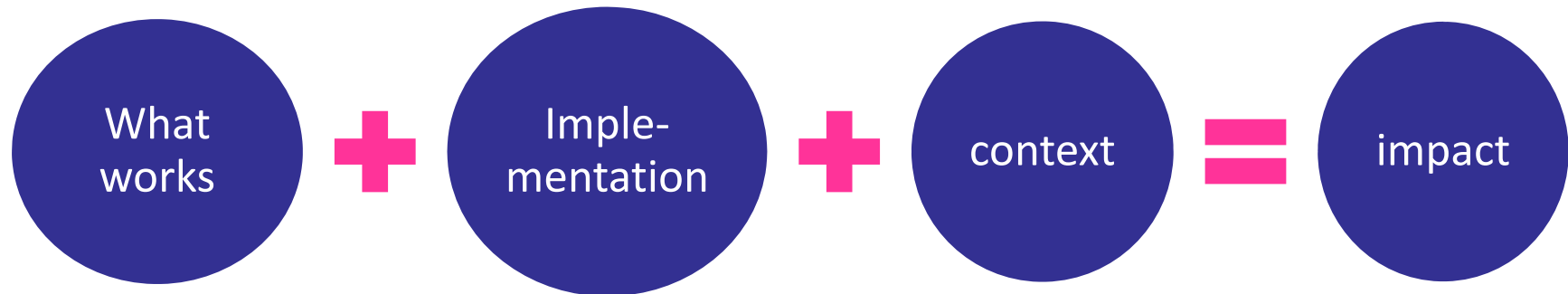
Better Start Bradford Partnership



Our model

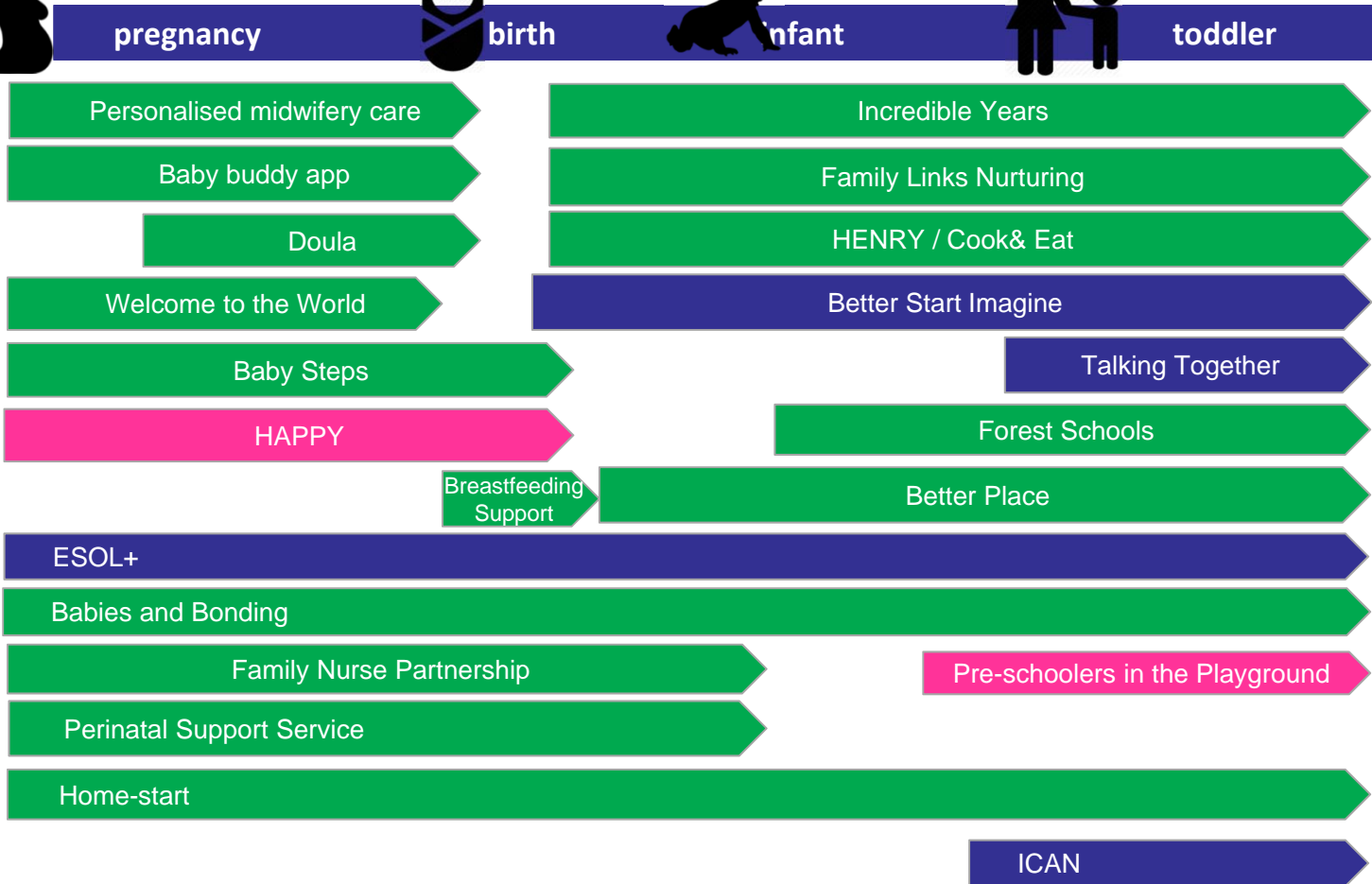


Improving outcomes





Better Start Bradford Projects



Involving our communities

- commitment to sharing accountability for the programme by forming a governing body where the power shifts to the community
- maximise the services delivered by the voluntary and community sector
- comprehensive programme of community engagement which includes wide-ranging volunteering opportunities and extensive consultation



Innovation Hub



- birth cohort study
- routine data collection and linkage
- project level evaluations
- community readiness
- TWiCS



The learning: partnership

It's hard
work that
doesn't
stop

Quick
wins
really are
important

Nurture
people,
they're
worth it

Invest

Think big
picture

Language
is key

The learning: communication

Communication development as part of social & emotional development

Earlier – sing to your bump

Never too early to love a book

Serve and return

Home and setting

Keep your first language alive