

# SureStart

Catton Grove, Fiddlewood and Mile Cross



**Year Two Report**

**January 2005**

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Evaluation Officer**

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**January 2005**

## Year Two

### **Executive Summary**

#### **Introduction**

This report covers the second year of the Sure Start Catton Grove, Fiddlewood and Mile Cross (CFM) programme from January 2004-December 2004. Sure Start CFM is a Fifth Wave programme.

The primary aim of Sure Start CFM's evaluation strategy is:

- To provide information to inform the Programme Manager and service providers of ways to improve services
- To fulfil Sure Start Unit requirements

The report is divided into four sections. The first looks at the process - the 'how' and 'what' of the project, the second section is focussed on the families, the third section looks at objectives, services and barriers, and section four looks at outcomes and recommendations based upon findings to assist with taking the Programme forward. The report includes services which have been evaluated or provide remarkable monitoring data. Unfortunately it is not possible to include all of our services in this report.

#### **Context of the Evaluation**

This Second Year Report will provide evidence of how the evaluation of Sure Start CFM has progressed towards the requirements of the Sure Start Unit throughout 2004. Most core services are in place now although some have only been established over the last few months and therefore some evaluations listed in this report are in progress.

#### **Evaluation Methodology**

This Sure Start programme had adopted a multi method approach to evaluation. This incorporates action research together with a participatory approach, and in 2005 the Evaluation Officer (EO) will undertake a cost effectiveness evaluation. Methods used include both quantitative methods such as semi structured interviews with parents and professionals on a regular basis over an initial three year period, questionnaires, and qualitative methods such as observation, telephone, video and photographic evidence taken by professionals, parents and children.

The Evaluation Officer has continued to involve herself with the local community; attending Board Meetings, Summer Trips, other events and visiting other Sure Starts in order to network and gather information.

Parents have contributed to the research carried out on the User Satisfaction Survey during the first half of the year, and will continue to participate as

appropriate when evaluation projects are conducted. There is also the possibility of subscribing to an Open College Network qualification in research.

*Please note that whilst the EO is employed to evaluate services in the area, it is not possible to evaluate all the services that Sure Start CFM provides.*

### **Accommodation**

At present the administrative team and the Evaluation Officer are situated within the new Sure Start office in Mile Cross from where the Sure Start Day Nursery Milestones also operates. Some other members of the Team are in the process of relocating to the Greenfields site and the remainder of the Team are currently located at Lawson Road Health Centre. We are therefore currently delivering services from Catton Grove, Mile Cross and Fiddlewood, as proposed in the delivery plan.

### **The Sure Start Team**

By January 2005 there were 26 members of staff with 4 vacancies; a Senior Project Worker, Fathers' Worker, Health Visitor and Health Visitor Assistant (see Appendix), in a variety of settings and practices. The programme has suffered from quite high staff turnover throughout 2004, with 6 staff leaving. The programme has effectively been without a programme manager from February 2004 with an acting programme manager attending for two days a week from July 2004 until the end of December 2004. A new programme manager has started for 2 days per week from January 2005 and will be full time in post in February.

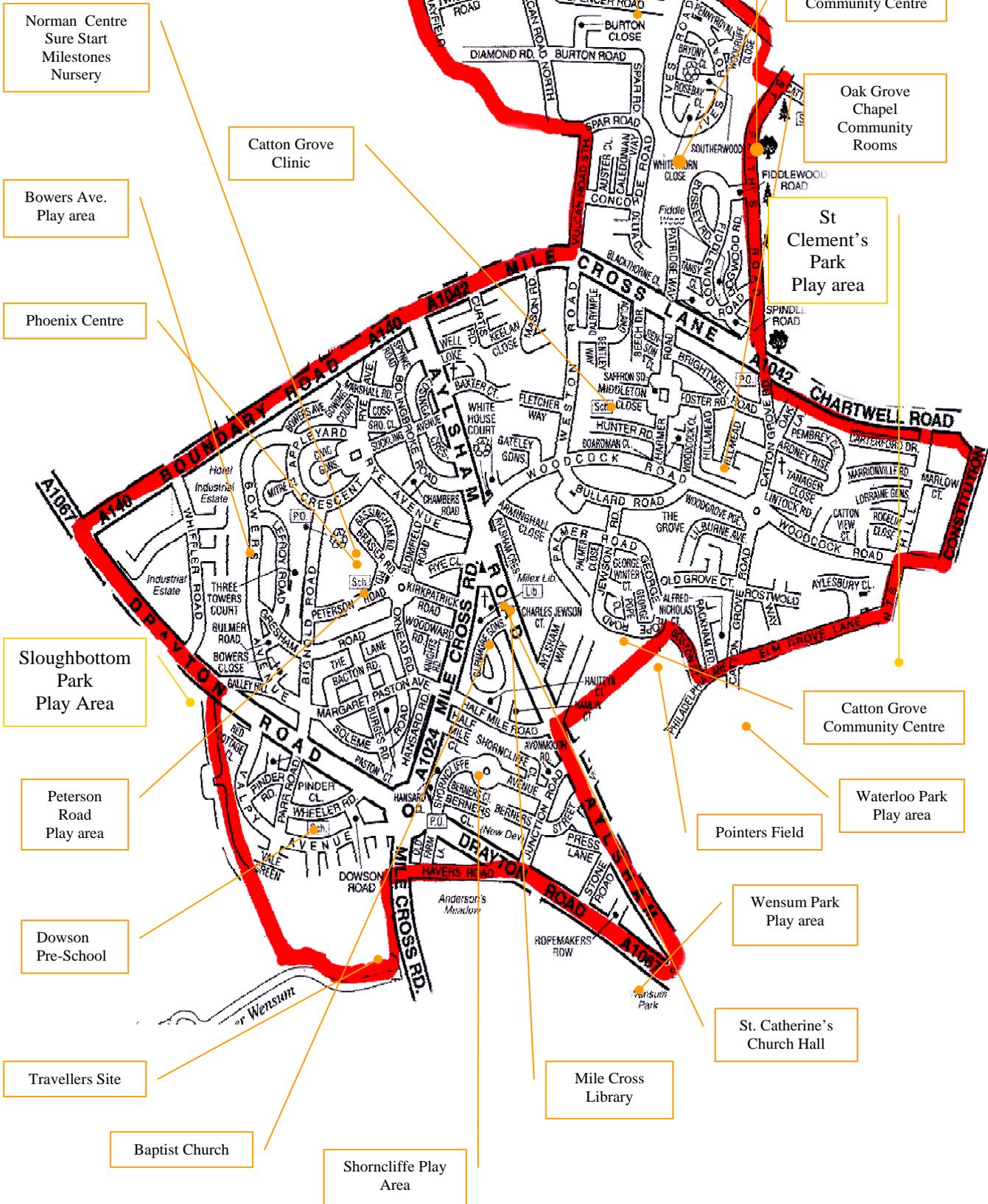
### **The Sure Start 18 month risk assessment**

The Programme has been deemed 'low risk' at the 18 month Sure Start risk assessment, a reduction from 'high risk' which is a real achievement for the Programme and reflects the progress made within the last six months, despite the Programme Manager being on sick leave for much of the year and a Programme Manager from another Sure Start in Norwich managing our Programme as well as her own for much of the year. Subsequently, the Sure Start Unit's Advisor who was appointed to assist with improving the Programme's risk level has withdrawn.

### **The Milestones Day Nursery**

The Milestones Day Nursery opened in November 2004 and currently employs 6 staff and provides 50 child places. It also provides a crèche. Since the opening of the new Sure Start Day Nursery, the numbers using the nursery are steadily increasing and anecdotal feedback from local parents has been positive.

# Map of Sure Start CFM showing service points in the area



Norman Centre  
Sure Start  
Milestones  
Nursery

Bowers Ave.  
Play area

Phoenix Centre

Sloughbottom  
Park  
Play Area

Peterson  
Road  
Play area

Dowson  
Pre-School

Travellers Site

Baptist Church

Shorncliffe  
Play Area

Catton Grove  
Clinic

The Hive  
RAF Community  
Centre

Ives Road  
Play Area

Greenfields  
Community Centre

Oak Grove  
Chapel  
Community  
Rooms

St  
Clement's  
Park  
Play area

Catton Grove  
Community Centre

Waterloo Park  
Play area

Pointers Field

Wensum Park  
Play area

St. Catherine's  
Church Hall

Mile Cross  
Library

## **Section One**

### **Programme Process and Evaluation Methodology**

#### **Programme management**

There is commitment to the Programme from most of the partner agencies involved. Unfortunately at present parents are underrepresented on the Partnership Board, falling from 7 in 2003 to 4 in 2004. From January 2005 a parent representative will be the Chair of the Board and the Programme is anticipating that this will encourage other parents to become more involved.

#### **Parent Researchers Group**

The Parent Research Group was involved with the User Satisfaction Survey during the first half of 2004, conducting interviews in person and by telephone. The Programme is currently considering buying the Open College Network Community Action Research Methods course in order to train parents in the basics of research to enable them to become more involved with evaluation of the programme and also to equip them with a recognisable qualification.

#### **Methodology**

##### **How are we doing it ?**

An Evaluation Sub Group assists and advises on service evaluation. The group consists of the EO and any staff who feel their input is relevant to the matter under discussion at the time. Other sub groups are being formed according to the four Sure Start Objectives which will feed into the Evaluation Sub Group in order to develop and improve service delivery and planning.

#### **The Evaluation Strategy**

The Strategy has been adapted to incorporate the changing environment and the demands of this evolving Programme. Evaluations undertaken include the User Satisfaction evaluation which was a major piece of work during the first half of 2004. The Day Nursery Evaluation commenced in October 2004 and will continue into 2005. Smaller evaluations have included the Baby Massage service, Speech and Language sessions, a Post Natal Group, a Library Service group and an ante natal group.

## **Section Two**

### **The Families**

Many parents have been involved with the Programme since its conception, and the numbers registering with our Programme are steadily increasing. The numbers of families registering with us has increased significantly in the last 12 months as the table below illustrates:

<b>Registered</b>	<b>December 2003</b>	<b>December 2004</b>	<b>% increase</b>
<b>Parents/carers</b>	380	878	131%
<b>Children</b>	340	637	88%

According to PCT figures in 2001 there were 805 children under 4 in our area, and it appears that this figures has increased somewhat; although approximately 240 children and 101 parents have used our services in the last 12 months and are **not** registered with us including some families accessing our services from outside the area. Efforts are being made to reduce the number of unregistered attendances, although a small number of families do not wish to be registered with Sure Start.

### **'Hard to Reach' and Minority Groups**

Attempts have been made to access travelling families for the 2004 User Satisfaction Survey but due to unforeseen difficulties on the Travellers Site, interviews were not possible at the time.

## **Section Three**

### **Objectives and Services**

There has been a steady increase in the number of registrations and the number of people using our services. A number of evaluations have been conducted utilising the EO as a consultant within the Team using largely questionnaires due to their accessibility, and to avoid unnecessary intrusion particularly with new families.

*The following is a summary of service evaluations conducted during 2004 listed under each of the four Sure Start Objectives and also monitoring data. Some services do not have a local target and are therefore progressing directly towards Sure Start Objectives. Please note that services do not necessarily fall exclusively under designated Objectives.*

## **Objective One**

### **Improving Social and Emotional Development**

#### **Norfolk Social Services Child Protection Register**

Data from Norfolk Social Services shows that there are no re-registrations of 0-3 year olds on the child protection register for 2004. Compared with the baseline figure of 1 this represents a 100% reduction.

#### **Parenting skills - the Webster Stratton programme**

This course is run for parents in order to develop their parenting skills - the majority of parents are referred by Health Visitors and may have children with challenging behaviour. The Webster Stratton programme has been held twice for twelve weeks from April to July and September to December. Monitoring data shows that attendance peaked in September with 18 families and the lowest attendance was in July with 6 families. An evaluation of the service was conducted during April to July and September to December 2004 using an existing Webster Stratton format. 15 questionnaires were returned out of a total of 18 parents attending the course. There was an average of 5 children using the crèche consistently and 12 families attended through a health visitor

referral. The largest section of the questionnaire contained 23 questions about the course using a 10 point scale (i.e. 1 = 'no use' to 10 = 'very useful'). The majority of parents;

- Stated that their confidence increased as parents since starting the course
- Attended the course as 'I was concerned my child has a behavioural problem'.
- Gave a score between 6-10 on the scale with 10 being 'very useful' for the majority of themes of the course.
- Gave the highest scores for themes were given to 'time out' and 'dealing with feelings'
- Stated that looking at 'effective praise' was very useful to them

In addition, 100% of parents stated that they were satisfied with the crèche.

Comments on the course included;

*'I feel a lot better since coming to the course, learnt how to deal with a situation when needed. Thank you !'*

*'The staff were very...understanding knowing things won't change overnight'.*

As the Webster Stratton programme evaluation produced positive findings the programme will be continued indefinitely and will be evaluated at the end of each 12 week session.

### **The Solihull Approach**

During the first part of 2005 staff will be trained to assist with families who have children with sleeping, feeding, toileting and behavioural difficulties. The EO will also be trained in order to conduct a thorough evaluation of the service once it is in progress in the community.

### **Ante natal**

#### **Midwifery**

#### **Ante natal advice and support**

Baseline data shows that 65% (2004, NPCT) of pregnant women living in the area were contacted by Sure Start CFM during pregnancy in the 12 month period ending 31 March.

#### **Ante natal clinics**

Ante natal clinics are available to all mums to be in the area. Monitoring data shows that during 2004 a total of 224 families attended the clinics. The highest attendance was in August with 34 families attending the ante natal clinic and the lowest attendance was in March with 9 families. Average attendance over the 12 months was 18.6 families.

### **Ante natal group support - evaluation in progress**

In addition to the clinics, the Sure Start Midwife offered regular ante natal group support but unfortunately no families attended these sessions. Therefore the Midwife, Acting Programme Manager and the Evaluation Officer decided to conduct an evaluation of the ante natal service in the Sure Start area in order to establish reasons for non attendance and to fine tune the service to the needs of the local community. A letter was sent out in December 2004 to all mothers to be in the area advising them of the services available to them and this will be followed in January 2005 by a questionnaire consisting of 10 questions asking them about their levels of awareness of local services and what sort of additional service they would find useful and would attend, if any. Depending on the number of responses received, interviews may be carried out during Spring 2005 to gain further insight, using a specifically designed interview schedule.

### **Post natal**

#### **Health Visiting**

#### **Baby Clinics**

Our 7 Health Visitors provide a service to all families with young children within the Sure Start area. Baby clinics are held within the 3 areas of Catton Grove, Fiddlewood and Mile Cross with an additional service for Royal Air Force families at their community centre 'The Hive' in Fiddlewood. From November 2004 there was an additional baby clinic service in Milestones Nursery for first time parents who may feel more comfortable in a smaller group. This groups caters for babies up to 9 months at which time they can 'graduate' to another Sure Start clinic in the area. Attendance for all clinics during 2004 was as follows;

<b>Clinic location</b>	<b>Peak attendance by month</b>	<b>Lowest attendance by month</b>	<b>Average attendance per month</b>	<b>Total Year attendance</b>
Catton Grove Clinic	59 September	36 January	48.3	580
Greenfields Community Centre Fiddlewood	32 March	21 September	25.3	304
Norman Centre Mile Cross	61 March	37 November	33.72	371
The Hive Fiddlewood	12 June	5 January	5.75	69
Milestones Nursery Mile Cross	5 November	5 November	5	5

### **Post natal group**

Health Visitors also run a six week post natal group in each of the three areas of Catton Grove, Fiddlewood and Mile Cross on a rotation basis so every area has a six week course approximately every three months. Occasionally a professional is invited to attend the course, for instance a member of staff from the Norfolk Library Service attended a session to speak and advise parents. Monitoring data shows that the post natal groups were attended by 22 families during September and 11 in November.

### **Post Natal Depression (PND)**

The Edinburgh Post Natal Depression Scale (EPNDS) is used to gauge whether a mother is suffering from PND. Baseline data shows that 64 of 220 new mothers were identified by the EPNDS in 2002 (29%)(2001/2, NPCT). Sure Start CFM monitoring data for 2004 shows that 39 of 214 new mothers were identified by the EPNDS in 2004 representing a total of 18.22% of 214 new mothers in 2004. All of these mothers were offered additional support in the form of;

- extended and additional health visiting visits
- nursery nurse visits
- Homestart support
- Encouragement to use the baby clinic
- Encouragement to use the baby massage service
- referral to the Painting Group
- referral to their GP and possibly a counsellor.

All new mothers are screened using the EPNDS within 6 weeks of the birth of their child and are offered appropriate support. Health Visitors report that there are a small number of mothers who have a low score on the scale but still show signs of depression and are therefore offered additional support.

### **Painting group**

The painting group in Catton Grove is a service which was set up before Sure Start began in the area. It has consistently provided support for families who may be experiencing emotional difficulties and an art therapist is in attendance. Monitoring data shows that in March 2004 7 families attended the service, and in July 3 families attended. The average attendance was 3.25 families per month and 39 families attended over 12 months.

### **Nursery Nurses**

#### **'Mums First'**

Monitoring data illustrates that this group is for first time mothers and is held at Catton Grove Clinic weekly, with a maximum of 10 mothers attending and an average of 6. 20 families attended over 12 months. Anecdotal evidence suggests that this group provides much needed support particularly regarding self confidence and reassurance.

### ***Targets met...***

- ✓ **post natal depression** all new mothers are screened using the EPNDS within 6 weeks of their baby's birth and offered appropriate support.
- ✓ **children on child protection register** there were no re-registrations during 2004 of 0-3 year olds, representing a 100% reduction, when the requirement is a 20% reduction.

## **Objective Two: Improving Health**

### **Parenting support and information**

In 2004 79.75% of children were contacted by the Programme (n = 709) of the 805 children under 4 in the area (ONS, 2001).

### **Smoking**

Baseline data for 2001 (NPCT) shows that 70 of 220 new mothers smoked during pregnancy (32%). Of the 214 new mothers in 2004, 52 of these smoked before the birth of their baby (24%), 6 mothers (2.8%) stopped during their pregnancy and 1 (0.46%) started again after the birth. Therefore 46 women smoked during their pregnancy (21.5%) which is a drop of 10.5% from the baseline figure. However it still represents 1.5% above the average of 20% of women who smoked during pregnancy (Office of National Statistics, 2000<sup>1</sup>).

A well attended stop smoking day was held on March 10<sup>th</sup> with approximately 30 people attending in the Norman Centre. This was organised between the Sure Start midwife, the Sure Start family health co-ordinator and Cignificant. Pregnant mothers were referred to the Cignificant service by the midwife. In addition, a 6 session smoking cessation programme was organised and started on March 19<sup>th</sup> 2004 but unfortunately was not attended.

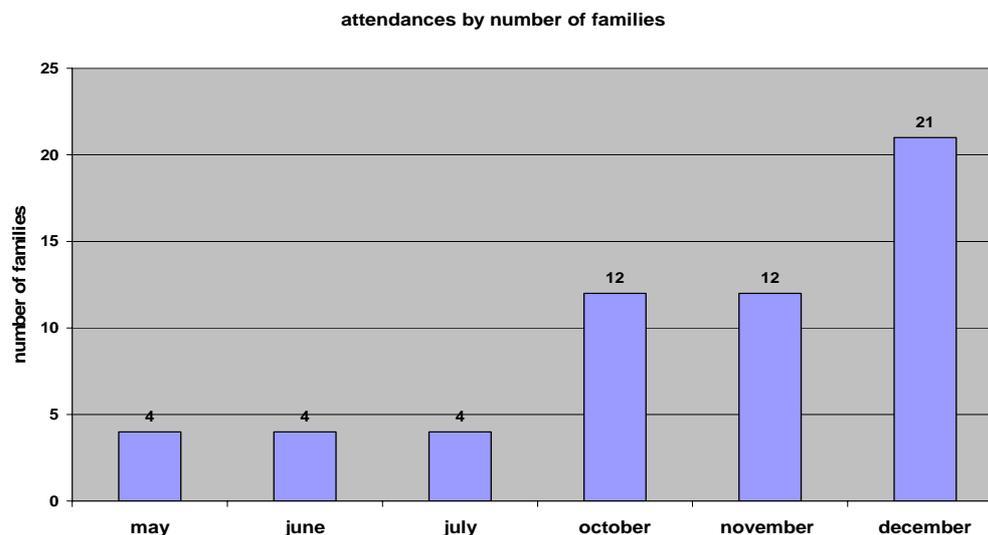
### **Health and Nutrition**

#### **Community Lunch**

The community lunch was started in May 2004 at the Greenfields Community Centre in Fiddlewood. The idea behind the lunch is to provide an opportunity for families to socialise while enjoying a healthy meal which is prepared by a member of Sure Start staff. This is also an opportunity to encourage parental involvement and community development. Monitoring data on the graph below shows that attendance at the lunch has steadily increased since its inception in May from 4 initial attendances to a peak of 21 at the Christmas lunch in December.

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<sup>1</sup> <http://www.statistics.gov.uk/StatBase/Expodata/Spreadsheets/D5231.xls>



In addition to the lunches, staff from other projects in the area are invited to come along and talk to parents about what they are doing in the area. Some of the parents have since become involved with the Greenfields Community Centre Committee which runs the playgroup held at the centre.

### Breastfeeding

The Sure Start Unit require that the current level is maintained at birth, a 5% increase at 6 weeks and a 10% increase at 3 months. The table below illustrates breastfeeding levels for 2000/1 and 2004;

Breastfeeding duration	2000/1	2004	% Difference
At birth	51%	32.24%	- 18.76%
6 weeks	45%	19.63%	- 25.37%
3 months	30%	14.49%	- 15.51%

(Norwich Primary Care Trust)

This represents a high overall decrease in breastfeeding levels in the area.

### Breastfeeding support

The breastfeeding peer support café was launched in February 2004 at the Norman Centre and suffered very low attendance and was subsequently relaunched at the Catton Grove First School - this service was also poorly attended and therefore discontinued.

### Breastfeeding peer support - evaluation in progress

A breastfeeding peer support training programme has been set up in order to relaunch a peer support service in the area. Parents are currently being trained so they can provide support to new mothers who need it. An evaluation has been designed to measure the effectiveness of this service by;

- Giving all newly trained parents a short questionnaire on their expectations of their training and its effectiveness.

- Conducting an interview with a sample of clients who have received support from trained peer supporters.

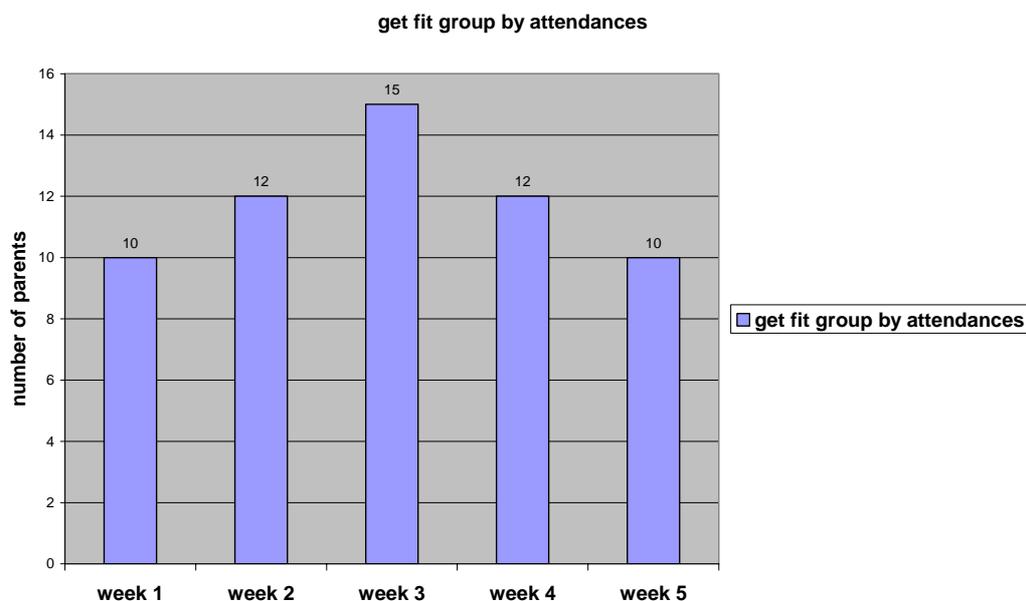
This evaluation is currently underway - the first wave of newly trained peer supporters will be available at the end of February and clients will be interviewed during Spring 2005. The questionnaire for the peer support training consists of 4 qualitative questions and 1 asking for levels of benefit gained scaled from 'not at all' to 'a lot', designed to measure parent's perceived benefits of attending the training. The client interview schedule consists of 10 questions asking about the perceived benefits of being supported by trained peer supporters.

### **Breastfeeding Event**

A breastfeeding pampering day was held on Saturday 15<sup>th</sup> May 2004 to educate and inform local new parents about breastfeeding during National Breastfeeding Week. Monitoring data shows that 16 families attended the event. In addition to 8 Sure Start staff including a health visitor and midwife, there was a beauty therapist, Reiki Master, reflexologist, masseur and aromatherapist who were subsidised by the programme to provide a 'free' pampering service to families for the day. Health First attended, promoting health and safety equipment for children, Nappacino and Nappy Days promoted re-usable nappies, and the Breastfeeding Network attended promoting awareness and problems with breastfeeding. There were various stalls promoting Sure Start events and services and a children's play area.

### **Get fit group**

A 'get fit' class is held on Tuesday evenings at the Greenfields Community Centre in Fiddlewood which is an area severely lacking in facilities. This started in October 2004 as a result of a recommendation of the User Satisfaction Survey and anecdotal evidence through Health Visiting. Monitoring data suggests that the service has been well received with an average of 11.8 parents attending each session and a peak of 15 parents attending the group as the graph below illustrates;



The fitness instructor is provided by Norfolk Adult Education who charge £45 per session regardless of the number of people attending. The instructor attends for approximately one hour and a half each week and a guest is often invited to talk to parents after the fitness session which lasts approximately one hour; a dietician was invited to attend on one occasion. Parents were not charged for these sessions and this service is to continue indefinitely.

### **One off events**

Several events have been held over the course of the year including two 'Get Ready for Christmas' pampering days in the Norman Centre where parents could enjoy the benefits of reiki, reflexology and Indian head massage and relaxation. This event was attended by 7 parents over the two days.

### ***Targets met...***

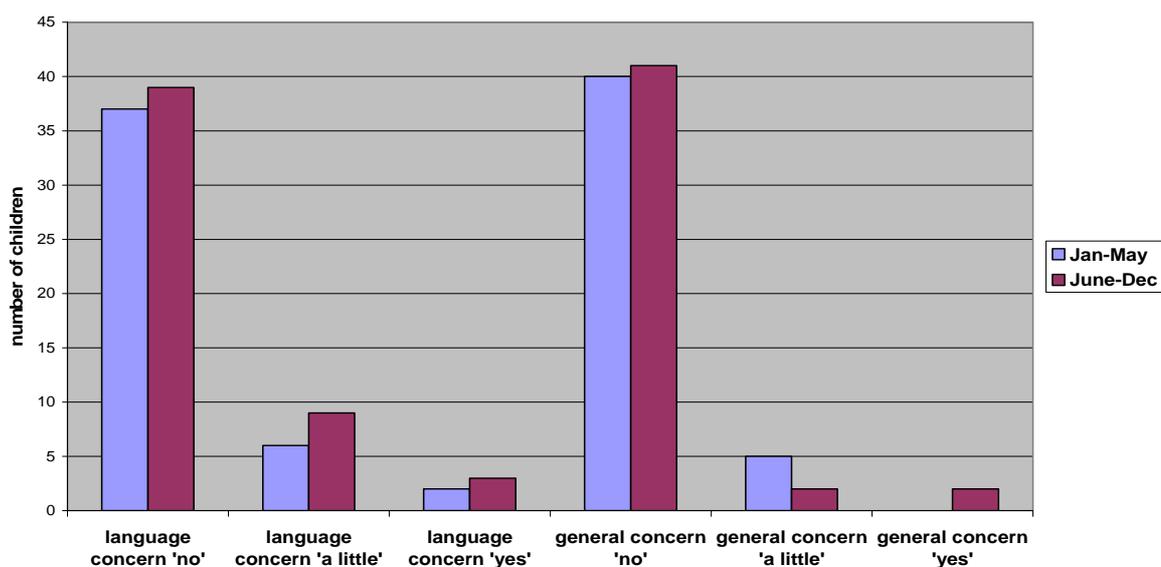
✓ **smoking** a 10% reduction in the number of mothers smoking during pregnancy by 2005.

## **Objective Three: Improving the Ability to Learn**

### **Speech and Language Measure Revised SSLM-R**

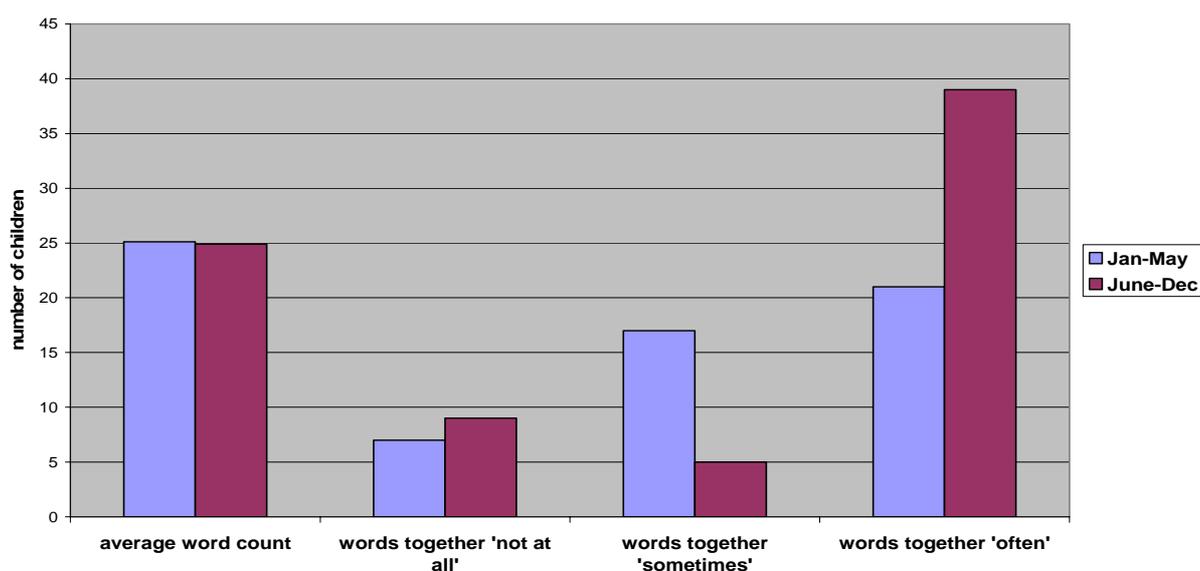
The Sure Start Unit requests that the overall language ability of two year olds in the area is measured using the SSLM-R (Sure Start Language Measure - Revised). This information is recorded by Health Visitors when they conduct their two year check, and is collated by the Evaluation Officer. During 2004 95 SSLM-R's were collected, and 15 of these were sent to the Sure Start Unit as an annual requirement in March 2004.

SSLM-R comparison of 1st and 2nd half of 2004 scores



The above graph shows that the majority of parents responded 'no' to a language (jan-may = 37), or a general concern (jan-may = 40) and this figure increased slightly in the second half of the year (jun-dec = 39, and jun-dec = 41 respectively). A minority of parents indicated concerns, and this produced a mixed response when comparing the first and second halves of 2004. Language concerns 'a little' have increased slightly (jan-may = 6, jun-dec = 9) and general concerns 'a little' have decreased (jan-may = 5, jun-dec = 2). The graph below shows that the number of words spoken together 'often' has increased considerably from 21 children to 39.

SSLM-R comparison of 1st and 2nd half of 2004 scores



### Speech and Language - evaluations in progress

The Speech and Language service commenced during March 2004. Monitoring data shows that for speech and language referrals the highest level of attendance was in July with 34 children attending and the lowest attendance

was in September with 4 children. Over the year, the majority of children attending have been 2 years old.

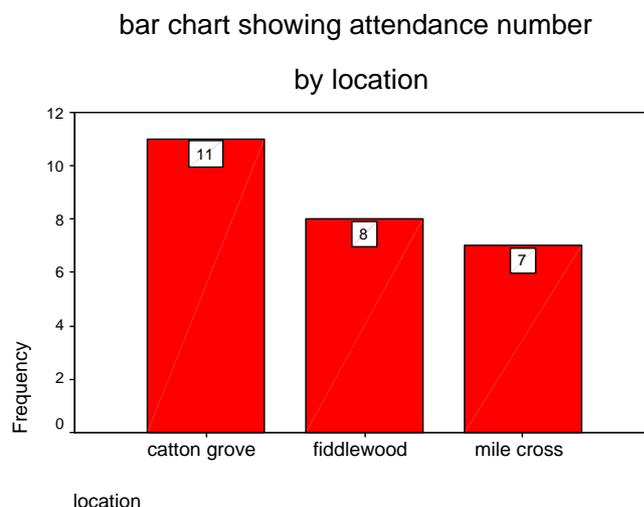
In conjunction with the Speech and Language Therapists several short evaluations have been designed and conducted for additional services they have provided.

- *Training for Nursery Nurses, Home Start workers and a Sure Start project worker in language development and practical issues - August 2004*  
5 participants attended the training. A short evaluation questionnaire was designed consisting of 6 items scaled in terms of 'usefulness' from 1 = 'not useful' to 3 = 'very useful' and 2 questions requesting general comments and future training requirements. The majority of participants found all the sections of the course to be 'very useful';

- ✗ summary of development
- ✗ general tips
- ✗ toys and how to use them
- ✗ video
- ✗ handouts
- ✗ presentation

The majority of comments queried when to refer children for speech issues and a request for more information on age appropriate toys.

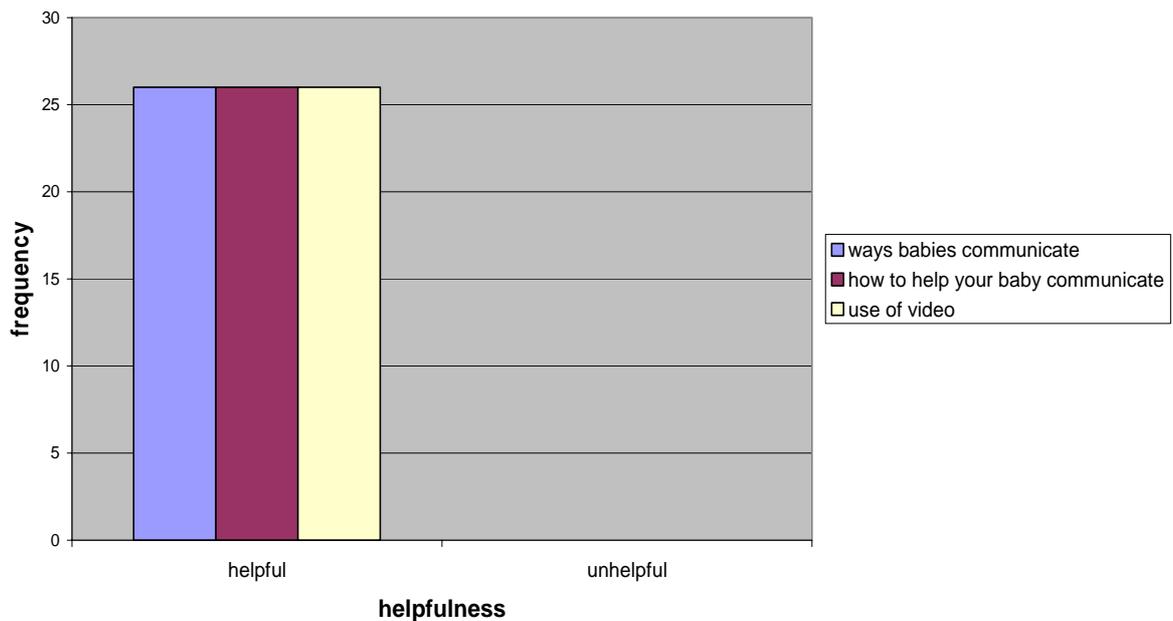
- *Communicating with your baby - October and December 2004*  
This service was designed to encourage communication between parent and baby. A total of 26 parents attended the sessions as the graph below shows; 11 at the Catton Grove Clinic in Catton Grove in October, 4 at the Greenfields Community Centre in Fiddlewood in November and 1 at the Norman Centre in Mile Cross in December.



A short questionnaire was designed to measure the level of 'helpfulness' of the service by parents as either 'helpful' or unhelpful'. As the bar chart overleaf indicates, all parents indicated that services were helpful;

1. the ways babies communicate as 'helpful'
2. how to help your baby communicate 'helpful'
3. use of video as 'helpful'

bar chart showing responses to communicating with your baby questionnaire



Three additional items on the questionnaire referred to presentation, comments and suggestions for future groups.

- *Play and Talk Lunch Club - November 2004*  
An evaluation of this service to encourage parents to play and talk with their children was conducted in November 2004. A 13 item questionnaire was designed. 10 items contained tick boxes to enable parents to respond (would like) 'more of' and 'tried at home' to each of the 10 items. The remaining 3 items referred to suggestions for future sessions, perceived benefits for parent and child and how the parent heard of the sessions. The majority of responses from parents indicated:
  - ✓ All families reported trying some of the activities at home with their children
  - ✓ Parents requested more of some of the activities.
  - ✓ Children had benefited from interaction with other children

Monitoring data shows that 8 children attended the sessions, the majority of these being aged 1.

### **Baby Massage**

A baby massage service was piloted in the area in February 2004. 8 parents were interviewed using a 13 item interview schedule specifically designed to measure parents' and babies' experiences of the service. Findings showed the service provided positive benefits for both mothers and babies as previous studies had shown.

### **Recommendations**

Four recommendations were made based on the common themes expressed by parents:

1. Increase the duration of the course to at least 5 weeks.
2. Promote the service ante natally.
3. Consider a refresher option for parents who have attended the course.
4. Provide a universally available service as soon as possible.

Due to the initial success of the service, it was made available universally within the area and extended to five weeks, providing a 'drop in' option as a refresher and increasing awareness ante natally. Monitoring data shows that a total of 51 families have used this service throughout 2004 with a peak of 8 in February, March and July. The average attendance was 4.6. A minimum of 4 families attended at any one time.

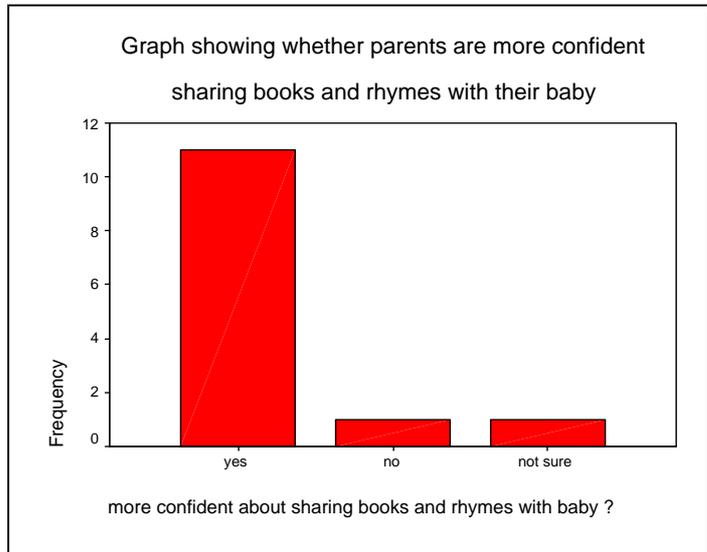
### **Library usage**

Data on use of the local libraries including the mobile library facility is collated as a requirement of the Sure Start Unit. Overall, library usage (junior picture book issues) has increased from 7177 in 2003 to 9043 in 2004, an increase of 26%. There has been an increase in active library membership from 138 (17.14% of population) in 2003 to 221 (28.5% of population) which is above the Norfolk average of 26%. This meets the Sure Start target of increased active library membership.

### **Baby Bounce and Rhyme Time**

These sessions have been arranged in order to encourage parents to share books and rhymes with their children and started in September. These sessions are held at the Mile Cross Library and are evaluated on a termly basis in order to inform and shape the service regularly. A 12 item questionnaire was designed to measure the experience of parents and children attending the sessions and consisted of 3 demographic questions, 5 scaled items and 4 open ended items. The scaled items referred to length of attendance, opinion of length of sessions, which session is the most enjoyable, confidence levels since joining the group and whether parents share stories and rhymes with their children at home. Monitoring data indicates that 151 parents and 165 children have attended these sessions overall, with an average of 38 parents and 41 children over the four months.

The initial evaluation, conducted during the autumn term, shows that 14 parents completed questionnaires, all their babies were members of the library and all were comfortable with the length of the sessions. The majority of parents and babies had been attending for over 3 months. 11 parents stated that;



- They were more confident sharing books and rhymes with their baby since starting the sessions
- all 14 parents shared stories and rhymes at home with their babies
- Most of the comments made by parents were positive
- children were more confident with other children
- more confident learning new songs
- the group is a good opportunity to meet other parents and children
- Parents commented on the perceived lack of seating space available during the sessions

### **Hamlet Toy Library**

This is a mobile toy library service which visits the three areas every week. Families can borrow a toy for 50 pence for a period of three weeks. Borrowing levels were at a low level until June 2004 when the service was moved to coincide with Baby Clinic times at the Greenfields Community Centre in Fiddlewood. Since this change monitoring figures show figures have risen from an average of 9.8 families borrowing toys between January and May 2004 to an average of 14 with a peak in December of 20 families borrowing toys.

### **Milestones Nursery - evaluation in progress**

A nursery evaluation has been designed which commenced in November 2004 when the nursery opened. The evaluation was designed through the Evaluation Sub Group and consists of three main elements;

#### **1) Prior to starting the Nursery**

- Parents - questionnaire once parents have accepted a place and before their child starts at the Nursery asking about their expectations of the nursery.

#### **2) Approximately one month after starting Nursery**

- Parents - questionnaire one month after the child starts Nursery to measure any change in expectation and perception of the Nursery meeting its objectives.
- Nursery Staff - questionnaire to establish whether the Nursery is

meeting aims and objectives of staff and Nursery.

- Children - observation of children's experience of the Nursery.

### 3) Six months after starting Nursery

- Parents - Interview six months after the child starts Nursery to establish whether there are changes in the expectations of parents and whether they are being met, and our Objectives are being met.
- Children - Observation of children's experience of the Nursery.

This evaluation is in progress - the first questionnaires were completed by 5 parents whose children started at the Nursery in November. As an incentive, all completed questionnaires were entered into a £20 shopping voucher draw. These parents have since been sent the second questionnaire during January 2005. Nursery staff are in the process of being interviewed at present and two 2 hour observation sessions have been held in the Nursery in January. Findings from this first phase of the evaluation are being analysed and the final analysis will be undertaken during the summer once the six month interviews and observations have taken place. This will enable the Nursery to consider the effects of the Nursery during it's first year on staff, children and parents in order to inform the future shape of Nursery provision. In addition, this process is being incorporated as an ongoing internal evaluation for the Nursery - questionnaires are sent to new families when their children start at the Nursery and this ongoing process will feed into the future of the Nursery.

Monitoring data shows that during November 2004 there were 15 children attending the Nursery and 12 children using the crèche facility. In December 2004 there were 16 children using the Nursery and 19 children using the crèche.

### *Targets met...*

- ✓ **library service** an increase in active library membership from 138 in 2003 to 221 in 2004 representing an increase from 17.14% to 28.5% which is above the Norfolk average of 26%. This also meets the Sure Start target of increased active library membership.

## **Objective Four: Strengthening Families and Communities**

### **Programme management**

There is commitment to the Programme from most of the partner agencies involved. Unfortunately at present parents are underrepresented on the Partnership Board, falling from 7 in 2003 to 4 in 2004. From January 2005 a parent representative will be the Chair of the Board and the Programme is anticipating that this will encourage other parents to become more involved.

### **User Satisfaction Survey**

This has been the largest piece of evaluation conducted in 2004, and was conducted by the Evaluation Officer with the assistance of 3 parents who were

given basic training in interview skills, ethics, safety and confidentiality. A 50 item questionnaire was designed specifically for the purpose of measuring parental satisfaction with Sure Start services, as required by the Sure Start Unit on an annual basis. The measure was conducted by interview and telephone with 58 families over a period of three months. Findings indicated that over 75% of families are very satisfied with our services. However, a major issue arising from this is the publicity of the services we provide; many families feel they are not sufficiently aware of services.

### **Recommendations**

Overall, 20 recommendations were made to the Partnership Board.

1. Provide a visible banner outside the Greenfields Community Centre to promote local awareness.
2. Develop local services for disabled children eg sensory equipment.
3. Invite local schools, GP's, playgroups, community groups, churches to a Sure Start open event to find out more about the Programme or support partnership working. Use their publicity to promote Sure Start.
4. Further develop methods of communication and participation; include sources of communication eg suggestion boxes/boards (DOH Guidance). Expand community development work. Staff may benefit from training in communications/advertising or media.
5. Set up a facility to provide more extensive regular marketing including local papers.
6. Develop methods of encouraging awareness and usage of the Parents Involvement Group eg incentives, advertising free trips more overtly.
7. Increase the use of Health as a forum for information.
8. Increase awareness of the Hamlet Centre Toy Library through leaflets, noticeboards and local papers.
9. Introduce taster sessions for parents for leisure, eg yoga, tai chi.
10. Inform the play development worker and project workers of these findings to inform planning and delivery of services.
11. Give serious consideration to the flexibility of opening hours. Extend opening hours to demonstrate the Sure Start principle of making services 'flexible at the point of delivery' and to engage more fathers (NESS guidance).
12. Work in partnership with Norwich City Council to improve open spaces, especially in Catton Grove.
13. Work in partnership with Norfolk Library Service and Bookstart to identify and offer support to parents with reading difficulties.
14. Increase the profile of smoking cessation sessions and consider additional services.
15. Increase the publicity for breastfeeding support and consider additional services.

16. Give serious consideration to the extension of current relevant services for mothers with pnd.
17. Develop links with local GP surgeries to promote partnership working.
18. Provide further courses in the area, particularly English, Maths, computer skills and confidence building.
19. Develop links with any current job club facilities in the area or develop a service together with more intensive promotion of the new Nursery.
20. Consider charging for trips as there is a high drop out rate.

There have been several developments within the Programme which concur with the recommendations;

- 1) the programme is currently arranging for signage at the Greenfields Community Centre.
- 2) the Sure Start CFM newsletter has been distributed quarterly and includes all families within the area; families who are not registered receive a newsletter through the Health Visitors. This will provide a greater awareness of services to a wider audience.
- 3) an evening aerobics class has started at the Greenfields Community Centre.
- 4) breastfeeding peer support training has recently commenced.
- 5) a minimal charge (tba) will be levied to families attending the summer trips.

A copy of the report and recommendations is available.

### **Summer Day Trips**

In the summer of 2004 three trips were organised for families in our area. 62 families attended the trips which was a lower number than 2003 when 81 families attended. Unfortunately there was also a high drop out rate on the day.

<b>Trip</b>	<b>Number of families registered for trip</b>	<b>Actual attendance (number of families)</b>	<b>No. of Staff</b>	<b>Cost of trip (not including staffing)</b>	<b>Estimated cost per family</b>	<b>Actual Cost per attending family</b>
Great Yarmouth Beach	23	19	5	£302.97	£13.17	£15.94
Village Experience	31	31	4	£670.25	£21.62	£21.62
Dinosaur Park	29	12	4	£738.41	£25.46	£61.53

The Evaluation Officer conducted a short survey on these days, distributing questionnaires on perceived benefits of the trip to all families attending during their return journey. The findings indicated a high success rate, and a high level of satisfaction with the trips. A total of 60 families responded, and the findings were largely positive, indicating that the trips were a good opportunity

to develop social networks, to promote wellbeing in children and families and for engaging families with Sure Start.

### **Toddler Splash**

This is a swimming group for toddlers and their parents held at a pool outside the area. There is no charge for families within our area and there are two pick up points at Catton Grove and Fiddlewood. There has been a great demand for this service and places were largely oversubscribed with some families waiting for a place for their toddler. Monitoring data shows that attendance of this service peaked in August with 18 families, with an average of 10.8 families attending each month. 130 families attended the service over the year.

### **Open days**

An open day was held in each of the three areas during November to provide information about Sure Start to the local communities and offer a 'taster' of some Sure Start services. Monitoring data shows that a total of 16 families attended these events and there were approximately 8 staff at each location.

### **'Hard to reach' groups**

#### **Multi cultural parents group**

This group was set up to encourage minority groups to use Sure Start facilities, to meet new friends and gain advice. Monitoring data shows that there were high levels of attendance at the beginning of the year, since then attendance has declined and since October there has been a small core of attendees. Statistics indicate 13 families have used the service during 2004. Attendance peaked in February with 11 families and stood at 4 families in December. An evaluation is currently being planned to establish reasons for the decline in numbers and the needs of our minority populations. It is likely that this will be conducted by interview to minimise potential problems with language and to gain a deeper insight into families' experiences. The evaluation will aim to include families who have used the service in the past.

### ***Targets met...***

✓ **quality of services** 75% of families reported high levels of satisfaction with local services for young children.

## **Section Four: Outcomes, conclusions and recommendations**

### **Is Sure Start CFM delivering targets ?**

The Programme has made progress towards Sure Start targets and will be developing local targets in the coming year as Sure Start CFM has a new Programme Manager.

### **How effective are we in involving parents and children under 4 ?**

The numbers of families registering with the programme has increased enormously during 2004 and now incorporates over 90% of the local target

population. Unfortunately the levels of parental involvement have decreased during 2004. There are evaluations being designed and conducted in order to inform the increase of parental involvement. A local parent has been appointed as the new Partnership Board Chairperson, and it is anticipated that these measures will increase the representation of parents within the Programme.

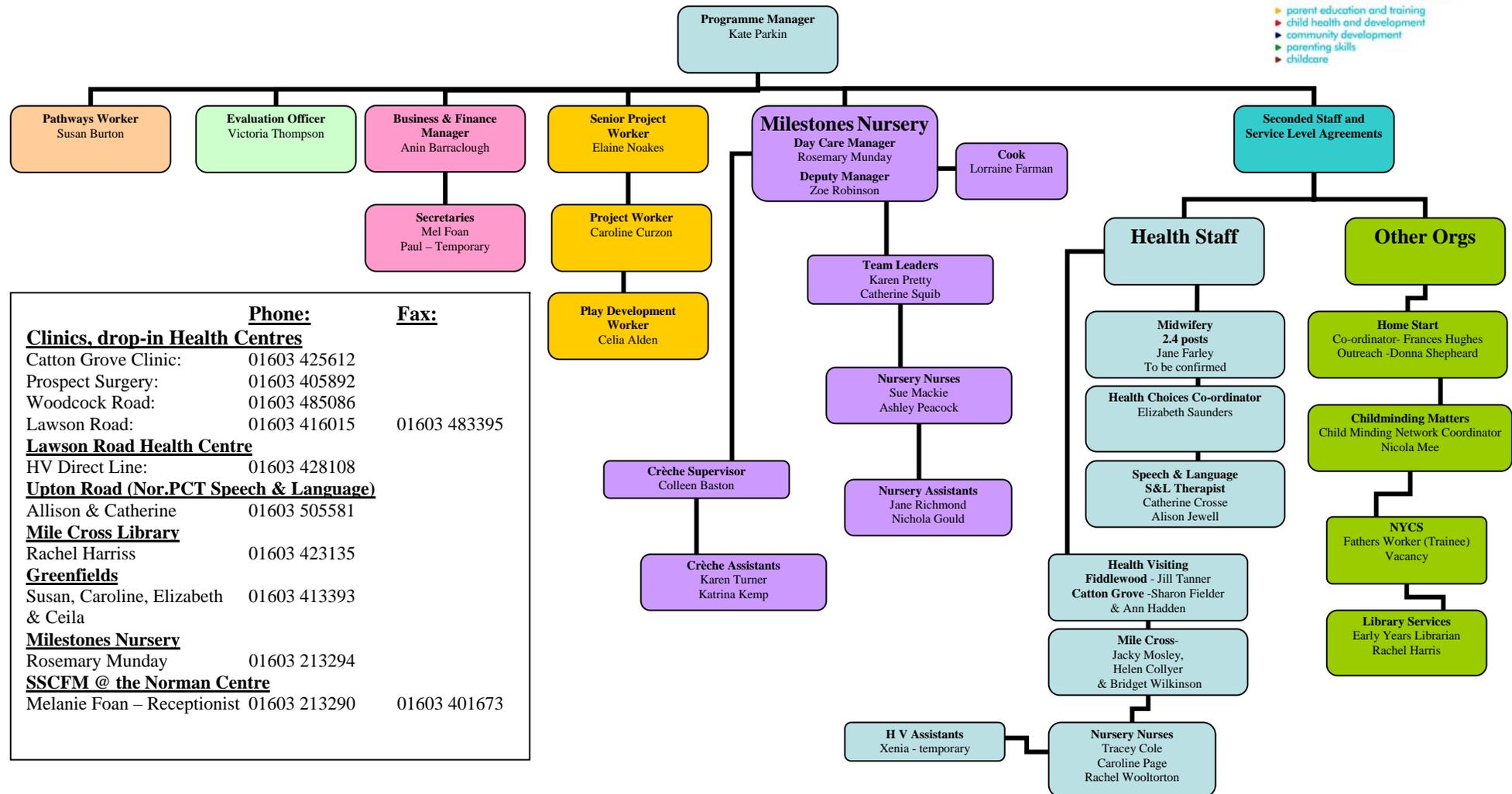
### **Conclusion**

Sure Start is a difficult programme to deliver because the way of working is not only radical in itself but it also covers a wide range of services which requires new ways of thinking and working for staff and agencies. Given the difficult nature of the remit and the lack of staff for a significant period, Programme achievements have been considerable.

Unfortunately there still remains a low level of parental involvement in the Programme. Some events suffer from low attendance and poor cost effectiveness due to a high number of staff in attendance and a low number of families.

However given these issues the Programme has progressed considerably in the last twelve months particularly considering the absence of a Programme Manager for part of the year. Particular attention should be given to the marketing and publicity of the Programme and developing communication between relevant agencies and between Sure Start staff given their varying locations.

# Sure Start (Catton Grove, Fiddlewood and Mile Cross) Staffing



	<u>Phone:</u>	<u>Fax:</u>
<b>Clinics, drop-in Health Centres</b>		
Catton Grove Clinic:	01603 425612	
Prospect Surgery:	01603 405892	
Woodcock Road:	01603 485086	
Lawson Road:	01603 416015	01603 483395
<b>Lawson Road Health Centre</b>		
HV Direct Line:	01603 428108	
<b>Upton Road (Nor.PCT Speech &amp; Language)</b>		
Allison & Catherine	01603 505581	
<b>Mile Cross Library</b>		
Rachel Harriss	01603 423135	
<b>Greenfields</b>		
Susan, Caroline, Elizabeth & Ceila	01603 413393	
<b>Milestones Nursery</b>		
Rosemary Munday	01603 213294	
<b>SSCFM @ the Norman Centre</b>		
Melanie Foan – Receptionist	01603 213290	01603 401673

**Appendix II**  
**Partner agencies**

Norwich City Council	Local nurseries
National Society for the Prevention of Cruelty to Children	Local playgroups
Speech and Language Service	The Health Shop
Primary Care Trust	Bookstart
Norfolk Social Services	Hamlet Toy Library
Early Years Development CP	Job Centre
Norfolk Library and Information Service	Homestart

**Appendix III**  
**Evaluation Strategy Matrix**

<b>Focus</b>	<b>Objective</b>	<b>Data Source(s)</b>	<b>Local target/national target</b>	<b>Timetable for data collection</b>
<i>Children on child protection register</i>	Reduce the number of re-registered children aged 0-3	1.Norfolk Social Services 2.ACPC	20% reduction by 2005	Quarterly
<i>Breastfeeding</i>	Increase number of mothers breastfeeding at birth, 6 weeks and 4 months	1.PCT 2.midwifery 3.health visiting	At birth maintain current level At 6 weeks increase 5% by 2005 At 3 months increase 10% by 2005 Local target t.b.a.	1.monthly 2.monthly 3.monthly
<i>Post natal depression</i>	Identify and support mothers experiencing PND in the first year of their babies life	1.midwives/health visiting 2.PCT figures 3.elective questionnaire	Identify 100% by 2005 100% offered appropriate support by 2005 All new mothers receive health visitor visit within 6 weeks of birth and screened using Edinburgh PND scale	1.monthly/ quarterly 2.monthly 3.6 monthly
<i>Smoking cessation</i>	Reduction in how many mothers who give birth smoke and how many don't	midwives	6 point reduction by 2005	Monthly
<i>Accident reduction</i>	Reduction in number of children aged 0-3 admitted to hospital as an emergency with gastroenteritis, respiratory infection or severe injury	Sure Start Unit	National target = none Local target = tba	annually
<i>Home visiting</i>	Increase in number of new born babies visited in their first two months of life	1.HV reports 2.Elective questionnaires	National target = 100%	1.monthly 2.6 monthly

<b><i>Speech and language</i></b>	Reduction in number of children with speech and language development delay at age 4	1.SSLM delivery (S & L therapist)	National target = 5% reduction by 2005 Local target = tba	1.quarterly 2.annually
<b><i>Library usage</i></b>	Increase in number of children under 4 with active membership of a library	Norfolk Library Service	No national target Local target = tba	6 monthly
<b><i>Play and Learning</i></b>	Increase in access to good quality play and learning opportunities	Tba	National target = 50% increase by 2005 Local target = tba	Annually
<b><i>Workless households</i></b>	Reduction in number of children aged 0-3 living in workless households	Sure Start Unit	No national target Local target = tba	Annually
<b><i>Quality of services</i></b>	Number of parents of young children very satisfied, satisfied, dissatisfied or very dissatisfied with local services for young children	Elective questionnaire	National target = 75% of families satisfied or very satisfied with local services Local target = tba	6 monthly
<b><i>Parent representation</i></b>	Increase in number of parents on local programme boards	Partnership management board	50% parents by 2006	Annually
<b><i>Accessible childcare</i></b>	Increase availability of accessible childcare for 0-3 year olds	Sure Start Unit	No national target Local target = tba	quarterly

**Appendix IV**

**Ethnicity Breakdown**

**Ethnic breakdown (of whole population)**

<b>White</b>	<b>Mixed</b>	<b>Asian or Asian British</b>	<b>Black or Black British</b>	<b>Chinese or other ethnic group</b>
	<b>0.038%</b>			
British <b>98.376%</b>	White and Black Caribbean <b>No info</b>	Indian <b>0.098%</b>	Caribbean <b>0.044%</b>	Chinese <b>0.208%</b>
Irish <b>0.648%</b>	White and Black African <b>No info</b>	Pakistani <b>0.006%</b>	African <b>0.101%</b>	Any other ethnic group <b>0.296%</b>
Any other White background <b>No info</b>	White and Asian <b>No info</b>	Bangladeshi <b>0.038%</b>	Any other black background <b>0.157%</b>	
Source: Norwich City Council 2002 (Based on 1991 census data)				