

**AREA BOARD:** NORTH LUTON

**DATE:** 15<sup>TH</sup> OCTOBER 2015

**SUBJECT:** FLYING START 2014-2024 – LUTON’S PREGNANCY TO FIVE YEARS STRATEGY

**REPORT BY:** FLYING START

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**IMPLICATIONS:** N/A

**WARDS AFFECTED:** BRAMINGHAM, ICKNEILD, LIMBURY, NORTHWELL, SUNDON PARK

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### **PURPOSE**

1. To inform and update members of the North Luton Area Board of the work of Flying Start 2014 - 2024, Luton’s Pregnancy to Five Years Strategy.

### **RECOMMENDATION (S)**

2. **The North Luton Area Board is recommended to note the report and make recommendations on further action where required.**

### **BACKGROUND**

3. Flying Start is Luton’s primary prevention and early intervention strategy from pregnancy to five years of age. The aim is that *“Flying Start will make a positive and systematic change to the lives and life chances of babies and young children from pregnancy to five years of age in Luton for future generations.”*
4. Flying Start seeks to improve outcomes for children from pregnancy to 5 years and their families by intervening early when help and support is needed. It builds on the premise of the importance of the very early years of life giving every child the best start in life and tackling inequalities.
5. By the end of **10 years**, Flying Start seeks the following outcomes:
  - i. **Improve babies’ and young children’s communication and language skills:** Significantly more children, by their 5th birthday, will have age-appropriate communication skills, will interact effectively with adults and children, resulting in better educational outcomes and improved employment opportunities
  - ii. **Support healthy bonding between parents and their babies and young children:** More children are securely attached and emotionally resilient, with

improved school readiness. In the longer term the impacts of poor maternal mental health and associated risk factors on children's outcomes are reduced.

- iii. **Encourage healthy diet and lifestyles for babies, young children and their families:** Babies will have improved birth outcomes, with fewer women obese in pregnancy, improved understanding of nutrition and healthy behaviours, breastfeeding will be increased and fewer children are obese or have dental decay, with improved health and wellbeing into adulthood.

## **REPORT**

### *Delivery of Flying Start Projects*

- 6. Flying Start seeks to give all of Luton's children the best possible start in life – a **'flying start'**. Current projects include:
  - i. Training Luton's children's workforce in **Five to Thrive**, an approach to support parents to develop strong attunement with their babies through the use of five simple messages: Respond, Cuddle, Relax, Play and Talk. This training responds to parents' requests that they receive consistent messages from professionals. It is being adopted across Luton to give some of our most deprived and challenged families a better start. So far over 500 staff have been trained and are delivering these key messages to parents. **Links with Outcomes 1 and 2.**
  - ii. Developing the **Flying Start Worker** model – providing very early primary prevention and early help support for families during the first ten weeks of pregnancy, working with community midwives, and integrating Flying Start Workers with health visitors and children centre partners. **Links with Outcomes 1, 2 and 3.**
  - iii. Piloting the **Bumps, Babies and Toddlers Plus** drop-in clinic in Park Town: midwives, health visitors and children centre staff working together with a Flying Start Worker to deliver one-stop support for parents from pregnancy to five years of age. **Links with Outcomes 1, 2 and 3.**
  - iv. Implementing the **Sign 4 Little Talkers** intervention in early years' settings with the aim of improving speech and language skills through an innovative signing programme for two year olds. Early evidence shows significant improvements in children's outcomes at the end of year one. **Links with Outcomes 1 and 2.**
  - v. The **Me Time Family** physical activities programme for families with very young children is being launched in September 2015. **Links with Outcome 3.**
  - vi. Implementing a parent attachment stay and play session at a Children's Centre in Dallow working with the Anna Freud Centre. The **Baby Babble** pilot has demonstrated improvements in the setting for the workforce in terms of their understanding and knowledge of parent-infant attachment, and the quality of interactions at stay and play interventions. **Links with Outcomes 1 and 2.**
  - vii. Reviewing the parenting offer from pregnancy to five years including the introduction of an early pregnancy club from ten weeks with key primary

prevention messages and expanding the **Bump to Babe** antenatal parenting programme across Luton. **Links with Outcomes 1, 2 and 3.**

7. Following initial testing of evidence and science-based interventions in those wards which have the poorest child outcomes (Dallow, Biscot, South, Farley and Northwell) **Flying Start will be extending interventions into other wards where the data also indicates there are poor child health outcomes.**

*Working with the local community*

8. Flying Start is committed to harness the skills and passion of local people to make a real difference to their community – as part of the governance of Flying Start and as Flying Start Volunteers.
  - i. The **Flying Start Community Partnership** provides the means by which local people can get involved in the governance of Flying Start and ensure it delivers exactly what is needed by parents. The Community Partnership is made up of parents, community leaders, people who work with families from the voluntary sector and includes health visitors, midwives, early years' managers and workers, children centre staff and faith leaders. Furthermore, community representatives sit on the Flying Start Partnership – the Flying Start management board – and are involved in making decisions about the Flying Start is delivered.
  - ii. **Flying Start Volunteers** are being offered the opportunity to develop new skills and gain accredited qualifications and are fully supported through their time with the programme. Volunteers are currently being recruited from all community groups to deliver projects including:
    - a. **Communication and language development:** volunteers are trained to deliver key messages to parents about communication and language development in babies and toddlers;
    - b. **Me Time Family:** volunteers are trained encourage and support parents in leisure activities with their young children;
    - c. Volunteers are trained to deliver **peer-to-peer support for fathers.**
9. Members of the local community are welcome to express an interest in joining the Flying Start Community Partnership or becoming Flying Start Volunteers.