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

Knowledge Curation & Collective Influencing

Community of Practice
Shared learning *between* areas

Work of Others
Learning from Policy Practice and Research

Independent Evaluation
Measuring process, impact and costs

5 ABS partnerships
Shared learning *within* local areas

Better Start
BRADFORD
BRADFORD Children’s Trust
LOTTERY FUNDED
Better Start Bradford Partnership
Our model

- Focus on outcomes for children
- Evidence base
- Integrated workforce
- Joint accountability
- Monitoring and evaluation
- Pooled budget
- Cost benefit analysis
Improving outcomes

What works + Implementation + Context = Impact
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
- Think big picture
- Invest
- Language is key
The learning: communication

- Communication development as part of social & emotional development
- Earlier – sing to your bump
- Never to early to love a book
- Serve and return
- Home and setting
- Keep your first language alive