

North East Lincs, Northern Cleethorpes
Sure Start Annual Evaluation Report
January 2004

Evaluation Strategy - Attached.

Progress on Evaluation Strategy- see attached

Currently the team have various pieces of internal evaluation ongoing.

These include:

- Evaluation of the effectiveness of information provided for families at point of registration.
- Role of parent buddy
- Support group as part of family support.
- Midwifery support worker role (start on due to looking to join this with other local programmes and this feeding into the external evaluation of maternal health
- Two pieces of external evaluation are ongoing, parental involvement in the programme and maternal health and community mental health. Early findings have been considered and responded to regarding parental involvement. Health evaluation is in the early stages of mapping and charting activity.
- Further evaluation planned includes impact of baby massage, speech and language services, and volunteer's involvement in programme.
- All staff are involved in evaluating activity. This is ongoing and integral to the programme. Each piece of evaluation is considered and findings considered and changes made.

Externally Commissioned Evaluation

- In January 2003 Sure Start Northern Cleethorpes commissioned an evaluation of parental involvement in programme decision-making. This was agreed and funded jointly with four other programmes in the northern Lincolnshire area. The research includes programmes at waves 1 to 5, with a view to comparing and contrasting ways of best practice in involving parents in different contexts. The research is being steered by a group of parents and parent participation workers from each programme and undertaken by a contracted researcher, with their support. Parents have been

involved in the research from formulating the research proposal to finalising the results. The researcher meets bi monthly with programme managers to feed back on preliminary findings.

- The first report 'What Works In Involving Parents in Decision-Making' was published in October 2003.
- The report evaluated parental involvement in the decision-making in Sure Start by looking at parental involvement on Management Boards and in Parent Groups in three of the programmes; Nuns Thorpe & Bradley Park, Scunthorpe Old Town and East Marsh. A series of cross-cutting themes were identified and recommendations were offered to improve and sustain the level and quality of parental involvement in Sure Start.
- The research will be completed in January 2005.

The report identified some of the relative strengths and weaknesses of parental involvement in the programmes and suggested that the Parents Group and parent membership on the management board can be an effective means of involving parents in the decision-making in Sure Start. The research found evidence that parents can and do influence the decision-making in Sure Start.

The report offered recommendations for improving the level and quality of parental involvement in Sure Start.

The programme has already adopted some changes and improvements following the recommendations. These include separate induction sessions and 'getting to know you sessions' for parents on the board and any others who wish to join them. Here the terms of reference, how decisions are made and parent's role and responsibilities are discussed. A board member parent/carers and the chair are also putting together a welcome pack and induction guide for new parents/carers including information about roles responsibilities. The programme, jointly with other local programmes has also commissioned training in committee skills for board members and any other interested parents. This is building on the committee skills training last year by it being with other parent board members from other programmes. Parent buddies are made available to support parents/carers in attending board meetings. Further encouragement for parents to visit and observe the meetings has also been suggested as an area for improvement. We are looking at ways to achieve this.

A further change has also been an opportunity before each board meeting for parents/carers to meet with the Chair and Programme manager to discuss reports, agenda items and raise issues they would like discussing. This will be reviewed as to timing and parents views about how to improve this. Parents discussed opportunity to meet with programme manager to discuss issues which may be unsaid. Time was seen to be a constraint for parents/carers and the programme needs to consider how to achieve this

The programme is looking with parents/carers at how to improve links between the parent group and the management board and keep information flowing, as this is seen to be an area for further improvement and development, particularly around tracking ideas and suggestions etc . Similarly with information flow to parents/carers who may not access subgroups or the parents group.

The programme is reviewing its involvement strategy to look at other findings from the research such as an annual relaunch (as opposed to the annual general meeting) and an 'out of hours' group.

The programmes own Parents Group is currently being evaluated and a report on the findings will be published in March 2004.

- Support for parents employment and involvement at volunteer level is also being evaluated in this next stage. Interim findings will be available September 04.
- Another cross cutting research study has been jointly commissioned from Hull University, School of Nursing and Health Studies. This is describing and comparing different approaches to the delivery of community child and maternal health services in each of the seven programme areas in Northern Lincolnshire including waves 1 to 6. The research is due to be completed in July 2005. The first report is due out in December 2003.

The programme has contributed to the first part of the research in providing information.

The programme is looking for a further external evaluator to evaluate impact of baby massage and attachment, and effectiveness of different modals locally .

Internal Evaluation

A survey was undertaken to evaluate the effectiveness of the parent pack information, provided at the point a parent registers with the programme. The methodology of this has been reviewed due to number of responses. This evaluation hopes to be completed by April 2004 and findings responded to and addressed.

The monitoring and evaluation subgroup was established this year to review findings from evaluations carried out. The findings of evaluation from the play team, looking at impact of service locally, is due in April 04. Swimming project and 'tea and toast' drop in projects have been evaluated as part of evaluating strategies for community involvement. Both were seen as successful projects to begin to engage people in the programme in a non threatening way. It has been agreed to further fund the swimming project and to try and increase 'tea and toast' drop in project to more access points.

Other internal evaluation is ongoing and findings awaited including role of the parent buddy out reach and home visiting service, baby massage, role of midwifery support worker parent talk and family support. Initial staff findings from baby massage have led to an increase and difference of time for the groups continuing locally. The impact of baby massage locally is something the programme is considering commissioning of external evaluation.

Each school project has evaluated the use of funding and difference impact of each project. Results are awaited for 4 of the projects. Following findings of one project the programme are looking at developing a further modal of speech and language service and local approach.

Three local groups run in partnership with health were evaluated aimed at positive parenting, prevention of post natal depression, increasing access to advice support and guidance, and providing quality play environment opportunity. Findings included the need to increase access for local families to the group and rolling the modal developed is planned following the recruitment of staff. Health and safety was identified as an issue, and practical changes made. Information for parents /carers regarding the group was seen to be unclear and further leaflets developed.

Evaluation of current services and need locally regarding support for ante natal and post natal support is being undertaken. Initial findings have been acted on via the development of a home visiting service and establishment of local support group, which is parent/carer led. Further evaluation is planned.

Access to childcare was evaluated locally. The findings are being used to shape development and delivery of local childcare, in partnership with other agencies.

The team are collating information via speech and language using Sure Start tool. We hope to use this as part of evaluating speech and language services in the future.

Whilst there is a new monitoring and evaluation sub group being established, the programme sees evaluation as an area for further development, as staff learn new skills. This also feels an area where there are gaps as there is no dedicated internal evaluator to support internal evaluation and improve quality and interpretation of findings. This is something the programme how to address in the next few months.

Staff Evaluation of Services.

- All staff are involved in evaluating services and specific activities. The programme has adopted a project planning approach where evaluation is considered at the outset. Staff then use user satisfaction comments alongside data collected as part of evaluating the service. The findings are recorded in a report and shared at team level, and regular updates to the board parents group. Methods include comments boards, colouring of happy/ sad pictures for children, simple questionnaires to obtain user satisfaction comments Further skill development in using performance data to support reports and skills in using evaluation methodology is an area for further team development. We are looking to commission further training and support for the team.
- Changes to the programme and services have included changing the way information about activities and events is distributed; introduction of a ticket system for events; changing venues used which were not favoured by parents, increasing the length of time of midwifery support worker provided services to families, looking at setting up family activities at a weekend, varying types of activities during holidays; how families can let people know positives and grumbles about the programme and to get feedback; involving parents/ carers further in planning events and activities; increasing access to other toddler groups and stay and play opportunities.
- The programme has recognised as a result of consultation and evaluation the need to improve processes further in enabling feed back information to the parents group and to other parents/carers

in the community in showing outcome what action has been taken in response to evaluation and that the views were responded to.

SUMMARY

The Programme are due to revise the current evaluation strategy. The newly established monitoring and evaluation subgroup will enable a more coordinated approach to reviewing findings and making further changes to the programme. The programme has already made changes in different areas following evaluation and feedback. The Programme recognises that there is need for improvement in processes and methods in feeding back information and changes to the community as a result of evaluation and as part of improving our community involvement strategy. The Programme recognises ongoing training and support for internal and staff evaluation is an area for improvement and is looking to address this through commissioned training and possibility of employing an internal evaluator to improve the quality of evaluation within the programme.

SURE START NORTHERN CLEETHORPES

EVALUATION STRATEGY 04

	How	Action	PROGRESS
All staff to be aware of evaluation requirements and knowledge/ skills to undertake evaluation	Attendance at evaluation workshop Assistance form Communities Count Sure Start Guidance.	Evaluation workshops provided Read /knowledge of guidance/good practice examples Access specific training.	Further workshop planned May 04 Key team members attended recent evaluation workshops.Links made with other Sure Starts to share good practice. Specific training being identified.
All individual projects /services to have evaluation built in and agreed from start	<ul style="list-style-type: none"> • Through individual project plans • Service Level agreements • External service evaluation 	Project planning process developed. Evaluation tools developed. Supervisors to ensure outcome focussed. Implementation Built into all service level agreements	All team use project planning template Tools being developed. Area for improvement at team level. Data collection methods needing to improve. Actioned
Management board to be aware of evaluation requirements and process endorsed	<ul style="list-style-type: none"> • Discussion at management board meetings • Workshop on evaluation • Induction of new members 	Organise workshop Agenda item Programme to be developed	Planned for May 04 Induction has begun

	<ul style="list-style-type: none"> Information in induction pack 	Develop pack	Information pack to be completed.
Management board to consider findings of evaluation and review services accordingly.	<ul style="list-style-type: none"> Monitoring and Evaluation subgroup to be established. Reports to be considered by sub group. Sub group to report findings and recommendations to management board 	<p>Process to be agreed</p> <p>Take reports to board</p>	<p>Group established and process agreed.</p> <p>Initial report taken to board.</p> <p>Needs to develop further reporting process</p>
Evaluation of parental Involvement	Process attached	<p>Progress to be reviewed via monitoring and evaluation sub group.</p> <p>Management Boards/ team consider findings</p> <p>And review locally.</p> <p>Contribute information</p>	<p>Ongoing with regular reviews</p> <p>Interim findings considered.</p> <p>Information contributed.</p>
Evaluation of health services	Process attached	<p>Progress to be reviewed via monitoring and evaluation sub group.</p> <p>Management Boards/ team consider findings</p> <p>And review locally.</p> <p>Contribute information</p>	<p>Initial report received.</p> <p>Group to consider findings and presentation of information.</p>
Evaluation of overall Customer Satisfaction	<p>Comparison of baseline data</p> <p>Repeat consumer evaluation</p>	<p>Develop and plan process</p> <p>Complete within timescale.</p>	Process being planned.

<p>Parents/ partner agencies/children to be involved throughout evaluation</p>	<p>Development of different ways to gain information Development of community consultancy and plan of evaluation timescales</p>	<p>Research good practice</p> <p>Plan and resource training of consultants</p> <p>Develop employment /timescales and plan</p>	<p>Ongoing research</p> <p>Further training booked for March 04 Employment of consultants underway. Creative ways of gaining children's views being piloted.</p>
<p>Cost Effectiveness</p>	<p>Programme to evaluate services against cost effectiveness modal.</p>	<p>Training for staff to be accessed</p> <p>Process /tools developed for measuring cost effectiveness.</p>	<p>Further Workshop planned 04 04 Not yet actioned.</p>