

THE SURE START CHINNBROOK PROJECT

ANNUAL EVALUATION REPORT 2004



The Sure Start Chinnbrook Project Ltd.

SureStart

Making life better for children, parents
and communities by bringing together:

- ▶ early education
- ▶ childcare
- ▶ health and family support

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EXECUTIVE SUMMARY.

All partners of the Sure Start Chinnbrook Project participated in a detailed review of the services they provided through a process of both a questionnaire and face to face discussions. Data obtained from the monitoring requirements of the Sure Start Unit, supplemented with management data held by individual agencies and by the Sure Start Chinnbrook Project was also used. The review and evaluation also covered services provided by directly employed staff.

The results obtained from this process were considered by the Sure Start Chinnbrook Project Board of Directors, informing the decision making process leading to changed commissioning and purchasing of services. In some cases this has led to rationalisation of service provision.

KEY FINDINGS.

- The Sure Start Chinnbrook Project has directly influenced the development of new models of working which has enabled cost-effective multi-agency working to become firmly established.
- Specific areas of local need have been identified, and services developed or changed in order to better assist families.
- Ten agencies evidenced that increased parental confidence has been a key achievement of the Project. This has resulted in changes to the mode of delivery of services, with a higher level of parental involvement throughout the services.
- The increased provision in all areas of childcare has been welcomed and rapidly absorbed by the local community. Despite additional day care provided by a local

Neighbourhood Nursery and additional Childminder places, playgroup and crèche facilities remain over-subscribed.

- When a new baby arrives families are visited and informed of the range of children's facilities available in the local area. The identification of families with complex needs enables effective multi-agency input to be provided.
- Improving children's ability to learn has seen targeted support being provided for children with a range of potential problems which could impact on education. Group work has centred around early intervention.
- There is parental participation at all levels of the project. This involvement is leading to working in a voluntary capacity within the project. Such involvement is further strengthened by the availability of a wide range of training courses and assistance into employment.
- There is a clear move to developing the role of paraprofessional workers, especially within the Primary Care Trust.

RECOMMENDATIONS.

- A reflective parent focussed evaluation should be undertaken in 2005, tracking the impact of Sure Start services and ethos on local families and the community.
- The impact of changed service delivery models on parental satisfaction should be carefully monitored.
- The implementation of recommendations within the National Service Framework for Children, Young People and Maternity Services should be planned and commenced.
- With the scheduled tapering of Sure Start finance to this project from 2006, urgent consideration should be given to the development of a robust costing information system.
- Further consideration should be given to providing additional training and support to further the inclusive approach to services which has been implemented by the Early Years Services of The Sure Start Chinnbrook Project.

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1. INTRODUCTION.

1.1. The Sure Start Chinnbrook Project was a 'Trailblazer' for the Sure Start Initiative, with funding commencing in 1999 for services to start in 2001. Thus, it is expected that funding will be reduced, with some services mainstreamed, from April 2006. The Board of Directors decided that in 2004, a sub-committee should be set up with the purpose of reviewing and evaluating all services provided by The Sure Start Chinnbrook Project. As part of this review, the Board of Directors engaged with all partners through whom the project delivers its services. The evaluation was further strengthened by a programme of specific services reporting in-depth directly to the Board throughout the year.

Volunteers and users of the services were involved in these presentations, which highlighted areas of work of high priority for the project:-

- Services reaching 'hard to reach' families.
- Services where Sure Start initiatives had directly led to a change in mainstream delivery.

1.2 This review and evaluation assessed the quality and the effectiveness of the services, the strengths and weaknesses, the challenges, the opportunities and the priority for the project as it moves forward to what is hoped will be a strong and effective future. It also explored how the project's work had changed mainstream delivery so that partners would welcome the resource implications of a more effective shared service.

2. METHODOLOGY.

- 2.1. A sub-committee of the Board was set up of members who had experience in the field of evaluation.
 - 2.1.1. Various examples of evaluative documentation were examined, and a document customised for The Sure Start Chinnbrook Project was agreed.
 - 2.1.2. Monitoring data regularly collected for Sure Start monitoring requirements was collated from February 2003.
 - 2.1.3. Budgets and actual spend was highlighted, together with financial projections for 2004/5 and 2005/6. This data, together with National Sure Start Targets appropriate to the individual service was provided for our partners within the 'review and evaluation questionnaire'.
 - 2.1.4. The sub-committee considered the responses.
 - 2.1.5. All partners were invited to meet with members of the Board and senior managers, to discuss the findings and explore any specific issues relating to the future direction of their service. One partner was unable to participate in the process until early 2005.
- 2.2. Where parental evaluation had been undertaken by individual service providers, findings have been illustrated using direct quotations.

3. FINDINGS.

3.1 Sure Start Providers.

The Sure Start Chinnbrook Project directly provides a wide range of early year's groups for children and training for parents at its main base as well as specific Outreach Services and Parental Support. Whilst the hub of activities occurs within the Chinnbrook Centre, seven other community locations are used as venues for group work.

Service Level Agreements are held with nine other organisations, three of which are voluntary bodies. (see Appendix I)

- 3.1.1. Eight agencies already working in the locality were contracted to increase their service provision or develop a new service for the catchment area.
- 3.1.2. Four extend their work into the area.
- 3.1.3. There is a clear pattern of change and development within these services:
 - Eleven providers identified that they had changed their mode of service delivery during this time.
 - One service identified that there had been no change in the manner in which services are delivered.
 - Two services (Health Visiting and Speech and Language Therapy) had developed differing staffing structures to include paraprofessional workers as a direct response to the Sure Start agenda.
- 3.1.4. Service agencies mainly work across individual, family and community levels in a variety of settings.
 - Nine services work with groups of children or parents,
 - Ten provide individual care
 - Nine are involved with training in the community
 - Seven provide training input for other workers
 - Five undertake community development.

3.1.5. Group work is a mixture of open access provision for all registered families, together with targeted provision for children with special needs and their parents or those traditionally seen as 'hard to reach' families.

- Nine groups are open access to children and parents
- Five groups are for children with additional needs
- Five groups are open access for parents
- Six groups provide specialised support for parents.

The staffing of these services is by:

- Ten full time staff.
- Twenty Four part time staff.
- Thirty Five volunteers

3.1.6. Service providers were asked to identify the barriers to effective working, and also the key achievements of the services they are undertaking.

3.1.6.1. It is recognised that change and innovation is a difficult and challenging arena. Barriers to change have to be recognised and overcome. Eleven Partners identified a range of such barriers, which could be categorised into 6 areas.

BARRIER	No. AGENCIES
Difficulties in multi-agency working	4
Difficulties in reaching 'hard to reach' families	3
Lack of support from statutory services	3
Excessive demands on services/staff	3
Funding	1
Building environment	1

3.1.6.2. Ten of the twelve services identified an increase in parental empowerment as a key achievement. This was evidenced throughout the review and is central to reaching the five key objectives of the Sure Start Unit on a long-term sustainable basis.

ACHIEVEMENT	No. AGENCIES
Parental empowerment/increased confidence of parents	10
Effective multi-agency working.	6
Range/use of services by traditional 'hard to reach' families.	4
Children removed from CPR	2
Better provision for families with a child with disabilities	2
Improved public/professional image of professions	2

3.2 Impact of Sure Start Objectives

Services are working to achieve Sure Start National Targets and some additional local targets. All services have at least partially met the key targets identified as being of specific relevance to their service. It also highlighted that most services are working across the range of targets, with seven identifying that they also contributed to another's targets.

The project aims, consistent with the Sure Start philosophy are to:-

- Bring together the community, individuals and groups alongside voluntary and statutory organisations to develop an environment in which local families can thrive and achieve their aspirations.
- Recognise and respond to the varying and changing needs of different families.
- Celebrate the strengths and diversity of the local community.

The evaluation process therefore considered whether the service provision matches the Annual Milestone Plan in relation to the five Sure Start Objectives (see Appendix III).

3.2.1 Improving the availability, accessibility, affordability and quality of childcare.

3.2.1.1. Six organisations in Billesley provide pre-school playgroups and nursery classes, with four being attached to local schools. Playgroup provision based at the Chinnbrook Centre is highly popular with local parents and despite increasing the provision, a waiting list has had to be established, with priority being given to families with additional needs.

- Despite two additional sessions, providing 16 places weekly, 23 children were on the waiting list at the time of the review.
- The crèche now runs daily, in order to facilitate other activities such as training.

3.2.1.2. The Billesley Ward has three providers of Full Day Care services, one of which is a not-for-profit Neighbourhood Nursery, opened in 2004. It was recognised that there remained a restricted choice of child care in Billesley, partly due to the lack of childminder places and the perception that childminding was a 'second class' option for day care.

- A support group for childminders has been set up, and twenty childminders undertook a 'Quality First' childminding course.
- The Billesley Community Toy Library made available large equipment and educational toys which supplemented their own equipment.
- Recruitment and retention of childminders has improved, with an additional 20 places now available in the local area.
- Non-Sure Start funding has been obtained, in order to provide out-of-hours support for the childminders.

3.2.2. Improving children's ability to learn.

3.2.2.1. Stay and Play Groups have evolved as better identification of overall need has been established. The emphasis of different groups includes improving children's physical skills, the value of play and developing children's independence as a means of preparation for school.

This range of provision encourages parents to assess their own specific parenting needs.

- Two additional parent and child groups have been established, with an emphasis on the value of play, and developing children's communication skills. Close working with the Sure Start Outreach Team within the project has led to more families who require additional support using this provision.
- A 'cradle time' group has been established at the local library, working with new parents encouraging them to enjoy creative play through books and toys, appropriate to the different stages of development.

'The sessions never come around quickly enough for me. With a three year old and twins, having all the facilities available was fantastic; it was wonderful how all the parents helped out'

3.2.2.2. Recognition of children with potential speech and language delays led to the development of an early intervention group. This provides early input to families which changes patterns of communication disorder and reduces the need for future input from the Speech and Language Therapy unit. Where specific intervention has been required the group has prepared parents to work in partnership with mainstream services.

Alternative service delivery models have been explored, and the Speech and Language Therapist now concentrates on training and supporting other workers, in order to widen the scope of the service. An additional group has been started, and will be staffed by a Sure Start Outreach Worker with specific language training.

3.2.2.3. Leaflets for parents promoting the importance of play and communication, together with play-boxes have been developed to reinforce the learning.

- The percentage of 2 year olds with a high language count and where there is no parental concern has increased from 75.6% to 81.67%.

'We have found the group a real help for us, understanding what's going on and ideas to try out at home has made the whole year much more positive than it would have been without the group'

3.2.3. Improving social and emotional development.

3.2.3.1. The base line target of providing information on the availability of that support, guidance and advice to all parents is dependent upon identifying all parents with children under four years of age.

- The integration of the generic health visiting service with the Sure Start Outreach Team has occurred.
- A number of families living in the Sure Start catchment area are registered for health care with GP practices outside the area. Collaborative working with such practices has improved coverage.
- 100% of families with a baby under 2 months of age living in the Sure Start catchment area are registered with the project.
- 93% of the 840 families with a child under 4 living in the Sure Start catchment area are registered with the project.
- A quarterly news-sheet, which identifies all Sure Start services, is delivered to every household in the Sure Start catchment area.

3.2.3.2. A Domestic Violence Project was set up following discussions with the local police which identified a high level of incidents of domestic violence within the area. Research suggests that 70% of children within such households will suffer from emotional abuse, with 90% of children being in the same or next room when an incident takes place.

- Sixty-one parents with 137 children have made contact with the Sure Start Social Worker.

3.2.3.3. A support group for families affected by domestic violence has been established. The aims of the group are to provide a safe, non-judgemental environment in which assistance can be offered to rebuild their lives. Parental

relationships have grown as the members have become more confident and understanding of their children's feelings and behaviour.

- 5 Parents have gone on to attend external training, including Communicating with Confidence, Speak Easy Course and Computer courses.

'Through the Group's help and support I was able to leave my abusive partner and rebuild my life. We understand one another's feelings for our partners where professionals could not – I soon learnt that leaving was not the end, just the start.'

3.2.3.4. Fathers have been encouraged to participate in the project through two groups. One group supports men who are actively wishing to explore and develop their relationship with children, reconciling the work/lifestyle issues they face. A Stay and Play Group for fathers has also facilitated formal contact sessions for dads and children.

- Twenty fathers participated in the groups.
- 1 father was enabled to return to the family home and obtain employment. His children have been able to be removed from the Child Protection Register.
- One father moved from supervised access contacts to home contacts.

'A dads group is a fantastic chance to meet other fathers in a friendly environment. With future trips and activities the future looks very promising'

3.2.3.5. Changed working practices of the health visiting and outreach services has enabled in-depth work to be undertaken effectively, with a collaborative referral system being put in place.

- Of five families referred to the Sure Start Outreach Team with children on the Child Protection Register, four have been de-registered.

3.2.3.6. A 'drop-in service' for young mothers living at a hostel for homeless young women re-established links between this high need group and statutory provision. This work has been deepened by the setting up of a group specifically

for young women with the availability of a worker from the New Deal for Lone Parents.

- Forty-five lone parents use Sure Start services
- Twenty-three families from a hostel for lone young mothers now use local services.

3.2.3.7. The transition between pre-school services and mainstream schooling for children with special needs was recognised through the provision of a link worker with an after-school play service based in the Chinnbrook Centre.

- Of the eighteen children aged four accessing the after-school service, eleven children have additional needs.

3.2.4. Improving Health.

3.2.4.1. A non-prescriptive model of Parent Craft sessions has been established, which was positively evaluated by participants. Between January-July 2004 personal invitations were sent to both partners by the midwife.

- 87% of first time mothers-to-be attended.
- 74% of all mothers-to-be attended.
- 50% of fathers-to-be attended.

3.2.4.2. Practical advice and support for women wishing to breast feed is now led by volunteers. The group is supported by health visiting and midwifery services. Successful breast feeding mothers are recruited to become volunteers, who are available at the end of a telephone or able to visit the mother in her own home when she required it. Following training, this service is now well established, to the extent it has recently been agreed to re-direct funding currently within the Health Visiting Service to enable one of the volunteers to be employed to co-ordinate the service.

- This approach received recognition within the wider community, when it achieved the runner-up award for the most transferable project from 'Regen WM'.
- Eight successful breast feeding mothers were recruited to become 'Best Buddies'

- Forty-nine mothers have been supported by these Buddies with home visits and a further twenty received telephone support.

'I enjoyed the session on breast feeding with the Best Buddy. I found her very informative and approachable.'

3.2.4.3. Smoking cessation sessions developed by the Sure Start Health Visitor have now been integrated into the Primary Care Trust Services.

- 50% of referrals are now self-referred from the local community

3.2.4.4. The incidence of home accidents has been addressed through multi-agency working, with information on accident prevention being supported through the provision of home safety equipment.

- Forty-eight families were provided with stair gates.
- Sixty families received fire safety advice and the fitting of smoke alarms by the Fire Service.

3.2.5. Strengthening families and communities.

3.2.5.1. A variety of training courses are available for parents, supported by crèche and child care facilities within the Sure Start Chinnbrook Project. In a number of instances, this has directly led to a move into employment.

Multi-agency working has enabled funding to be drawn down from college student finances and the Birmingham Early Years Partnership in order to fully finance student's course fees and childcare costs.

- 80 parents have undertaken short training courses.
- 19 parents have undertaken vocational training courses.
- 10 parents who achieved NVQ3 Early Years and Education obtained employment in the childcare arena.
- 5 parents completed the Diploma in Childcare and Education, with 4 moving into employment and 1 obtaining a place on a degree level course.

'I have increased my self confidence and am now employed at the Chinnbrook Centre in a job I enjoy, with hours that enable me to enjoy my family'

3.2.5.2. A Parents Forum has been established, leading to the setting up of:

- Summer Stay and Play sessions.
- Parent Time sessions at the local library.
- Room Booking policy, to enable local families to use The Sure Start Chinnbrook Project premises for family and community events.

3.2.5.3. Groups initially set up by the Project have been able to evolve into self-sufficient community groups

- Twenty-two families are now active in the Billesley Asian Womens Group.

3.2.5.4. Involvement in Sure Start services has led to volunteers becoming active in a number of areas.

- Six volunteers facilitate groups in the community
- Four volunteers work within the Chinnbrook Centre, enabling a 'drop-in' provision to be set up.
- Six volunteers undertake fundraising activities to support children's activities.

'I find volunteering at Chinnbrook rewarding. I feel I am giving something back to the parents through the help I have received in the last 12 months.'

4. DISCUSSION OF FINDINGS AND RECOMMENDATIONS.

4.1. It is recognised that this evaluation was primarily undertaken with provider organisations, rather than service users. However, there is a strong emphasis on parental participation throughout the Project. The evidence clearly showed that parents are influential in the direction of group work:

- parents worked effectively as volunteers and indeed took the lead role in a number of service groups:
- training courses have provided a direct link into employment within childcare settings and community development:
- parents are active members of the Board of Directors, with the Chair and Vice-Chair both being local residents.

Parent empowerment can therefore be seen to be at an advanced stage of development. Comments from parents obtained through individual service evaluations have been used to illustrate findings in the report.

Recommendation:

- a) **A reflective parent focussed evaluation should be undertaken in 2005, tracking the Sure Start impact on local families and the community.**

4.2. The development of effective multi-agency working patterns was evidenced. It should be noted that whilst four agencies identified that multi-agency working was a barrier to effective service delivery at the beginning of the Project, by 2004 six agencies identified multi-agency working as a key achievement. The development of the role of the paraprofessional worker seemed to influence this concept, with outreach workers recruited from a wide range of backgrounds being seen as key change agents in this process.

Recommendations:

- a) **The impact on this changed service delivery model should be carefully monitored.**
- b) **Discussions should commence with other service providers regarding the potential for developing similar models of provision.**

- 4.3.** Whilst the identification of new births through the National Child Health System is effective, the collection of other data poses a more difficult problem.

A number of services identified that monitoring information systems are unhelpful, with it being difficult to manipulate data in a manner which assisted the evaluation and planning of services. This was made worse by the different manner in which information is collected, and the inability to relate information across services. There was very little information relating services to spend patterns.

Recommendations:

- a) **The implementation of recommendations within the National Framework for Children, Young People and Maternity Services should be planned.**
- b) **With the scheduled tapering of Sure Start financing from 2006, urgent consideration should be given to the development of a robust costing information system.**

- 4.4** Whilst all new parents have been contacted, not all families choose to have a continued involvement with the services of The Sure Start Chinnbrook Project. There is now a small but significant movement of traditionally 'hard to reach' groups to use these services, but more work needs to be undertaken to ensure that this development continues. The increasing emphasis on full day-care provision may be difficult to match to the parental requirements (identified through waiting lists) for playgroup and crèche provision.

Recommendation:

- a) **The proposed development of a Children's Centre should ensure that the need for less formal childcare is included, to provide a wide range of choice for parents of young children.**

- 4.5.** The better usage of services by families who have complex needs impacts on both service delivery models and its staff.

Recommendation:

- a) **Further consideration should be given to providing additional training and support to further this inclusive approach by workers in Early Years Services of The Sure Start Chinnbrook Project.**

5. SUMMARY.

5.1. The Sure Start Chinnbrook Project is about to enter a period of major change, with the need to negotiate the mainstreaming of services as ring fenced finance decreases from the Sure Start Unit. The success which the project has had in the sphere of parental training and preparation for employment should ensure that the move into a Children's Centre model, with its emphasis on day care provision will remain consistent with parental requirements.

5.2. There is clear evidence that the Sure Start Chinnbrook Project has had a positive impact on the local community it serves.

- Parents have become assertive and effective advocates for the style and range of services they wish to see provided within their local community.
- A 'joined up' approach to health, early education, play and family support has been established.

5.3. The following recommendations are based on ensuring that the positive developments achieved by the programme and issues identified from the evaluation, are actioned and monitored.

- **A reflective parent focussed evaluation should be undertaken in 2005, tracking the Sure Start impact on local families and the community.**
- **The impact of changed service delivery models on parental satisfaction should be carefully monitored.**
- **The implementation of recommendations within the National Framework for Children, Young People and Maternity Services should be planned and commenced.**
- **With the reduction of Sure Start financing from 2006, urgent consideration should be given to the development of a robust costing information system.**
- **Further consideration should be given to providing additional training and support to further the inclusive approach to services which have been implemented by the Early Years Services of The Sure Start Chinnbrook Project.**

SURE START CHINNBROOK PARTNERS.

Birmingham Child Minding Association*
Birmingham City Council: Flying Start. Chinnbrook Play Centre Library Services Social Care and Health
Birmingham and Midlands Woman's Hospital Trust: Midwifery
Homestart.*
KIDS West Midlands*
South Birmingham Primary Care Trust: Health Visiting Speech Therapy Outreach Services
Sure Start Chinnbrook: Chinnbrook Centre Services.

* Voluntary organisations

Appendix II

MULTI-AGENCY WORKING.

In addition to the in-depth working with partners and other statutory services within health, social care and education, the Sure Start Chinnbrook Project work regularly with:

870 House	Family support
Allen's Croft Project	Support in gaining employment
B.Mag	Funding
Billesley Asian Women's Group	Support group for Asian Women
Billesley Boats	Inclusive Play Scheme Provision
Billesley Development Agency	Short and long courses/training.
Billesley Fire Station.	
Birmingham Foundation	Funding
Citizens Advice Bureau	Support for families in debt.
City Mission	Provision of furniture.
Debt Councillors	
Dodford Farm	Holiday respite care
Fun on the Run	Crèche services
Inclusion scheme	Respite care for children with special needs.
Job Centre Plus	Support for families with regards to benefit entitlements.
Jobbers	Support in gaining employment
Local Early Years and Childcare organisations	
Local Community Centres	Joint community events and signposting.
Neighbourhood Care Scheme	Childminding respite care.
Park House, Birmingham Children's Hospital Trust.	Specialist services for children with special needs.
Solihull College	Training
Tenancy Support Service	Support and advice on housing issues.
Trittiford Adult Education Centre	ESOL English courses.
Yardley Great Trust	Funding for furniture, clothing etc.
YouthWise	Detached youth work project.

Annual Milestone Plan 2003 - 2006

OBJECTIVE 1 : IMPROVING THE AVAILABILITY, ACCESSIBILITY, AFFORDABILITY AND QUALITY OF CHILDCARE				
TARGET PSA1	MEASURE	ANNUAL MILESTONE 2003/2004	ANNUAL MILESTONE 2004/2005	ANNUAL MILESTONE 2005/2006
In operation programmes, a 12% reduction in the proportion of young children aged 0-4 living in households where no-one is working by March 2006.	Percentage of children aged 0-3 living in workless households.	4% reduction in the number of children aged 0-3 living in workless households.	4% reduction in the number of children aged 0-3 living in workless households.	4% reduction in the number of children aged 0-3 living in workless households.

OBJECTIVE 2: IMPROVING LEARNING				
TARGET PSA2(A)	MEASURE	ANNUAL MILESTONE 2003/2004	ANNUAL MILESTONE 2004/2005	ANNUAL MILESTONE 2005/2006
In operation programmes, an increase in the proportion of children having normal levels of communication, language and literacy at the end of Foundation Stage.	Target level will be set by the Sure Start Unit by the end of summer 2004 when first foundation stage profile data is available.	Annual Milestones will be set by the Programme once target levels have been set by the Sure Start Unit.		
TARGET PSA2(B)	MEASURE	ANNUAL MILESTONE 2003/2004	ANNUAL MILESTONE 2004/2005	ANNUAL MILESTONE 2005/2006
In operation programmes an increase in the proportion of young children with satisfactory speech and language development at age 2.	Target will be set by the Sure Start Unit by Summer 2004 when the first analysis of speech and language measure is available.	Annual Milestones will be set by the Programme once target levels have been set by the Sure Start Unit.		
TARGET SDA9	MEASURE	ANNUAL MILESTONE 2003/2004	ANNUAL MILESTONE 2004/2005	ANNUAL MILESTONE 2005/2006
To increase the use of libraries by families with young children 0-5	Target percentage increase in use to be set by the Sure Start Unit by summer 2004 when baseline data available.	Annual Milestones will be set by the Programme once target levels have been set by the Sure Start Unit.		

OBJECTIVE 3 : IMPROVING SOCIAL AND EMOTIONAL DEVELOPMENT				
TARGET PSA3	MEASURE	ANNUAL MILESTONE 2003/2004	ANNUAL MILESTONE 2004/2005	ANNUAL MILESTONE 2005/2006
In operation programmes, an increase in the proportion of babies and young children aged 0-5 with normal levels of personal, social and emotional development for their age.	Target level to be set by end of Summer 2004 when First Foundation stage profile data is available.	Annual Milestones will be set by the Programme once target levels have been set by the Sure Start Unit.		
TARGET SDA10	MEASURE	ANNUAL MILESTONE 2003/2004	ANNUAL MILESTONE 2004/2005	ANNUAL MILESTONE 2005/2006
All families with new born babies in Sure Start local programme areas to be visited in first 2 months of their baby's life and given information about the services and support available to them.	Percentage of families with new born babies visited within the first 2 months of their baby's life and given relevant information.	100% of families with new babies visited within the first 2 months of the baby's life.	100% of families with new babies visited within the first 2 months of the baby's life.	100% of families with new babies visited within the first 2 months of the baby's life.)

OBJECTIVE 4 : IMPROVING HEALTH				
TARGET PSA4	MEASURE	ANNUAL MILESTONE 2003/2004	ANNUAL MILESTONE 2004/2005	ANNUAL MILESTONE 2005/2006
In operation programmes, a 6 percentage point reduction in the proportion of mothers who continue to smoke during pregnancy.	Percentage of mothers who gave up smoking completely at any time during pregnancy.	2% reduction in the number of mothers who continued to smoke during pregnancy.	2% reduction in the number of mothers who continued to smoke during pregnancy.	2% reduction in the number of mothers who continued to smoke during pregnancy.
TARGET SDA11	MEASURE	ANNUAL MILESTONE 2003/2004	ANNUAL MILESTONE 2004/2005	ANNUAL MILESTONE 2005/2006
Information and guidance on breastfeeding, nutrition, hygiene and safety available to all families with young children in the Sure Start local programme.	Percentage of mothers breastfeeding at birth, 6 weeks and 4 months.	Increase the percentage of mothers breastfeeding at birth, 6 weeks and 4 months by 2%	Increase the percentage of mothers breastfeeding at birth, 6 weeks and 4 months by 2%.	Increase the percentage of mothers breastfeeding at birth, 6 weeks and 4 months by 2%.
TARGET SDA12	MEASURE	ANNUAL MILESTONE 2003/2004	ANNUAL MILESTONE 2004/2005	ANNUAL MILESTONE 2005/2006
Reduce by 10% the number of children aged 0-4 living in the Sure Start local programme areas admitted to hospital as an emergency with gastroenteritis, respiratory infection or severe injury.	Number of emergency admissions to hospital of children aged 0-3 with gastroenteritis, respiratory infection and severe injury.	Work towards a 2% reduction in hospital admissions for gastroenteritis, respiratory infection and severe injury.	Work towards a 4% reduction in hospital admissions for gastroenteritis, respiratory infection and severe injury.	Work towards a 4% reduction in hospital admissions for gastroenteritis, respiratory infection and severe injury.
TARGET SDA13	MEASURE	ANNUAL MILESTONE 2003/2004	ANNUAL MILESTONE 2004/2005	ANNUAL MILESTONE 2005/2006
Ante-natal advice and support available to all pregnant women and their families living in Sure Start local programme areas.	Pregnant women and their partners living in the programme receiving ante-natal advice and support.	100% of pregnant women and partners receiving ante-natal advice and support.	100% of pregnant women and partners receiving ante-natal advice and support.	100% of pregnant women and partners receiving ante-natal advice and support.

OBJECTIVE 5 : STRENGTHENING FAMILIES AND COMMUNITIES				
TARGET SDA15	MEASURE	ANNUAL MILESTONE 2003/2004	ANNUAL MILESTONE 2004/2005	ANNUAL MILESTONE 2005/2006
Sure Start local programmes to have effective links with Jobcentre Plus, local training providers and further/higher education institutions.		Establish links with Jobcentre Plus, local training providers and further/higher education institutions and identify ways of working together to increase training and development opportunities for local communities.	Maintain and further strengthen links with Jobcentre Plus, local training providers and further/higher education institutions.	Maintain and further strengthen links with Jobcentre Plus, local training providers and further/higher education institutions.

