



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



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Work now underway to develop the final bid:

- 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
- Designing a portfolio of interventions and programmes
- Trialing some interventions now – our 'early adopters'

Deadline for applications –28 February 2014



What do we need to demonstrate

- That we have strong **partnership working** and **senior commitment**
- 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 **fit with local policy**– they will fit with, and improve, existing provision
- 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, we will be able to work with the evaluator to define what works well where, including how we will **estimate and measure our reach**



What our partnership can do

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



How can you get involved?

Share your vision for YOUR VILLAGE

Share your contact details so we can keep in touch

Help with our Fund Mapping

Share what you know works and how you know it works!

Email: penny@valewisham.org.uk

Phone: 020 8314 7018