



A Better Start

A bid for between £30 - £50million over 10 years, to achieve:

- A **step change** in outcomes for 0-3 year olds and their families, specifically in the areas of:
 - Diet and nutrition
 - Speech and communication
 - Social and emotional wellbeing
- A **system change** that provides the evidence for early intervention and preventative activity and results in communities empowered to support parents-to-be, parents, young families and their children
- A commensurate **reduction** in the need for reactive or remedial interventions from statutory organisations



The developing child and toxic stress

Lewisham's bid is through to the final 15. It proposes intensive activity in four wards: Bellingham, Downham, Evelyn and New Cross.

Although the outcomes for 0-3 year olds are pre-eminent, the successful bid needs to focus on the health, wellbeing and preparedness of parents and future parents as well as the environment in which parents and young families operate.

http://developingchild.harvard.edu/resources/multimedia/videos/theory_of_change/



Our proposal

Improving outcomes for children is everyone's business.

In Lewisham, we have made significant advances in the way organisations work together to improve outcomes. We can now work alongside all our communities so that they recognise the crucial role they play in supporting families and young people.

Investment will:

- provide support and skills to parents-to-be
- develop community resources and expertise
- encourage healthy, safe and supporting environments
- tailor healthcare and other local services, including early years providers, so that they respond early and in a way that best meets the needs of the child and the carers



A Better Start

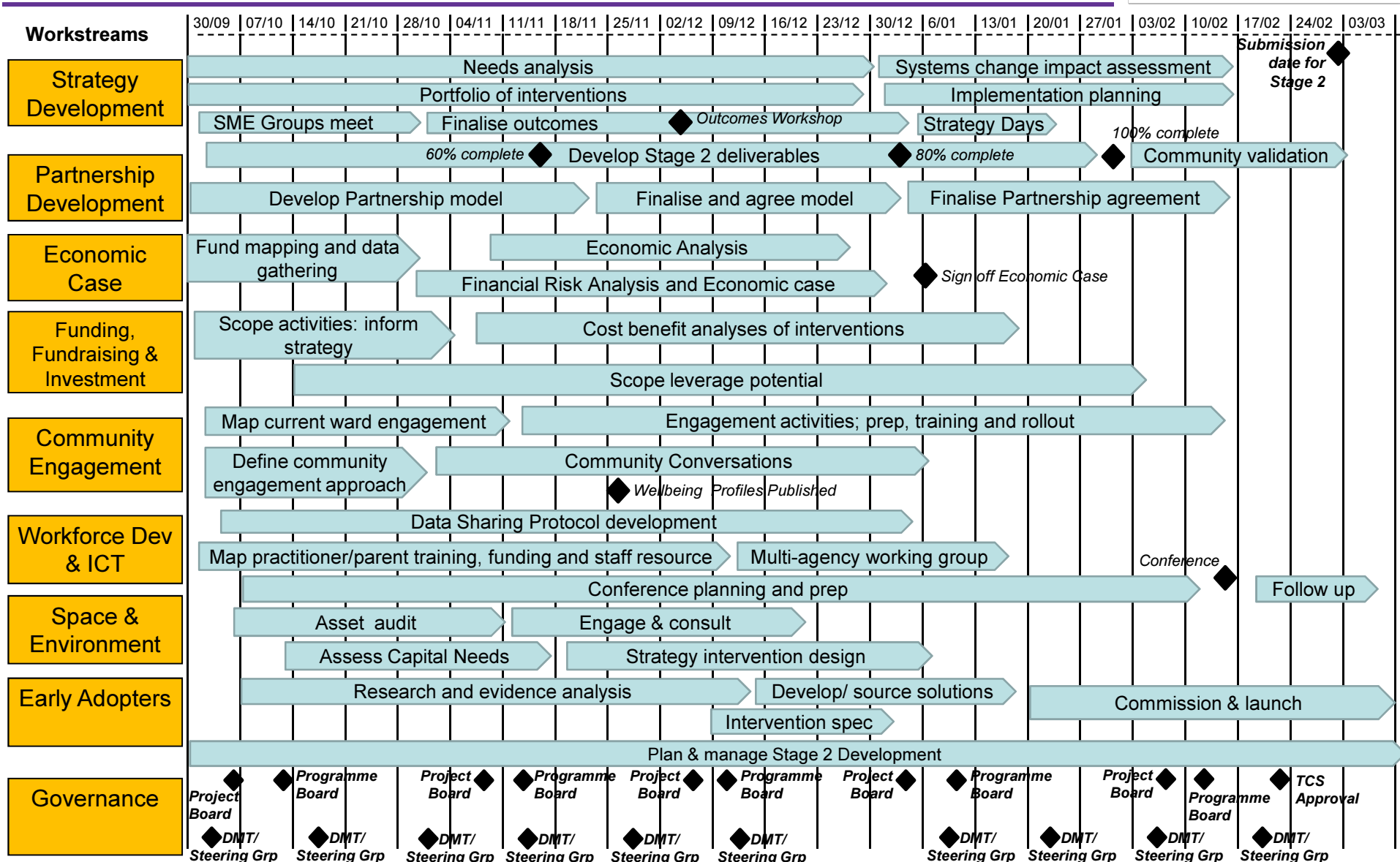
Work now underway to develop the final bid:

- Designing a portfolio of interventions and programmes
- Mapping local investment in 0-3 year olds
- Engaging the local community in designing and planning the investment
- Engaging wider stakeholders to ensure that activity complements what already exists and operates holistically
- Trialling some interventions now – our 'early adopters'

Deadline for applications – 28 February 2014

A Better Start for Lewisham Plan

We are here



A better childhood. For every child.

www.childrenssociety.org.uk



What do we need to demonstrate

- That we have strong **partnership working** and **senior commitment** from across a range of agencies and groups who are partners in the project – we need to demonstrate this both in how we work together through the development process as well as the inputs to the bids
- That we have an in-depth understanding of local needs and that our proposed interventions will be **community-based** and **meet local needs**
- That our interventions are **scientific** (unproven but based on scientific evidence) **or evidence-based** (proven)
- interventions are **located within the community** and will respond to **local needs**
- That our interventions are **congruous with local policy** of all partners – they will fit with, and improve, existing provision
- That our approach is **outcomes-based** and will fit with the outcomes desired by A Better Start
- That we have **clear delivery plans** in place, have secured suitable resources and infrastructure for delivery, and our approach will be **feasible** and **sustainable**
- That we have identified and secured other **sources of funding**
- That, if successful, we will be able to work with the evaluator to define what works well where, including how we will **estimate and measure our reach** to people in different ethnic, racial, socio-economic, gender, sexual orientation, and age categories.



What our partnership can do

- Ensure that our understanding of local needs, draws upon the expertise and working practice of partner organisations
- Consider whether there are innovative, evidence-based interventions that could be expanded in these four wards
- Participate in the resource mapping exercise so that we have a clear understanding as to the existing level of investment
- Attend our 'A Better Start' conference in February 2014
- Support around the forthcoming 'Strategy day'