

*“Supporting Community Choices, Opportunities
and Achievements”*

Annual Report
Bacup and Stacksteads Sure Start
The Maden Children's Centre
December 2004 - December 2005

'And the Rest'

Compiled by Ricky Hirst
Assistant Programme Manager
In consultation with all team members.

Introduction

Within this Annual Report there will be the usual information regarding activity towards Sure Start Targets, statistical information and the plan for Evaluation for 2005-06.

However this programme does much more than that and so the first part of this report will focus on all the 'other' things that have happened within the past 12 months. This idea came from the Programme Manager's address to the Annual General Meeting 2005.

A Celebration of Achievements and Significant Events

December 2004

Every year Bacup celebrates Christmas with a community venture themed around a Victorian market. The staff and families opened the Maden Centre to the public as their contribution to this occasion and served traditional Victorian Fayre in the Community Café. 300 people visited the centre and were very impressed with the refurbishment of the old Victorian Building. Many had fond memories of learning to swim there.

January 2005

In January the Programme Manager took on the onerous task of facilitating the fora for all interested parties to discuss the implementation plans for the Children's Centre Initiative. This took the form of a road show held at a local secondary school and was well attended.

Whilst these plans were being drawn up, other meetings were running in parallel exploring the options for changes in governance of the programme once finances became the responsibility of the Local Authority following the move to Children's Centres. This had come about due to number of other factors, the Primary Care Trust wishing to relinquish their role as Accountable Body and there were some misgivings about the existing Lead Agency having the infrastructure to continue in that capacity plus disagreements regarding value for money.

A visit from the Northwest Support Officer from NESS (National Evaluation of Sure Start) took place in January. She was extremely supportive and complimentary about this Programme and the quality of reports produced.

The launch of SHAPE UP WITH SURE START took place following a number of community audits and negotiations with a local gymnasium located opposite the Sure Start building. This is part of the extended health initiatives within the programme. It consists of parents being able to access 12 sessions at the gym for a fee of £3 whilst their child is cared for in a crèche within the Maden Centre at a

cost of 50p per family. It proved so popular that once someone had completed their 12 sessions they had to wait until someone else had completed their 12 sessions before they could re-apply. Some of the parents enjoyed it so much they actually enrolled with the gym so they could use it at any time. In the 12 month period covered within this report 120 parents attended the gym 1266 times. What we need to establish in future evaluation is has this made a difference to parent wellbeing.

The first Smoke Free Homes training took place for the programmes who had signed up for the support package which we deliver from our centre. If you would like to find out more about this initiative a full report can be found in Appendix 1.

February 2005

As part of this programme's aim to forge strong links with partner agencies a series of shadowing visits took place with staff from Social Services. They spent time accompanying Sure Start workers as they went about their day to day business. This helped in those workers gaining a better understanding of what we do and also seeing how services could dovetail to provide the best services for parents and children.

The managers of the programme try to visit as many other local programmes as they can to share ideas and support each other. A visit to Fleetwood Sure Start was the first of the year and brought home how different each programme is. The information and idea sharing was useful but it has to be said the 'fish and chips on the prom' were the highlight of the day!

March 2005

Every quarter one team takes on the task of coordinating a community involvement project. The Health Team began their project during this month. This took the form of all staff, children and adult based groups being involved in 'The Giant Art Project'. More information can be found in Appendix 2.

Children's Centre plans and discussions continued throughout this month. Part of this programme's proposal was to share expertise across the proposed 3 Children's Centres in Rossendale as oppose to each Centre employing a person to duplicate the role. These included the Training and Employment Coordinator, Childminding Coordinator and the Befriending Coordinator. The other two Children's Centres were in agreement with this proposal which had the added bonus of providing sustainability for those posts and also freeing up some revenue to make part time staff full time and employ two local people as Assistants.

A presentation was made at a NESS workshop by the Assistant Programme Manager regarding the findings made from the monitoring and evaluation undertaken during the previous year. Again sharing ideas proved to be productive.

April 2005

Although this programme has proved to be very proactive and successful, with much staff enthusiasm, the dilemma faced by the managers was how to keep that motivation and enthusiasm.

It has always been acknowledged it is nigh on impossible for managers to hold a meeting within work without constant interruptions. It was therefore decided that an Away Day would be the most productive model for planning for the future.

The four senior managers descended upon a hotel in a small remote Derbyshire village armed with large sheets of paper, pens, files etc. They worked long and hard and set the short, medium and long terms goals for the next 12 months.

Gaps were identified and one of the major issues was that we could have become complacent and believe we were invincible. It was also acknowledged we did not allow ourselves time and space to consolidate and reflect on good practice and achievements nor did we celebrate how far we had come in such a relatively short space of time. All these issues were addressed within the action plan formulated.

The programme manager applied for and was successful in gaining entry onto the NPQICL (National Professional Qualification in Integrated Centre Leadership) which is the equivalent of a Head teacher's Qualification.

This month also saw the run up to the General Election which resulted in a lot of media interest in our programme as Rossendale is one of the seats that the final result can be measured against. The first visit was from Sky News who spent a whole day in the centre and in particular the Nursery, talking to staff and parents. The bulletins went out over the day every hour on the hour. All the people involved were very impressed with the success and satisfaction of the parents.

A reciprocal visit took place from our colleagues at Fleetwood Sure Start who were impressed with the facilities for the community that were provided within the centre and again a sharing of ideas took place which could only prove beneficial to both parties.

May 2005

Further visits were made from a variety of politicians in this run up to the election which included Margaret Beckett, Margaret Hodge, Tessa Jowell, Jane Kennedy, Janet Anderson (MP for Rossendale) and Sean Serridge. It was felt Margaret Beckett was indifferent to the hard work which was being undertaken and the community involvement in the programme but this was overshadowed by

all the other visitors who were extremely impressed and described the programme as a Flagship and a commendable example of a successful Sure Start programme.

We had been forewarned that someone “BIG” could possibly be visiting the programme but it was Top Secret. Special Branch came to inspect the building for security purposes but decided as there was only one easily accessible exit it was not suitable. We later found out it was Tony Blair who was to visit but the Programme Manager was invited to meet him at the venue they eventually settled for. She was actually relieved our building was rejected as the meeting attracted some hecklers which could have proved unsettling for the children within our nursery.

As outlined in the previous month’s activity we began the Action Plan which had been formulated. To gain recognition for the success and hard work of the programme we embarked upon Investors in People which was facilitated by the Training, Employment and Childcare Coordinator.

During this month another management away day took place which took the form of gathering all the evidence together for Children’s Centre approval and Core Offer planning.

June 2005

The assessment for Children’s Centre status took place during this month. The model we used was the same model that was used for the Risk Assessments for Sure Start. This took the form of each manager being responsible for collating or referencing their evidence relevant to their field in the order they appeared on the assessment itinerary. This meant the assessors could cross reference the evidence with the performance indicator and sign them off in order. This made the process very efficient and the programme was again commended on their quality and Best Practice in so much as the assessors then used our evidence and practice as a model for future assessments.

There was only one gap in the evidence for the core offer and that was that of Teacher Input. There had been many meetings regarding this issue with regard to the funding of the post. After much negotiation the Head Teacher of a local Nursery School, who has been involved in the programme from early days and who is very forward thinking, decided she would like the half teacher post for Children’s Centre and retain the other half post as head of the Nursery School. This arrangement is proving to work really well with her input into the day nursery being well received by staff, children and parents.

The nursery began the Quality Kite Mark evidence gathering and passed module 1 with flying colours. The assessor stated that we were the only establishment who had met the deadline for all evidence to be collated and to pass first time round.

The Training, Employment and Childcare Coordinator and Volunteer Network Coordinator made presentations to another of the proposed Children's Centres in Rossendale regarding the partnership way of working that was planned to provide a coordinated approach to Children's Centres and also sustainability of the local programme.

One of the partnerships which could be stronger was that of the one with Social Services and so the first of many meetings took place to explore this issue.

Following the success of the La Leche League Breastmates Breastfeeding peer group supporters a new initiative was launched this month which was to start a Breast Feeding Friendly business award scheme. This resulted in 5 venues signing up to encouraging mothers to breastfeed in their establishments without fear of reprisal. The Breastmates also began to promote their support in hospitals and clinics. The success of this initiative is down to people supporting people as oppose to professionals supporting people. It demystifies and makes it more accessible to mothers. This is one of the most successful initiatives resulting in 50% of all mothers breastfeeding at birth in 2005, a 20% increase on the previous year.

July 2005

The first of our team projects commenced this month. This took the form of a Giant Art project with the focus being on all aspects of health. Every member of staff and all the various community groups of parents and children took part in the workshops. A full report can be found in the appendices of this report. Safe to say it was a resounding success.

Due to this project's success and to fuel everyone's enthusiasm the next big project started to be planned. The lead team this time was to be the Childcare Team and the theme was Christmas.

As mentioned before the programme was to be taken over by Lancashire County Council in the first quarter of 2006 but they felt it imprudent to take on the Community Café and the Day Nursery. A number of options were put to the Partnership Board regarding their future and the decision was made to make them Public Companies Limited by Guarantee with a management board. This was publicised and people were asked to express an interest in taking on this role. The first meeting of the Board took place in this month.

Patrick Myers, (NESS and Birbeck University) complimented the programme on its reports and stated he always held this programme and its report as one of the Local programmes other programmes could aspire too. This was well received and endorsed the hard work of the team and the community.

Following the birth of triplets to a family, this programme, via the Volunteer Network, became involved in a support package. As with many "one offs" this evolved into a support group for parents with multiple births.

We entered a team in Rossendale's "It's a Knockout" which consisted of staff and parents. A great time was had by all!! But unfortunately we are not good at everything and came a pitiful last with one member being disqualified for throwing water at a referee whom she felt was biased.

August 2005

August seemed to be the month of visits from or visits to other programmes and Children's Centres.

Although this programme is situated in Lancashire the nearest Local programme is actually in Rochdale. A series of visits was arranged to look at the possibility of some "joined up working" and pooling of resources but despite shop floor workers and parents being in favour of this, higher powers were more reticent. We have not given up and are still in negotiation.

Preston West Sure Start, Birmingham Sure Start and the Children's Centre Coordinator from Tameside all visited and were extremely impressed with the breadth of services on offer and the success of the programme.

September 2005

More visits to Rochdale Sure Starts to further develop the liaisons between the programmes. Met with one programme who is very proactive in partnership working and we are hoping to pursue this relationship further. Each worker has gone back to their respective programmes to discuss the way forward with staff and parents.

The Health Coordinator introduced the programme to a method of working with families called the Child Development Programme which is an empowerment tool which can be delivered to all new parents. The result of her research was a visit from the formulator of the programme, Walter Barker (Doctor of Psychology). He was inspiring and convinced the team this was the way to go in empowering parents in the most resource effective manner.

The training was undertaken by the Family Support Team, SENCO and subsequently a number of Health Visitors.

We were approached by an Art Therapy student who required a placement and this seemed to be an ideal opportunity for some of the families to have access to a different mode of support which could compliment all the other models of support on offer. It could prove particularly beneficial to children who had experienced some form of domestic trauma in their lives. She will evaluate the work at the end of her placement which will be included in 2006 Local Evaluation reports.

Another of the many Away Days took place in September, this one being for the Health Team. They particularly needed this time to reflect, consolidate and plan as they are a “virtual” team working both in mainstream and Sure Start with differing employing bodies and working practices. The outcomes were firmer strategies for group work and incorporating health issues into all the groups that currently run. In particular there was a strong focus on Mental Health and in particular Post Natal Depression. The Health visiting Team will begin to run a support group within the Centre in 2006.

The final completion certificate was received for the building then things “Started to go wrong!” Drains blocking, windows and roofs leaking, heating not working etc. All these things only came to light as winter began to draw in. The dispute continues!!

October 2005

We receive Children’s Centre designation. This was a bit of an anti climax as we thought there would be more pomp and circumstance surrounding it but notification arrived via an email. The staff say it doesn’t really feel any different which is a reflection on the fact they were doing “Children’s Centre” core offer work before the designation became official.

We received final confirmation of the funding for the Community Garden so the real work could finally commence. The level of funding received, £68,000, was mainly due to the hard work of the Befriending Coordinator.

This was the year of the volunteer which coincided nicely with the commencement of work on the community garden. The local MP, Janet Anderson, has been a staunch supporter of this programme and wanted to become involved as a volunteer and attended with the community one Saturday to clear the undergrowth and tidy up the car park as well as planting some planters for the exterior of the building.

A visit was made by Morecambe Primary Care Trust who were particularly interested in the work of the Midwifery Team who have integrated into the Sure Start Team and provide all the ante natal care from the Maden Centre.

After completing the 3 Year report the Programme Evaluator was looking for other 3 year reports on the NESS website and came across Bridlington Sure Start’s. They appeared to be a similar programme with similar themes and issues so she contacted them to arrange a visit. (The reader may be noticing a common theme to some of these visits which seems to involve the seaside! Only a coincidence?). We were particularly impressed with the way they used team bicycles to get around to the outlying families and their fabulous storage facilities.

November 2005

The local Fire Station reported back to us that due to their strong links with Sure Start they had been reprieved from possible reductions in service as the Chief Fire Officer was very impressed with the numbers of home fire safety checks that

had been conducted in conjunction with our Smoke Free Homes initiative. (see report Appendix 1)

This programme received a nomination in the Partners in Excellence Awards and a delegation went to London to the awards ceremony where they met Cherie Blair and Naomi Eisenstadt. Unfortunately we didn't win but were very proud to be in the final 3 in our category.

December 2005

The Christmas Victorian Market and French Market took place over a weekend in December which incorporated a theatre production of a Santa's Workshop which all the Sure Start groups had played a part in. The amount of people attending this Christmas rose from 300 the previous Christmas to a staggering 1500.

We finished the year with another of the Actions from our Action Plan which was a celebration of what we had achieved in 12 months. This took the form of a Team Building exercise in the morning and a "Who wants to be a Millionaire" type quiz in the afternoon followed by an awards ceremony and buffet. This was well received by everybody and reaffirmed how well the team work together.

Activity towards Sure Start targets

Since the completion of the 3 year report there have been a number of new initiatives within the programme as a direct result of community need.

These are:-

- Baby Buddies – This is an informal drop in for all parents and their babies. This came about following an audit of need and consultation with parents. The need identified was one of a venue where parents and their babies could meet informally to discuss issues around being a parent. A number of professionals attend these meetings in an informal way and are "just available" to support and offer advice. These include midwives, Emotional Health Worker, Family Workers, Befriending, Health Visitors to name a few. This has proved a very popular activity (average weekly attendance 25 parents with their baby/ies) and meets need on many levels.
 - ❖ Socially
 - ❖ Emotionally
 - ❖ Practically

The group enables professionals to identify indicators of Post Natal Depression and lack of Bonding and Attachment as well as offering support and advice about parenting. It can also be used as a gateway to other services e.g. if a parent shows an interest in gaining training or employment.

- Multiple Births Group which has become Borough wide.
- Bacup Butterflies – a support group for single parents

All of the activities provided support immediate need but also long term aspirations of parents and developmental needs of children. They are used for signposting people to the appropriate service and improving choice and increasing accessibility.

This programme feels it has proven over the years that it is its commitment to increasing accessibility to services that is the key to its efficacy. Many in the past have shown that if people have access to support services, as and when they need them, then the outcomes are positive ones.

The ways this programme has improved accessibility are as follows:-

- Crèche provision
- Support with transport
- Variety of times, days and venues
- Empowerment and enabling support on a one to one or group basis
- Needs led flexible services
- Support at home
- Affordable child care
- Peer group support
- Holistic approach
- Partnership working
- Community representation

Monitoring Information

Interesting facts and figures 2005
132 children aged under 1 year received a service
129 children aged under 2 years received a service
101 Children under 3 received a service
82 children under 4 years received a service
63 children and 62 adults from the extended reach area received a service
10 children with special needs received a service
627 parents received a service
16 parents with special needs received a service
171 babies were born – highest birth weight 10lbs. – Ellie most popular name 80 girls born and 69 boys – December genders as yet unknown but 24 babies were born that month.
155 children attended a crèche – best attendee came 64 times
265 children received support in their homes
251 adults supported in their homes

The midwifery team had reported that many parents needed advice regarding their pregnancy and the only way they could access that was to ring Burnley General Hospital. This resulted in the staff spending a great deal of time on non emergency issues which was not cost effective. A mobile telephone was purchased for the Community Midwives and the number was given to all expectant and new parents. Over the 12 months covered by this report a total of 773 calls were made

asking for advice and support which would have gone to the hospital thus draining their resources. Parents have reported feeling better informed and calmer about the births of their babies. Research shows calm mothers produce calmer more content babies.

Anyone wishing to find out any more about the services and outcomes of this programme should visit www.madencentre.org.uk or visit the National Evaluation of Sure Start Website at www.ness.bbk.ac.uk where there are number of reports listed under Rossendale.

In the next part of this report you will find fuller reports and information on activities within the programme and the Monitoring and Evaluation plan for 2006.

Appendix 1 Smoke Free Homes

Appendix 2 Giant Art Project

Appendix 3 Evaluation Plan

Appendix 4 Monitoring of Touch Screen Kiosks

Smoke Free Homes Project Overview

The Smoke Free Homes initiative covers the Sure Start programme areas within Cumbria and Lancashire.

The project aims to reduce the harmful effects of secondhand smoke on pre-school children by raising the awareness of the dangers of smoking around children and encouraging parents and carers to keep their homes smoke free.

Families are encouraged to make a pledge to keep their homes smoke free (Gold award) or to restrict smoking to one well ventilated room in the house and away from children (Silver award). In return they receive a certificate and resources to support them in keeping this pledge. They are also given the opportunity to request a visit from the Fire Service for a FREE home safety check and installation of smoke alarms if necessary and also they are given the opportunity to be referred to the Stop Smoking service if they would like to make a quit attempt with support.

The initiative has been designed to dove-tail with similar local projects and local PCT initiatives and services and is accountable to a steering group made up of representatives from Local Sure Start programmes, P.C.T s, and Tobacco Managers.

From the 135 families registered with the Smoke Free Homes scheme in Bacup & Stacksteads, a qualitative evaluation was conducted, by telephone, with a cross section of these registered families.

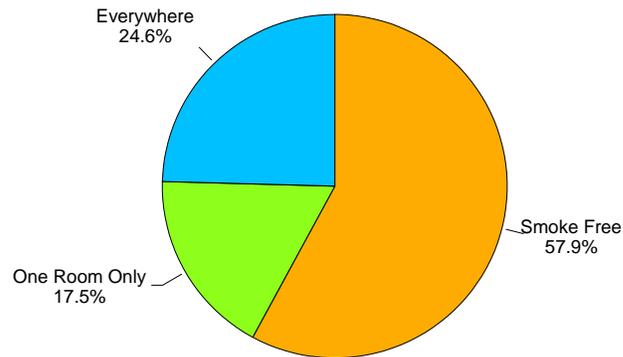
57 families were successfully contacted and took part in the evaluation for Bacup & Stacksteads.

Family Overview

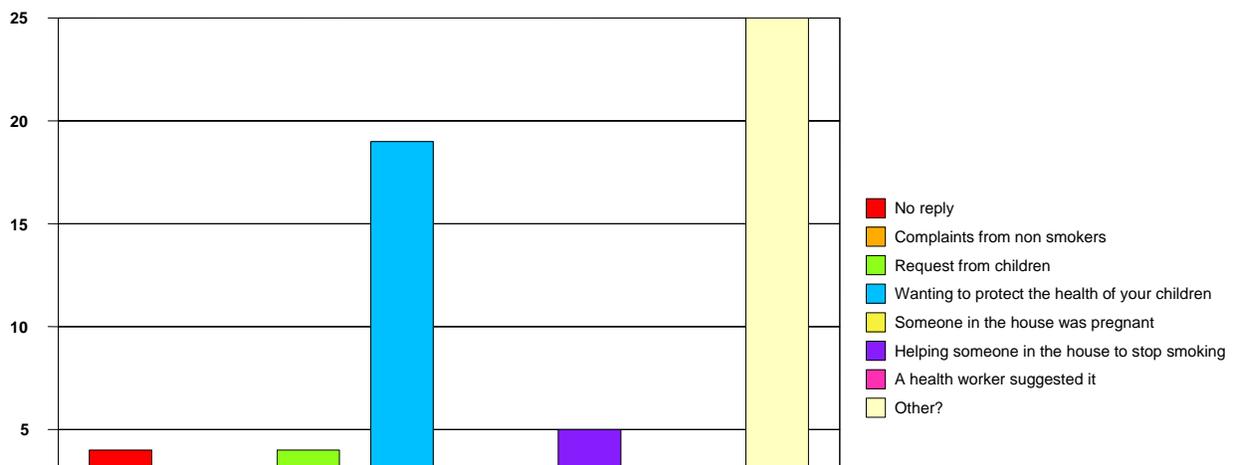
How many adults are living in the home? **85**

How many children are living in the home? **101**

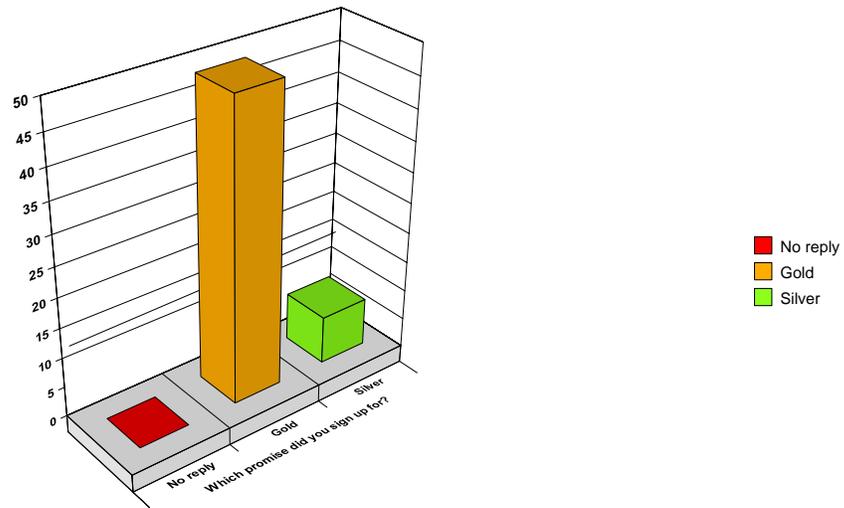
What were the smoking restrictions in your house before you made your pledge?



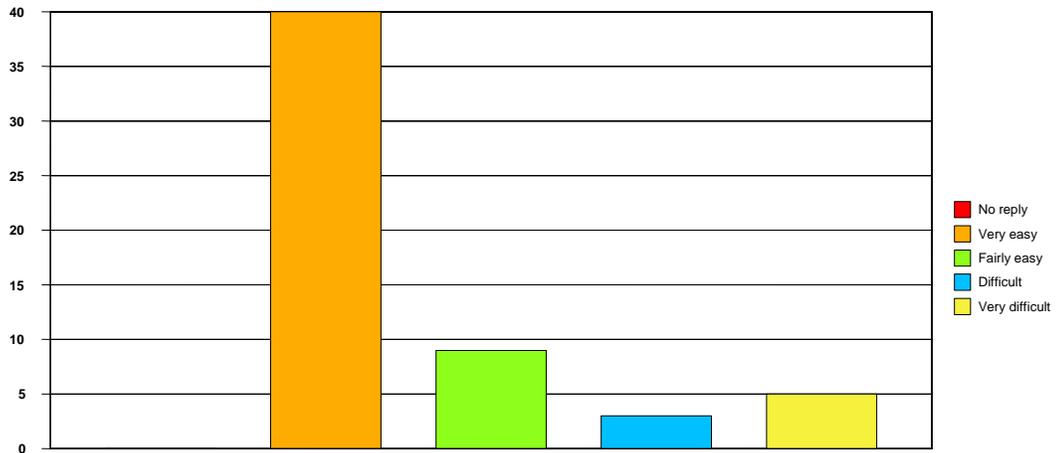
What were the 'triggers' that encouraged you to sign up to the Smoke Free Homes scheme?



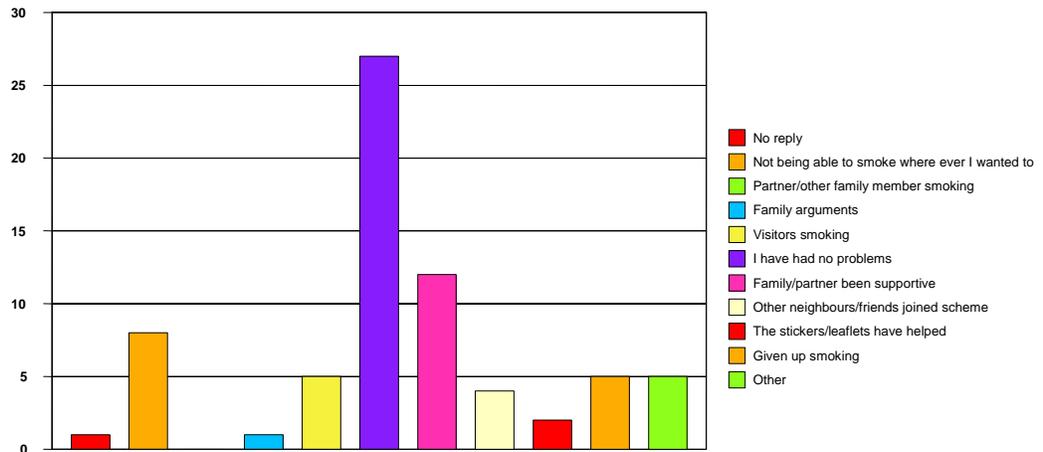
Which promise did you sign up for?



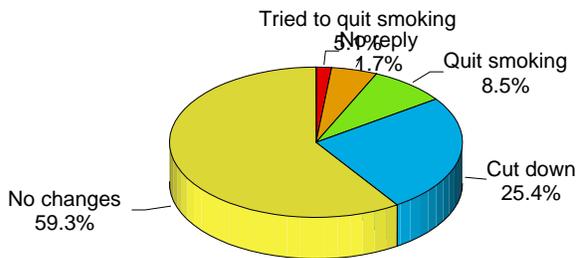
How easy/difficult has it been to keep your promise?



Have any of the following been a factor in keeping your promise?



Has any of the smoker/s living in your house changed their smoking habit since making the pledge?



Have you noticed any benefits of a Smoke Free Home?

Comments from families have included:

- ❖ Children talked a lot about it, it has been positive
- ❖ Cleaner air
- ❖ Not being dirty & no ashtrays
- ❖ House cleaner, not smoky
- ❖ No smell, children seem better
- ❖ Smells nicer, house and clothes
- ❖ House, clothes furniture not smelling.
- ❖ No clouds of smoke floating around,
- ❖ Health much improved
- ❖ Furniture and curtains are staying cleaner for longer
- ❖ Smell has gone
- ❖ Windows are cleaner free from Nicotine!!
- ❖ Smells better, husband not complaining anymore
- ❖ Massive change, kids feeling better
- ❖ Fresh smelling in the morning, a healthy baby
- ❖ The house feels cleaner and the children don't complain as much

Did you find the contents of the goody pack useful?

Yes - **40**

No - **17**

In particular the window and door stickers and the drinks coaster.

Home safety visits from the Fire Service

Did you opt for a free home safety visit from the Fire Service?

Yes - **23**

No - **34**

If yes, did you receive a visit?

Yes - **100%**

What did you think about the visit from the Fire service?

Comments included:

- ❖ Very good
- ❖ very useful visit very helpful
- ❖ Fantastic
- ❖ Very good, talked about all causes of fires
- ❖ Quite good and useful
- ❖ Fire service very helpful and professional
- ❖ Interesting and needed
- ❖ Good idea
- ❖ Good useful
- ❖ Got new smoke alarm, very useful

- ❖ very good replaced smoke alarm

[A further 7 families requested a home safety visit from the fire service from the telephone evaluation.](#)

Would you like to make any comments about the Smoke Free Homes scheme and the service your family received?

Comments included:

- ❖ Fantastic
- ❖ Excellent
- ❖ Thank you
- ❖ very good idea, makes people aware about dangers
- ❖ waste of time
- ❖ A good idea, the more people that sign up for it the better
- ❖ Very good scheme
- ❖ Good thing, makes people more aware of the dangers
- ❖ Maybe some more support
- ❖ Good idea, learnt about the smoke in the room
- ❖ Fantastic scheme raising awareness about secondhand smoke
- ❖ Sure Start are doing a good job
- ❖ Good idea, good initiative
- ❖ Very good lots of information
- ❖ Encouraging to know there is support if needed
- ❖ Feel better and happy not to be smoking near the children.
- ❖ Good idea, the way of the future of non smokers, really helped with giving up.
- ❖ Definitely beneficial has stopped social smoking by breaking the cycle.
- ❖ Ideal, well recommended
- ❖ Good idea, has a knock on effect
- ❖ The fire service was good
- ❖ Very useful, helped a lot, made me think about things
- ❖ Certificate on wall helps me to remember
- ❖ It's helped me see sense about smoking everywhere around the children
- ❖ Would be a really good scheme for parents who smoke in front of children
- ❖ Really good service, makes people aware of the risks involved
- ❖ Wonderful
- ❖ Lets people know my house is a smoke free zone

- ❖ Keep up the good work
- ❖ It has made people think
- ❖ Good thing encouraging and helpful especially for people with children
- ❖ Good initiative, keep it up
- ❖ Good scheme
- ❖ Very good doing a good job, reduces fire risk and illness
- ❖ Good, excellent scheme
- ❖ Good idea, makes you think

Conclusion

- ❖ 68 children who were living in a smoky environment now live in one that is smoke free.
- ❖ Wanting to protect the health of children was the single overall contributing factor to families becoming a smoke free home. This supports one of our aims to raise awareness of the dangers of secondhand smoke.
- ❖ Another common benefit from becoming a smoke free home was that the house smelt fresher (this is another positive marketing approach)
- ❖ The majority of families joining the scheme opted for the GOLD promise
- ❖ The majority of people found the pledge very or fairly easy to implement and had no problems. Through support from partners and extended family/friends was significant.
- ❖ Number of smokers who have had a change in behaviour since becoming a smoke free home

7 households reported that the adults had quit smoking, and 14 other households reported that the adults had cut down.

- ❖ The evaluation showed that the families felt that the visit from the Fire Service was efficient and well received.
- ❖ Overall families were very happy with the scheme, thought it was a good idea, raised their awareness about secondhand smoke and encouraged them to consider stopping smoking or cutting down.

For further information about the Sure Start Smoke Free Homes scheme in Lancashire & Cumbria, or to discuss the contents of this qualitative evaluation report, please contact

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Project Name: Our Sure Start Giant Art Project

Bacup and Stacksteads Sure Start

This report is a follow on from the original report which was written prior to the event taking place. The additional quantitative and qualitative data has been added following the evaluation of the project.

Summary of Project:

This project aims to use the vehicle of art to promote and foster an interest in healthy eating, positive parenting and the importance of family life. 6x 2 hour sessions have been purchased from a local artist plus 2 x2 hour planning sessions. The end product is to be Our Sure Start Giant Art Exhibition which will take place on 2nd July 2005 at the Sure Start centre. The exhibition will include:

- A giant floor game with giant dice where a player moves through the game by a combination of luck and answering questions related to their healthy or unhealthy diet. The game promotes the use of fruit and vegetables.
- A giant tent displaying art work depicting positive and negative emotions related to parenting, healthy recipes and poetry based on the theme of the exhibition (created by the literacy group)
- A giant mural depicting the children's story book 'Handa's Surprise' which promotes healthy eating
- A giant fruit bowl
- Healthy hats display (similar to Easter bonnets) made by the nursery children
- Audio tapes on which Sure Start parents role play the differences between positive and negative parenting language
- A giant sunflower. The petals of the flower will be added by people attending the exhibition who will be able to add their own family petal along with an example of something their family likes to do together
- A giant book with photographs of the exhibition will be displayed on a screen as part of the exhibition itself

- There will also be live music and tasters of healthy food.

The idea is that there will be two art drop-in sessions per week to which any Sure Start registered family can attend and spend time painting and making some of the artefacts. All members of staff and all groups and classes running at the centre have a designated artefact to complete or contribute to. The artwork involves parents, children and babies. The PCT dietician and the Emotional Health Worker, the Midwives, Crèche staff, Family Workers, Nursery Nurses and the youth Worker will use the making of the exhibition to discuss the themes being addressed.

Examples of the poetry written

My Family Life

I care for my family
 My family makes me feel happy and confident
 When I need them, they are there for me

I love to play with my child
 We build towers with Lego bricks
 Happiness is Barney the purple dinosaur

At bedtime I read a story about a ginger bread man
 I watch my child sleeping
 A peaceful angel lost in a world of sweet dreams

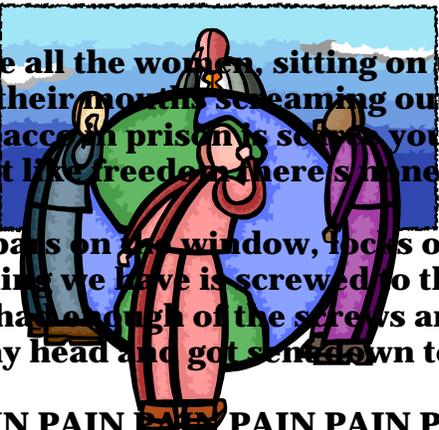
Sometimes teething makes a child cry
 I'm exhausted, up all night
 Dirty nappies, washing clothes

I feel alive when I watch my child grow

By Barbara and Somporn



Listen to us - we are hurting



**Here are all the women, sitting on the floor
Opening their mouths screaming out for more
Tobacco in prison is so rare, you see
It's just like freedom there's none for me**

**There are bars on the window, locks on the doors
Everything we have is screwed to the floors
When I've had enough of the screws and the locks
I got off my head and got sent down to the block**

PAIN PAIN PAIN PAIN PAIN PAIN

**Disorientation, incredible frustration
Cold and lonely isolation
Complete and utter humiliation**

**Do those on the outside know how we feel?
Do they understand why we cheat and steal?
We're all labelled as violent and bad
When underneath we're confused and sad
If you think we're tough then look again
It's just a mask of misery and pain
Anger bursts out, way out of control
To self destruct is our only goal**

**When anger boils up I lose my head
Nobody cares, I wish I was dead
Just keep me safe while anger runs its course
Don't put me in stripes but get to its source**

**So let our sentence be punishment for our crime
Give us help and care to get us through our time
Help us shed the anger the anger that we feel
To feel happy and at peace would be ideal
To feel happy and at peace would be ideal**

Anonymous

Brown Powder

Brown powder on the foil
On the spoon ready to boil
The drug called "SMACK"
She takes everything and gives nothing back
Except of course that familiar buzz.
She'll take you over that's what she does
She'll get you under the thumb
There's no hiding place, nowhere to run
She'll leave you feeling like you don't give a damn
Except of course to think of your next gram.

I started to talk to her, then without warning
I was needing the stuff every morning
I thought I'd never let her get a grip
She's taken me on a really bad trip
Over the years I've turned to crime I did it for her every time
She'd robbed me of so very much
So many times I wished I could kick her into touch
She'd rob me of the best years of my life
Caused me so much pain, trouble and strife
I ask myself what is it all for
For the love of drugs and wanting more

She wont go away,
I can't let her
By now I should know better
But she hides my darkest fears
Things I'd rather not remember over the years
This day I've faced up to it all
I don't need her any more, I'll ignore her call

Anonymous

My Shadow

You are my chocolate fix
You are my sunshine to brighten up my dark days
You make my winter turn to summer when you enter the room
You make bath time fun
You make any dark colour bright!
You make a long walk fun
In all you're a little angel
My Angel!

A poem for my daughter, Jemma, by Beverley Lord

Play Time

Sometimes life is busy
Your head feels so dizzy
Your child asks you if you will play
In a minute babe I will
She looks at me with those big blue eyes
I know I should just put things down
And go for a walk down the road,
As I put my things down to ask her
What she wants to do, she comes running towards you
And puts her arms round you.
I say I love you, her arms get tighter
Such a little person, but very strong
As well, her smile is so sweet
And her face is so gentle and she is my angel

Tracy Davies

The Yummy, Tummy Poem

Adam's apple is green and round
For Adam's tummy it is bound
Adam says it tastes quite yummy

Barry's banana is long and yellow
He sits back and starts to mellow
He eats it quick, he eats it fast
And doesn't even make it last

Gary's grapes are round and small
He will quickly eat them all
Swallow them whole 1, 2, 3
Don't forget to save one for me

Sally's strawberries are red and juicy
She always shares them with Lucy
Share them out, we have 5 each
And we eat them on the beach

If you eat some fruit each day
You will be well on your way
To have a good feeling in your tummy
Eat fruit it's very yummy.

Tracy Barnes

The Good, The Bad, and the Not so Ugly

The Good

Pasta is good to eat as it's healthy and tastes great

The Bad

Too many fats make you feel ill and pile on the weight

The not so Ugly

A bit of chocolate never did anyone any harm

The Good

Exercise keeps you healthy, fit and trim

The Bad

It can cost a lot to go to the gym

The not so Ugly

You can walk quickly for 20 minutes to keep fit without spending a penny

The Good

When you stop smoking you improve your health, your breathing and your heart

The Bad

When you want to give up it's hard to start

The not so Ugly

It's always worth it in the end

The Good

Lettuce, cucumber, tomatoes are good for you and you can eat them as they are

The Bad

In ready made meals for nutrition you have to look far

The not so Ugly

Remember everything in moderation is OK

The Good

Fresh ingredients can now be found in most shops

The Bad

Take-away foods, though nice, can cost a lot

The not so Ugly

The odd take-away can be a nice treat

Remember You Are What You Eat, Drink and Do, SO EXERCISE TOO!

Evaluation:

The project is only in its early days but there have already been positive outcomes of this approach to health promotion. The use of fresh fruits and vegetables to draw from has raised many questions from parents about how to use and cook them and the wide variety of fruits used have been tasted at the end of the art session. The nursery have discussed healthy eating as an ongoing project with the children. There has been a breaking down of social boundaries that had started to exist between the different Sure Start groups as individuals began joining in the drop-in sessions and to take an interest in what other groups were doing towards the exhibition. The project has given the staff a joint focus and contributed to team building and morale. The Young Parents Group and the Young and Pregnant Group, in particular, have totally embraced the idea of the exhibition and there has been a noticeable increase in confidence e.g. initially they opted out of the role play for the positive and negative parenting tapes and then later agreed to take this on.

Short Term Measurable Outcomes:

The exhibition took place on 2nd July 2005.

Quantitative:

There were 80+ people involved in the workshops and preparing for the exhibition. Both adults and children were involved in art work, modelling, craft activities and writing prose and poems.

180 people attended on the day.

Qualitative

There was a Graffiti board available for people to add their comments about the day and these are some of the comments:-

- A very well set out show A credit to staff and pupils, WELL DONE!
- Thank you it has been like a ray of sunshine SMILE
- Breath of fresh air Thank you
- It is good and very lively
- Great Day thanks
- Thanks, Dani enjoyed the sunflower picture
- Thank you for a wonderful educational, social activity
- A very great success – art, company, good food, everything – just wonderful. Do it again soon.
- Love the seascape painting by Andrew Holland, really caught the seaside atmosphere.
- Very good, children enjoyed it, excellent work.
- My granddaughter enjoyed the tape. Really enjoyable exhibition.
- I think it was great.
- I enjoyed it and liked colouring
- It was awesome
- We really enjoyed ourselves. Good day!
- A lovely exhibition, children worked well. Well done Andrew and a lovely buffet.
- I enjoyed it today.

- Beautiful and educational. The poems a real eye opener
- We had a wonderful time
- Great gig, had fun
- Excellent exhibition
- Brilliant exhibition, the kids really enjoyed themselves

Cost:

Planning £90

7 art sessions £450

setting up exhibition £120

materials £140

Exhibition costs, printing and photography £80

Total = £850

Future Plans:

As with many of our health related projects it is difficult to establish any long term effects on people's health as data is difficult to access from the Health Authority in a format which matches our targets. The Health Coordinator will continue to liaise with her colleagues in mainstream to explore how the effectiveness of projects such as this impacts on the wellbeing of the community in Bacup.

Conclusion and Recommendations:

Initial indicators suggest the project is likely to meet its aim of promoting the main themes of healthy eating, positive parenting and family life. It is recommended that the project be fully evaluated before similar approaches are used across the Children's Centres. It would be useful if pockets of funding could be made available for one-off project work of this nature, where the focus is short, and sharply focussed on, one or two health messages.

Since the original report was written, prior to the event taking place, we were unsure whether it would be a success and a learning opportunity for the community.

As can be seen from the inserted pictures, poems, qualitative and quantitative data there was a wealth of hidden talent and awareness raising taking place.

The project cost £850 with a total of 260 people being involved. This works out at £3.27 per head. If the desired outcome was awareness raising regarding health issues then the feedback shows this was a success and also we feel proved to be cost effective.

Appendix 3

Monitoring and Evaluation Plan for 2006 Bacup and Stacksteads Sure Start Rossendale Lancashire

Introduction

Bacup and Stacksteads Sure Start is a round 3 Local Sure Start Programme and gained Children's Centre approval at the beginning of November 2005.

Monitoring and Evaluation is an integral part of everything we do and is very much a team effort. It is everybody's responsibility to collect relevant data and evaluate their particular activities' impact on the targets set by Sure Start. The monitoring and evaluation coordination and drawing together of reports is the responsibility of the Assistant Programme Manager who then submits those reports to the relevant places.

Methods

Over the years we have realised that postal questionnaires, although quick and easy for us to produce, actually gain the least feedback. We are toying with the idea of having a consumer panel of willing participants to see if that proves more effective for quick response.

Questionnaires are devised and a programme called Snap Surveys is used to produce bright quality questionnaires which hopefully will attract more people to take the time to fill them in. The responses can be fed into the programme which then produces graphs, pie charts etc. which can be imported into reports. The questionnaires will still be a combination of quantitative and qualitative questions as this seems to give a more balanced view of what people think and what they want in order to support their families.

We have an online interactive page on our website which people can access from two touch screen kiosks within our building or of course from their home PC's. This can be used for customer feedback also.

More Specific Evaluations

Following the guidance from NESS we will be moving away from the Customer Satisfaction Surveys and Cost Effectiveness Exercises as after 4 years we are convinced we meet all the criteria. The reports for 2006 will concentrate on outcomes and be very much more focussed on statistics which provide evidence of the effectiveness of the services we provide in effecting change for local families. This will require much more co-operation from mainstream services in furnishing us with up to date data.

Gaining data from mainstream which is current has proved impossible in the past as it takes years for some information to be collated and published and therefore cannot be cross referenced with our up to date data. E.G. some health data indicates information from 2003 when our data is up to date almost to the day. We will only know if our services affected families in 2005 by 2007. However, despite that we will continue to have meetings with all mainstream services who operate locally to see if we can devise systems which work for us and are in the process of having talks with local schools and health centres.

The areas we will focus on are:

- Revisiting all the parents who took advantage of the Home Safety Scheme to see if there is any difference in the number of accidents in those homes and the homes of families who did not take up the scheme.
- Liaising with the Fire Service to determine if there has been a reduction in the number of fires in homes since the link between the Smoke Free Homes Scheme and visits from the Fire Brigade to fit smoke detectors and carry out safety checks in people's homes was introduced.
- Links with local schools to see if there has been an improvement in children's language ability at reception class over the past 4 years.
- Links with SSD to determine if Family Support has made any impact on the numbers of children who are de registered or re registered.
- We know there has been a marked increase in the numbers of mothers who breastfeed what we need to ascertain is has this made any difference to the health of children and the bonding and attachment of parent and child.
- Parents and their babies attend baby massage regularly but what impact, if any, has that had on the wellbeing of parents and their babies? As far as we know no follow ups are made by the Health Visiting Team to answer these questions. With their permission and hopefully their participation we intend to undertake this piece of work.
- We will attempt to gain the statistics from the Health Authority to see if there has been any difference in the numbers of children with respiratory problems since the marked success of our Smoking Cessation Services.

Ricky Hirst

Assistant Programme Manager