

SureStart

North Halifax

Evaluation Report

1st January 2003

-

31st December 2003



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Acknowledgements

The Sure Start North Halifax Programme Manager and Information Officer would like to acknowledge the support of all members of the team and the community, who without their support and commitment to the programme would not have made this report possible.

In addition the programme would also like to thank Calderdale NHS Trust, Calderdale Metropolitan Borough Council, The Swale Community Midwife Team, The North Halifax Health Visiting Teams, Calderdale Social Services and all the other community groups who have helped Sure Start to establish baseline data for the area and shared their views about the programme.

Introduction

Sure Start North Halifax is a 5th Wave programme that became operational in September 2002. This report contains the evaluation and audit results for the first calendar year of operation.

Evaluation has been and will continue to be an ongoing activity, which will be continually reviewed and altered throughout the course of the programme.

Annual evaluation reports will be produced at the end of each calendar year and aim to assist the programme in fulfilling its objectives and to measure the outcome of the implementation of the programme.

High priority has been placed on the evaluation of Sure Start North Halifax by all individuals involved with the programme. In order to ensure that a comprehensive and user friendly evaluation is carried out the programme has taken the decision to use internal evaluators with specific pieces of work being undertaken by external evaluators.

The main evaluation objectives are highlighted within this report but smaller evaluations and audits take place continually. Several parents involved with the programme regularly participate in the evaluation work.

Local Background

Sure Start North Halifax is located within the Metropolitan Borough of Calderdale and at the heart of West Yorkshire. The Sure Start area lies within the wider North Halifax area and includes large parts of the Ovenden and Mixenden wards and a small section of the Illingworth ward (know as the Furness and Dudley area) and the Lee Mount section of the St John's ward. Time has been spent over the past months creating detailed maps of each of the 4 area covered by Sure Start North Halifax and what provision is available within each of the 4 areas. The maps are attached as appendix I.

Population and Ethnicity Base

The total population for the Sure Start North Halifax area is 15,897 which equates to 8% of the whole population of Calderdale and 53% of the North Halifax population. The population density of the area can best be shown by the fact that for the whole of Calderdale there are 923 people for every square mile compared to 1836 people per square mile for the Sure Start North Halifax area.

The ethnic breakdown of the area is shown in the table¹ below.

Ethnic Group	Total Population	Percentage of the Population
White	15404	97%
Mixed	182	1%
Asian	232	1%
Black	56	1%
Chinese	10	
Other	13	
Total	15897	100%

¹ Information provided by Calderdale Metropolitan Borough Council

Children Under 4

The area has 796 children under 4, which equates to 3.6% of the total number of under 4's within Calderdale and 5% of the Sure Start North Halifax total population. The table² below gives a breakdown of the number of children within each age group and area.

Area	Age Ranges				Totals By Area
	0	1	2	3	
Ovenden	93	120	127	127	467
Mixenden	46	50	59	70	225
Lower Illingworth	11	17	15	19	62
Lee Mount	11	15	10	6	42
Totals by Age	161	202	211	222	796

² Information provided by Calderdale Metropolitan Borough Council

Early Consultation

The consultation process involved consulting with local parents and the wider North Halifax community along with both voluntary and statutory organisations to establish the needs of the area with regard to service provision. A detailed report of key outcomes is attached as Appendix II.

From consultation these gaps emerged for the whole Sure Start North Halifax area:

- ❖ The lack of crèche facilities in the area.
- ❖ The need for more parent and toddler groups and more sessions to be offered at those already in existence.
- ❖ The lack of affordable and flexible childcare.
- ❖ Lack of safe outdoor and indoor play spaces in the area.
- ❖ Lack of information and advice available locally for parents with young children.

Key issues for Sure Start North Halifax to address from the consultation:

- ❖ The provision of flexible, high quality and affordable childcare facilities.
- ❖ Locally provided health services.
- ❖ Improved information sharing with the local community.
- ❖ Provision of safe play areas.
- ❖ Better access to libraries.
- ❖ Locally provided training, family support and advice.

Planned Activities for 2003

The following information gives you a brief description of each of the planned projects and what they have achieved throughout the year:

1. COMMUNITY DEVELOPMENT WORKERS: to meet all national and local objectives

- Community Development Manager
- Community Development Worker (Childcare specialist) - Early services appointment
- 4 Full time equivalent Parent Link Workers

The strategy sought to: -

- Provide a primary point of contact between main services providers and parents
- Parent Link workers (PLW) engaged in regular home visits, encouraging parents and children under 4 to attend current and new provision in the area e.g. Parent and Toddler sessions, pre-school playgroups
- Develop a team to act as advocates for parents to main service providers to help reshape existing services
- Develop a team to provide an information and advice network, sign-posting parents to advice and information services, statutory, voluntary and community services.
- Provide a supportive and enabling role for the Community Initiatives Fund panel, helping parents to assess, review and monitor small grants

- Promote training and employment opportunities through North Halifax Partnership projects, Bright sparks (Local training centre) and Job Match (local employment project)

The following information relates to the achievements of the team for the year 2003:

- i) 125 names and contact details for individuals at other organisations working within the Sure Start North Halifax area have been collated. The reasons for collating a database of contact details for related organisations are as follows:
 - a) Establish primary points of contact with people within associated organisations.
 - b) Establish a list of services available and organisations offering help and support for families living within the Sure Start North Halifax area.
 - c) Keep other organisations up to date with the work of Sure Start via regular mail outs.
- ii) The team have contacted a total of 1350 individuals informing them about Sure Start and what it has to offer their family. 598 households have registered with the programme these include parents, grandparents and carers.
- iii) Along with registering a total of 598 households a further 560 contacts have been made with individuals by the community development team. Reasons for contact have included:
 - a) Introduction to playgroups, parent and toddler groups and childminders, etc.
 - b) Help to access training opportunities.
 - c) Help to return to work.

- d) Outreach work such as taking to important appointments and help register with doctors and dentists.
- vi) The community development worker with the specialised in childcare has spent a lot of time working with parent and toddler groups and playgroups to increase the availability of childcare within the local area. From this 3 new parent and toddler groups have been established, one of the groups is a dads group.
- vii) The Community Development Manager provided a supportive role for the Community Initiatives Fund panel, helping more than 10 parents to assess, review and monitor small grants for statutory, voluntary and private sector organisations which would be of benefit to the local community. A total of 25 grants were awarded totalling £44,475.84.

2. LIBRARIES: to meet objective 3, SDA 6

Busy Babies

4 courses were run during the year across the Sure Start area for parents/carers and children under four. The courses consisted of 10 weekly 2-hour sessions aimed at:

- Promoting interaction and involvement in the child's learning and development
- Valuing the role of parent/carer as the child's first educator
- Encouraging parents/carers to introduce books to their young children
- Promoting early language development
- Enabling the parent/carer and their child to have fun together

A total of 21 parents attended the sessions with 24 children. The course was well received within the local community and a follow on course was planned.

Early Years Librarian and Book Start Plus Project

Due to the national shortage of librarians the programme were unable to appoint to the post. However, the decision was made to allocate some of the money to re-designing the children's areas of the two local libraries so that they were more child friendly and welcoming. The work of the sure start team promoting the refurbished libraries helped to increase library registrations by 100%.

3. HEALTH: to meet national objective 2, PSA2, SDA3/4, local objective 2 and national objective 4, PSA4, SDA7

Working in partnership with the hospital trust the programme decided to appoint a Midwife to take responsibility for:

- Leading and managing the existing community midwife team serving the Sure Start area and relocating the midwife team to be based permanently within the area.
- Influencing and reshaping the way maternity care is delivered in the community. Parenting craft classes have been relocated to the local area. For families in need the midwife recruited the support of a doula, who would be able to offer more intense support and work with the family on a one to one basis.
- Take the lead on health related issues for Sure Start, such as promoting the 5 a day initiative and stop smoking campaigns at local community venues.

- Develop effective mechanisms for tackling the high number of teenage pregnancies in the area. The midwife is heavily involved with the Calderdale wide teenage pregnancy strategy and has introduced a text phone line for teenagers for if they have any problems with family planning. Two teenage parenting courses were arranged for local teenage parents and parents to be these were attended by a total of 10 teenagers.

Speech Therapy

- Secure the secondment of a part-time speech and language therapist
- Train Parent Link Workers to use the Sure Start language tool to gain evidence of the levels of speech and language delay at 2 and 4 years old
- Parent Link Workers, working under the guidance of the Speech and Language Therapist or Health Visitor, to use this tool to gather evidence of children with speech and language delay
- To develop services that address the levels of speech and language delay

A speech and language therapist was appointed to the team for one day per week. All parent link workers received training on how to complete the Sure Start speech and language measure and now offer the measure to all families registered with the programme who have children in the correct age bracket.

Oral Health Project

Two dental health courses were run within the local area showing parents how to take care of their own and their children's teeth. These courses were not well attended with only 4 parents attending.

Parent link workers will support parents, professionals and children in the development of these services and in

- Promoting breast feeding
- Smoking cessation
- Training on child rearing

Throughout the year members of the team all received training to help support the above projects and plans for establish support groups are planned for the forthcoming year.

4. PLAY, LEARNING AND CHILDCARE: to meet national objective 3, PSA3, local objective 3 and national objective 4, PSA4, SDA7/8/9

Community Development Worker: with a brief to set up Parent and Toddler groups and playgroups

- This post has been appointed under the early services and the work is underway.
- There are few Parent and Toddler groups in the Sure Start area. Some communities do not have any.
- The issue of no playgroups in the area will be addressed
- Parents will be supported to set up their own community run services

Two groups of parents put bids in to the community initiative fund to set up parent and toddler groups within the area. Both groups were successful and with the help of the Sure Start team the groups have

been up and running for the past few months with regular attendees at each. One of the groups is solely for dads and their children.

Mobile crèche to develop local crèche provision

- This project has been set up under the early services and is already in operation
- Crèche support to enable parents to undertake training
- Shoppers crèche
- Support for Community organisations

The crèche services proved very popular with the local community. It allowed parents to leave their children with qualified staff for 1hr 55mins. Whilst in the crèche all children receive a healthy snack of fresh fruit.

The mobile crèche was originally called 'Shoppers Crèche' but the team did not feel that this reflected what they were about so renamed them 'Under 4 Activity Crèche'. As at the 31/12/03 there were 6 crèches running once per weeks throughout the local areas. 77 children have used the crèche on more than 2000 occasions throughout the year.

Along side the Under 4 Activity Crèche the team also support training providers and voluntary groups by providing crèches whilst their parents attend training and events.

Summary of Evaluation and Audits for 2003

Extensive work has been carried out throughout 2003 to establish baseline information from which to benchmark against.

The programme has recognised the importance of monitoring within evaluation and so have spent the first year of operation establishing robust monitoring systems and establishing accurate base line data.

The table below shows the baseline data relating to each target and objective:

PSA/ SDA	Target, by March 2006	Data	Point in Time	Source
Improving the availability, accessibility, affordability and quality of childcare				
PSA1	In operational programmes, a 12% reduction in the proportion of young children aged 0-4 living in households where no-one is working by March 2006	272	31.03.03	Jobcentre Plus
Improving learning				
SDA9	To increase the use of libraries by families with young children aged 0-5.	125	31.03.03	Calderdale Library Services
Improving social and emotional development				
SDA10	All families with new born babies in Sure Start local programme and Children's Centre areas to be visited in first 2 months of their babies' life and given information about the services and support available to them	204	31.03.03	Calderdale and Huddersfield NHS Trust
Improving health				
PSA4	In operational programmes, a 6 percentage point reduction in the	119	31.03.03	Calderdale and

PSA/ SDA	Target, by March 2006	Data	Point in Time	Source
	proportion of mothers who continue to smoke during pregnancy.			Huddersfield NHS Trust
SDA12	Reduce by 10 percent the number of children aged 0-4 living in Sure Start local programme and Children's Centre areas admitted to hospital as an emergency with gastro-enteritis, a lower respiratory infection or a severe injury	79	31.03.03	Calderdale and Huddersfield NHS Trust
SDA13	Ante-natal advice and support available to all pregnant women and their families living in Sure Start local programme and Children's Centre areas	247	31.03.03	Calderdale and Huddersfield NHS Trust

Baseline Information Findings

The following areas show where baseline information has been collected:

1. Attendance at A&E - detailed report attached as Appendix iii.
2. Admissions to hospital - detailed report attached as Appendix iv.
3. Pregnancies and birth rates.
4. Breastfeeding statistics.
5. Smoking statistics.
6. Library membership for children under 4.
7. Number of children registered on the CPR.
8. Number of children under 4 living in households where no one is working.

1. A&E Admissions Key Findings

Although establishing baseline data relating to attendance at A&E was not required by the Sure Start Unit, the programme felt that the statistics would identify main reasons why children under 4 attended and thus help the programme to establish services to try and reduce attendance.

1. 9% (429) of all attendances to A&E for under 4's were within the Sure Start North Halifax area. This means that children living in the Sure Start North Halifax area are 2 $\frac{1}{2}$ times more likely to be admitted to A&E than those living in other areas throughout Calderdale.
2. 48% (204) of all admissions relate to the following categories:
 - a) Severe Injuries in particular Head and Facial Injuries
 - b) Gastroenteritis
 - c) Respiratory Conditions
3. 89% (383) of all incidents occurred within the home.
4. 51% (220) of all children presenting at A&E were discharged home into the care of their families.
5. 23% (98) of all children presenting at A&E remain as inpatients at the hospital.
6. The main reasons children attend A&E:
 - a) Head and facial injuries (73 attendances)
 - b) Respiratory conditions (67 attendances)
 - c) Gastroenteritis (38 attendances)
 - d) Overdose/ingestion of substances (13 attendances)
 - e) Burns (6 attendances)
 - f) Dehydration (4 attendances)

2. Overnight Hospital Admissions Key Findings

1. 79 children in total were admitted to hospital for reasons relating to the Sure Start Targets.
2. Children under 1 account for 50% of all admissions.
3. Over 50% of all admissions relate to respiratory conditions.
4. 3% of all children under 4 admitted to hospital for the whole of Calderdale for 1 night or more were from the Sure Start North Halifax area.
5. The average number of nights spent in hospital for one episode was 3 nights.

3. Pregnancies, Birth Rates & Still Births³

DESCRIPTION	01/04/2002	SSNH Figures as a % of Calderdales
	- 31/03/03	
PREGNANCIES - CALDERDALE	2946	
PREGNANCIES - SURE START NORTH HALIFAX AREA	247	8%
PREGNANCIES UNDER 18 - CALDERDALE	79	
PREGNANCIES UNDER 18 - SURE START NORTH HALIFAX AREA	17	22%
LIVE BIRTHS - CALDERDALE	2266	
LIVE BIRTHS - SURE START NORTH HALIFAX AREA	204	9%
Live Births Under 18 - Calderdale	54	
Live Births Under 18 - Sure Start North Halifax	10	19%

³ Information contained within the table was provided by Calderdale NHS Trust.

STILLBIRTHS - CALDERDALE	9	
STILLBIRTHS - SURE START NORTH HALIFAX AREA	2	22%

4. Breastfeeding Statistics⁴

	01/04/02 - 31/03/03	Percentage of Breastfed babies
Total Number of live births within Calderdale	2266	
Total Number of women breast feeding at birth	1505	66%
Total Number of live births within the Sure Start North Halifax Area	204	
No. of Women Breast Feeding at Birth	89	44%

Breastfeeding stats relating to babies breastfed at 6 weeks and 7 months were only available for the North Halifax area as a whole and could not be broken down to the specific Sure Start North Halifax Area. The stats for this show that:

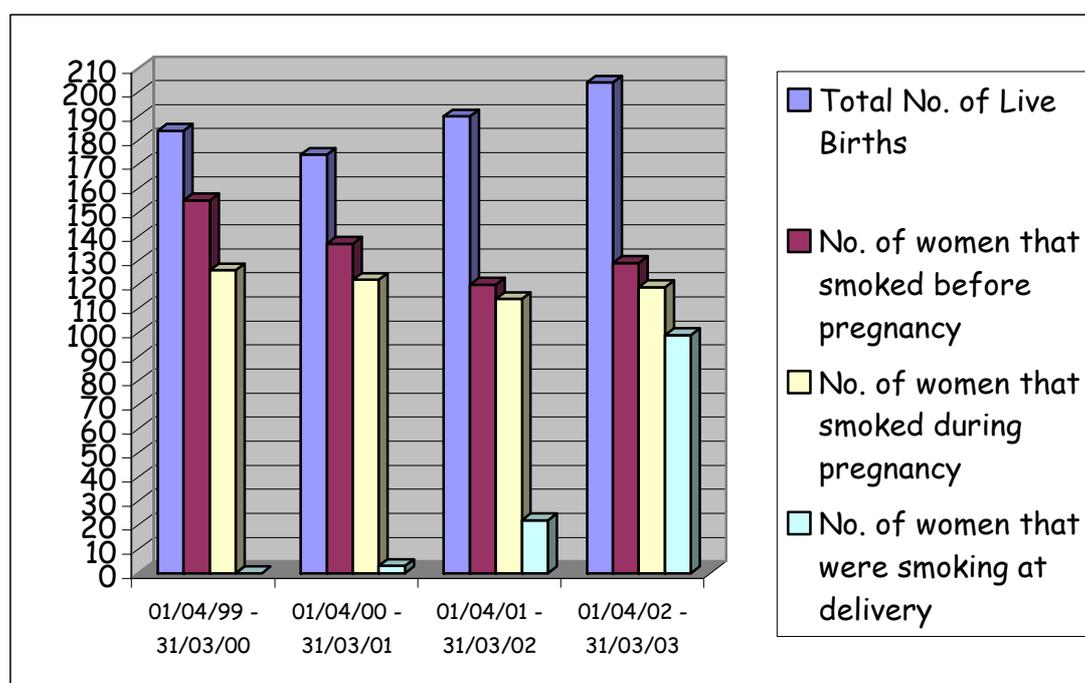
Percentage of Mothers Breastfeeding at 6 weeks	14%
Percentage of Mothers Breastfeeding at 7 months	6%

⁴& ⁵ Information contained within the table was provided by Calderdale NHS Trust.

6. Smoking Statistics⁵

	01/04/99 - 31/03/00	01/04/00 - 31/03/01	01/04/01 - 31/03/02	01/04/02 - 31/03/03
Total No. of Live Births	184	174	190	204
No. of women that smoked before pregnancy	155	137	120	129
No. of women that smoked during pregnancy	126	122	114	119
No. of women that were smoking at delivery	*	*	*	99

* Not recorded due to inaccurate data.



7. Library Membership⁶

The Sure Start North Halifax area has a total of 125 children registered with a library, which is 16% (796) of the total population of Under 4's for

⁶ The information was provided by the Libraries Department at Calderdale Metropolitan Borough Council.

the Sure Start North Halifax area and 10% (1212) of the total number of children under 4 registered within a library in Calderdale.

8. Number of Children Registered on the CP Register⁷

	01/04/02 - 31/03/03	SSNH Figures as a % of Calderdales
No. of Children on Calderdale CP Register Under 4	39	
No. of Children within Sure Start North Halifax Area on the CP Register	10	26%
No. of children re-registered on CP Register for Calderdale	2	
No. of children re-registered on CP Register for Sure Start North Halifax Area	1	50%

9. Number of children under 4 living in households where no one is working⁸.

	Number	Workless Households as a % of Total Number
*Number of Households with Children Under 4 in the Sure Start North Halifax Area	669	
*Number of Households with Children Under 4 in Sure Start North Halifax Area living in households where no-one is working	272	41%
*Number of Children Under 4 in the Sure Start North Halifax Area	796	

⁷ The information was provided by the Social Services Department at Calderdale Metropolitan Borough Council.

⁸ The information was provided by Calderdale's JobCentre Plus.

*Number of Children Under 4 in the Sure Start North Halifax Area living in households where no one is working	362	45%
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*Figures fluctuate due to people moving in and out of the area.

Evaluation Findings 2003

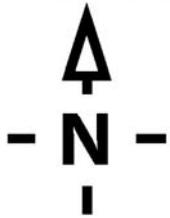
During 2003 the following services were evaluated:

1. Pamper Days - An opportunity for pregnant women and mothers with children under 4 to have beauty treatments and massages for free. A full report is available as Appendix v.
2. Memory Box Project - This project was created to encourage nurturing and early bonding. It is a box for mothers to collect all precious memories of their baby. A full report is attached as Appendix vi and it has been decided that a more extensive evaluation is to be planned within 2004.

SureStart

North Halifax

Area 2



KEY TO MAP SYMBOLS

- School
- Surgery/Health Centre
- Post Office
- Community Centre
- Church

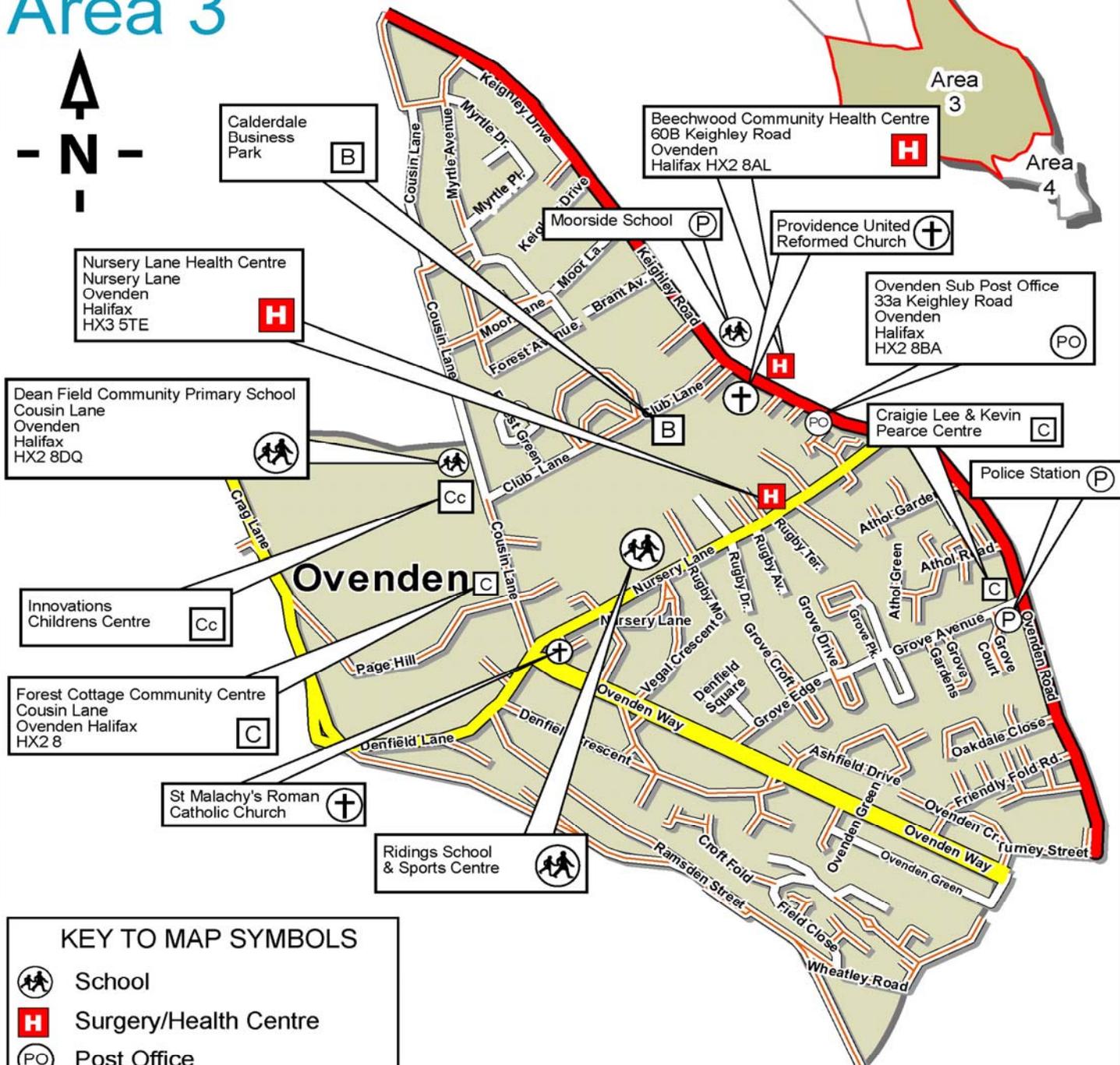
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SureStart

North Halifax

Area 3



KEY TO MAP SYMBOLS	
	School
	Surgery/Health Centre
	Post Office
	Community Centre
	Nurseries
	Business Park
	Childrens Centre

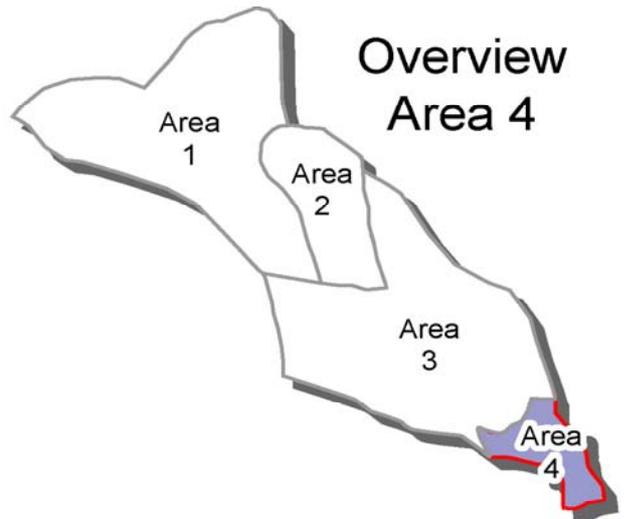
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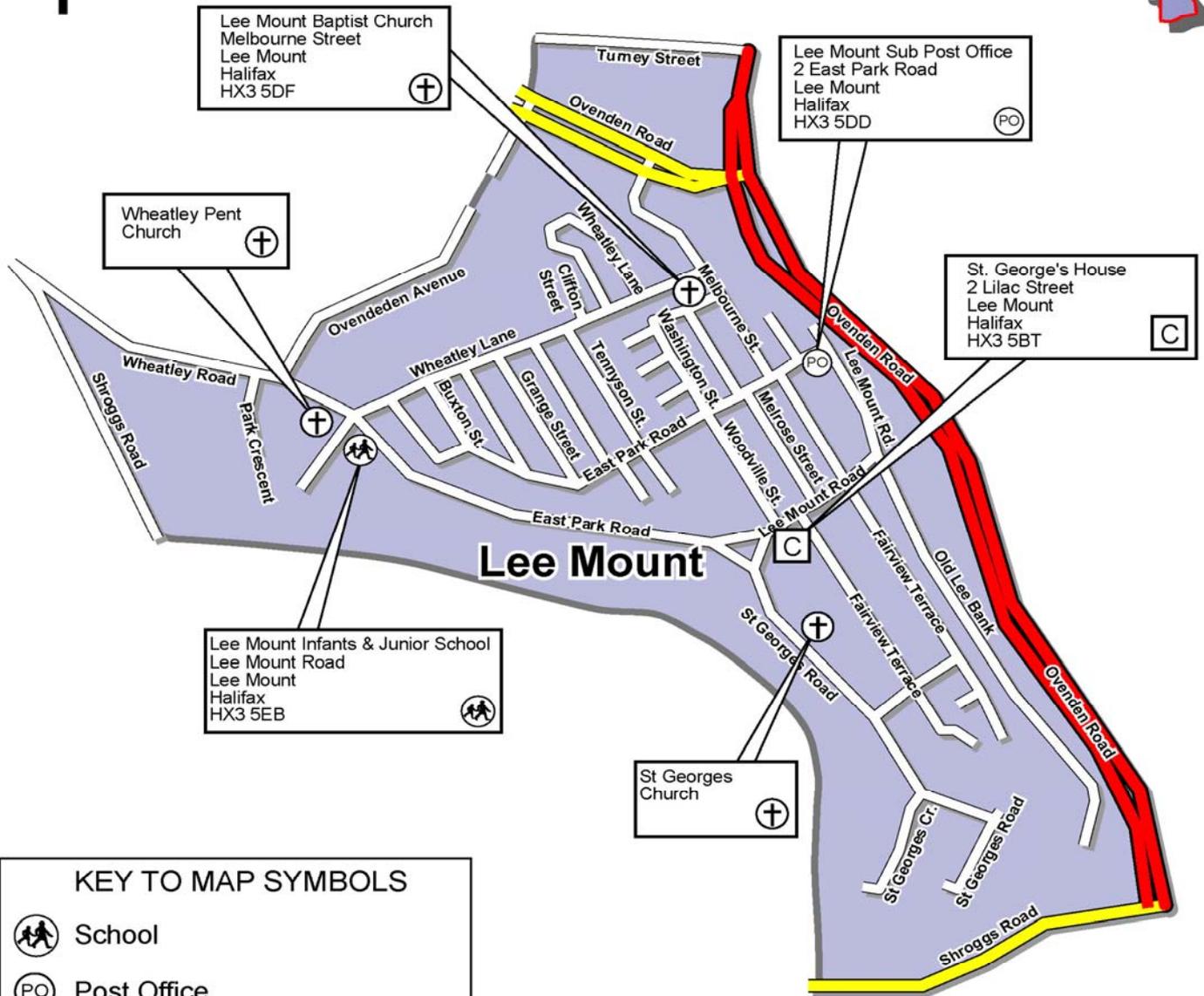
SureStart

North Halifax

Area 4



Overview
Area 4



KEY TO MAP SYMBOLS



School



Post Office



Community Centre



Church

Consultation with Parents in Sure Start North Halifax Area

December 2001

Introduction

In September 2001, the North Halifax Partnership was successful in attracting Sure Start funding to the area. The Partnership would be the lead body until an independent Sure Start Board could be set up.

Sure Start requires parents to be involved from the earliest stage. This involvement had already started before the funding was awarded with Parents from the North Halifax Partnership attending and participating in the preliminary meetings.

Parents and representatives of statutory agencies and others interested were all welcomed to interim steering group meetings. Officers working on North Halifax Partnership projects were allocated time to begin a consultation strategy and a Parents Consultation Forum began to plan how to reach parents of 737 under 4s in the area and seek their views and ongoing involvement with Sure Start. Research was started to identify and consult all childcare establishments in the area.

It was decided that the initial consultation should concentrate on:

- Making parents aware of Sure Start North Halifax and what it might be

- Identify who were parents of 0-4 year olds in the Sure Start area
- Leaving a "Sure Start is good" feeling with people
- Reaching as many parents as possible through a variety of routes
- Getting views on:
 - a) Improvements wanted in play and learning opportunities
 - b) Where parents go for information and advice on family issues
 - c) Improvements wanted in healthcare
- Recording parents interest in receiving information about new services and developments in Sure Start
- Identify those who would like to become more involved e.g. with the consultation, on the steering group
- Identify those who would like to hold a sponsored coffee morning to discuss issues in more depth with a few friends

20 parents (including residents of all areas, parents of under 4s, older children, special needs children, grandparents and great-grandparents) from the area met, discussed and designed a questionnaire. Sweatshirts and clipboards were purchased and consultation events planned at 6 venues around the area.

The parents identified potential problems such as literacy issues and solutions such as the Parents Forum members verbally asking the questions and filling in the questionnaire.

Reaching the parents would be a challenge as there were not many parents and toddler groups established in the area. Those that did exist were contacted and arrangements made to attend a session and/or advertise forthcoming consultation events. Local schools gave out flyers to all families, advertising the free events, and Parents Forum members (in sweatshirts) attended local school fairs, community Christmas fairs and interviewed parents. Local shops, post offices, community centres

also displayed posters. The Evening Courier printed two photos with editorial.

The 6 main consultation events were based at centres where parents of under 4s were known to go with an eye on covering the whole geographic area in conjunction with earlier research showing where the concentrations of 0-4 year olds live.

Attractions at the events included:

Childcare crèche (from local community group)

Lunch and refreshments (from local caterer)

Baby massage demonstrations

Children's entertainer / bouncy castle

Complimentary therapy sampling

£50 prize draw

Free bananas for all children (from the local food co-op)

Minibus to transport people to and from the event (from local community group)

Sure Start North Halifax balloons

Analysis

Observations

1. Some parents travel from other localities within and outside the Sure Start area to attend parent and toddler sessions and playgroups
2. There are 3 thriving parent and toddler groups in Lee Mount albeit with needs to upgrade equipment

3. One Parent has approached us to look into setting up a new parent and toddler group at Forest Cottage. We are supporting her to apply by letter to the Committee at Forest Cottage when they next meet in January 2002
4. The Green Residents Association are keen to set up a parent and toddler group and have been signposted to and are being assisted by the Pre-school Learning Alliance / EYDCP
5. Both Forest Cottage and Mixenden Community Centre have underused space
6. Furness Community Centre is being well used at present but has severe safety issues and needs investment (cold!)
7. Kevin Pearce Centre is a busy and well-used venue.
8. Lee Mount has rooms, which are underused in the church buildings.
9. Some parents were reluctant to come to the special consultation events. There was evidence of "consultation fatigue"
10. Through the consultation events we have been informed that there are 4 Dads who would like to do a baby massage course (although we haven't advertised one yet!)

The main points brought up from the consultation questionnaire

1. More crèche facilities needed in all localities. Mixenden has the Parents Resource Centre, but there is a waiting list and people would like more sessions. Also more availability of extended, affordable childcare provision needed to support workers and students.
2. More parent and toddler groups where parents can meet and children can play are needed. Lee Mount is exceptional in having 3 parents and toddler groups but two of these run on Monday mornings.
3. More pre-school playgroups (where children can be left for sessions) are needed.
4. Indoor play and exercise like gym tots and soft play (Jungle Gym type) was requested repeatedly.
5. There is concern that outdoor play areas are not safe. Grove, Illingworth, Holmfield, Mixenden and Shroggs Park all were mentioned by name.
6. Early reading was asked for.
7. The majority of parents rely on friends and family for information and advice on issues around family life. Some in Illingworth use the Illingworth Centre and many in Mixenden use the Parents Resource Centre.

8. Parents would like sources of information to be available at community-based venues, perhaps at parent and toddler groups or drop in sessions.
9. Most of the comments about Health Visitors were very positive, with a few exceptions.
10. Doctors appointment system were good in some areas but cause of great concern in others.
11. Again health-based information was requested at community venues, "friendly faces" to advise if there is a need to consult a doctor without being "told off". Specialist clinics held locally to avoid long travelling times for young families. Baby milk available on more than one day a week.
12. In Mixenden, the clinic has moved too far away for a lot of parents and there is no dentist.
13. Parents would like to see paediatric first aid courses. These are available through Bright Sparks but more publicity is needed.

Achievements

- 20% of children's parents consulted since November 2001
- Included minority (Asylum seeker) community, and a deaf mum with two under 4s
- 12-20 parents from the area involved in planning and running the consultation

- All had a good time at the events, including Parent Forum member's children
- Community group crèche workers had extra working hours and one previous volunteer became a paid worker
- The database has 165 names on representing 189 children aged 0-4 using facilities in North Halifax Sure Start area. 145 of these 0-4s live in the area. Of those living in the area, 61 parents would be prepared to become more involved with the consultation process. 42 would be prepared to host a coffee morning
- There are lots of reports of people now talking about Sure Start in North Halifax. Awareness has increased.

3rd January 2002

Sure Start North Halifax - Consultation with parents

- The database has 165 names on representing 189 children aged 0-4 using facilities in North Halifax Sure Start area. 145 of these 0-4s live in the area. Of those living in the area, 61 parents would be prepared to become more involved with the consultation process. 42 would be prepared to host a coffee morning.

**Attendance at Accident & Emergency for the
Period 01/04/1999 - 31/03/2003**

Introduction

Sure Start North Halifax were required like all Sure Start Local Programmes to establish baseline data for their specific area relating to: *'...the number of children aged under 4 admitted to hospital as an emergency with gastro-enteritis, lower respiratory infection or severe injury'* so as to try and reduce the baseline data by 10% over the 3 year time period of 2001 - 2004.

The information contained in this report relates to children under 4 attending at the Accident & Emergency Department at Calderdale Royal Hospital⁹ for a 4 year fiscal time period of 01/04/1999 - 31/03/2003. The information relates to the number of attendances at A&E and does not take into account that some children may have attended on more than one occasion.

Although establishing baseline data relating to attendance at A&E was not required by the Sure Start Unit, the programme felt that the statistics would identify main reasons why children under 4 attended and thus help the programme to establish services to try and reduce attendance.

Recommendations:

⁹ All data contained within this report has been provided by Calderdale and Huddersfield NHS Trust.

From careful analysis of the data for the 4 year period the following were recommended as services to be provided by Sure Start North Halifax:

1. The Sure Start Health Support worker to provide parenting support to families with regard to nutrition, hygiene and safety.
2. Doula support available to families in need within the area.
3. Intensive one to one family support available to families identified as being at risk.
4. 'Blooming and Pregnant' ante-natal classes to be provided on a rolling programme within each of the Sure Start areas to offer support and advice.
5. Health Support worker to actively promoting 'Smoke Free Home Scheme' to all ante and post natal families, so as to raise awareness of the effects of passive smoking around children and families.
6. Smoking cessation programme established for parents and carers within the area.
7. Breastfeeding peer education programme established within the area.
8. Expansion of the safety scheme to offer more home safety equipment.
9. Expansion of the Post Natal Depression counsellor from 2 days to 3 days and also expand the counselling service so more accessible by all areas.

Key Findings from the Fiscal Period 01/04/2002 - 31/04/2003

1. 48% (204) of all admissions relate to the following categories:
 - a) Severe Injury
 - b) Gastroenteritis

c) Respiratory Conditions

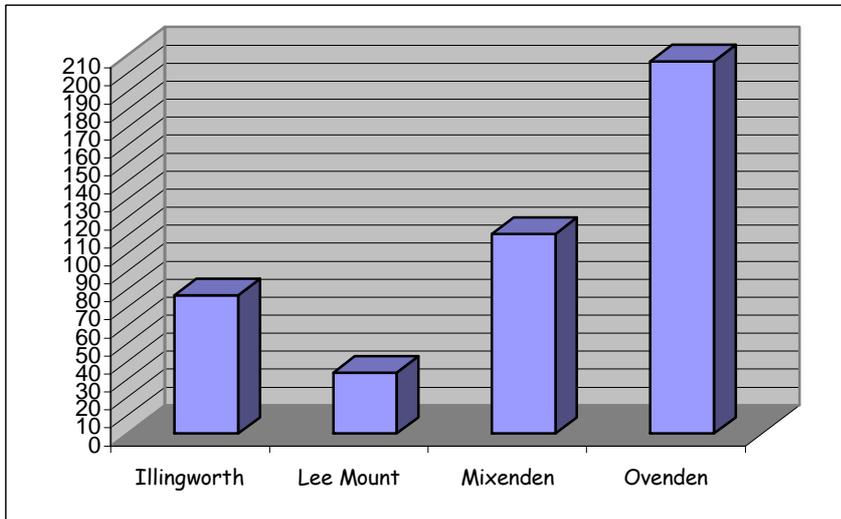
2. 89% (383) of all incidents occurred within the home.
3. 51% (220) of all children presenting at A&E were discharged home into the care of their families.
4. 23% (98) of all children remain as inpatients at the hospital.
5. The main reason children attend A&E:

1. Head & Facial Injury ¹⁰	73
2. Respiratory Conditions	67
3. Gastro-enteritis	38
4. Overdoes/Ingestion of Substances	13
5. Burns	6
6. Dehydration	4
6. The total number of admissions to A&E for children under 4 within Calderdale is 4529. The Sure Start North Halifax area equated to 9% (429) of all admissions.
7. This means that children living in the Sure Start North Halifax area are 2 $\frac{1}{2}$ times more likely to be admitted to A&E than those living in other areas throughout Calderdale.

¹⁰ This can be accounted for by the fact that children are top heavy at a young age and are prone to overbalancing and possibly banging heads and faces.

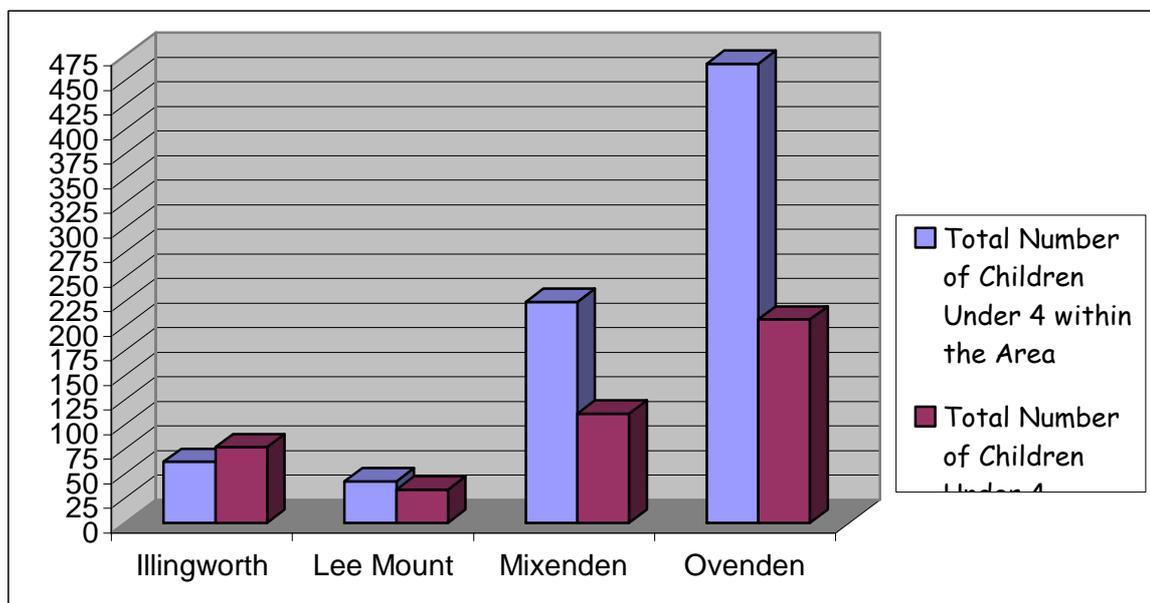
Data Analysis Results for 01/04/2002 - 31/03/2003

Total Number of Attendances at A&E by Area



Area	Total Number of Children Under 4 Attendance to A&E
Illingworth	77
Lee Mount	34
Mixenden	111
Ovenden	207

Total Number of Children within each area compared to the number of attendances at A&E



	Total Number of Children Under 4 within the Area	Total Number of Children Under 4 Attendances to A&E
Illingworth	62	77

Lee Mount	42	34
Mixenden	225	111
Ovenden	467	207

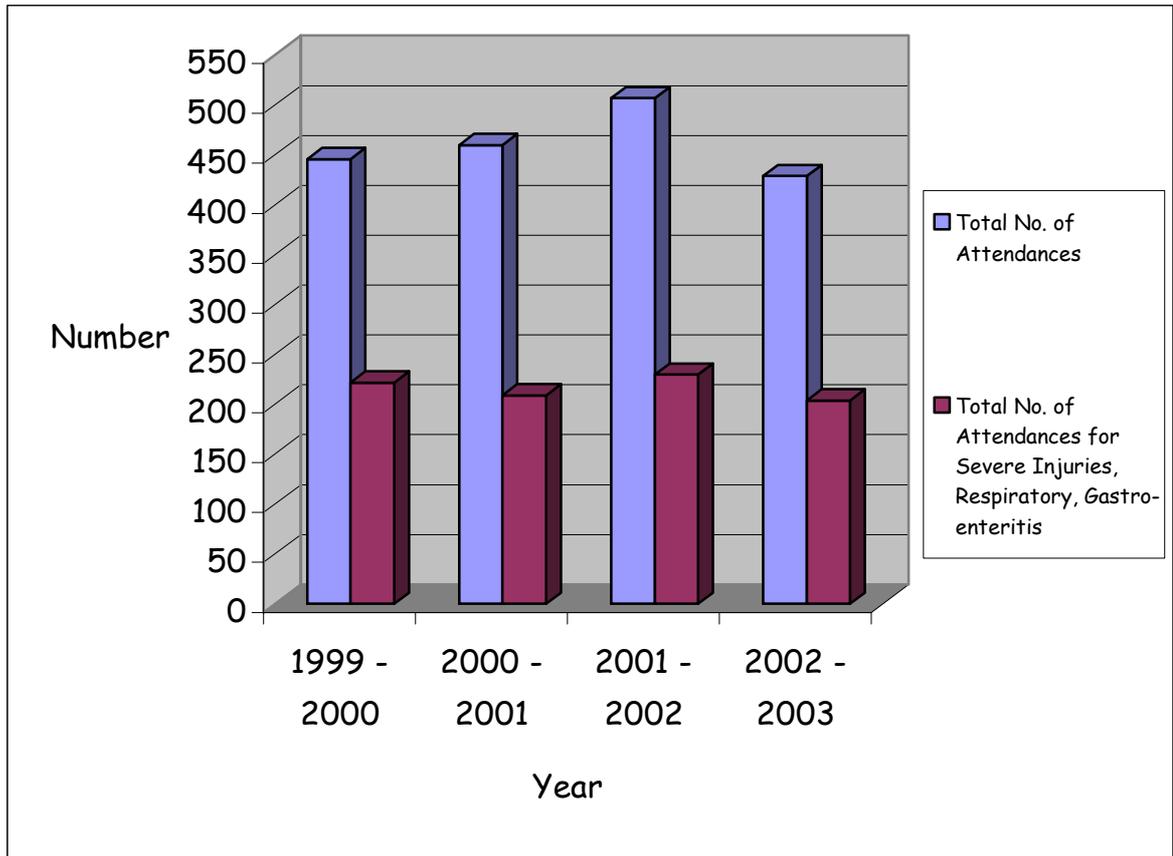
Data relating to the whole 4 year time period of 01/04/99 - 31/03/03:

The graph and table below relate to the total number of attendances per fiscal year to A&E and the total number of attendances that relate to the Sure Start National Target of:

"....reduce by 10%the number of children aged under 4 admitted to hospital as an emergency with gastro-enteritis, a lower respiratory infection or severe injury"

Although only 23% of all attendances at A&E remain as inpatients this equates to 100% of the admissions to hospital for an overnight stay relating to gastro-enteritis, a lower respiratory infection or severe injury.

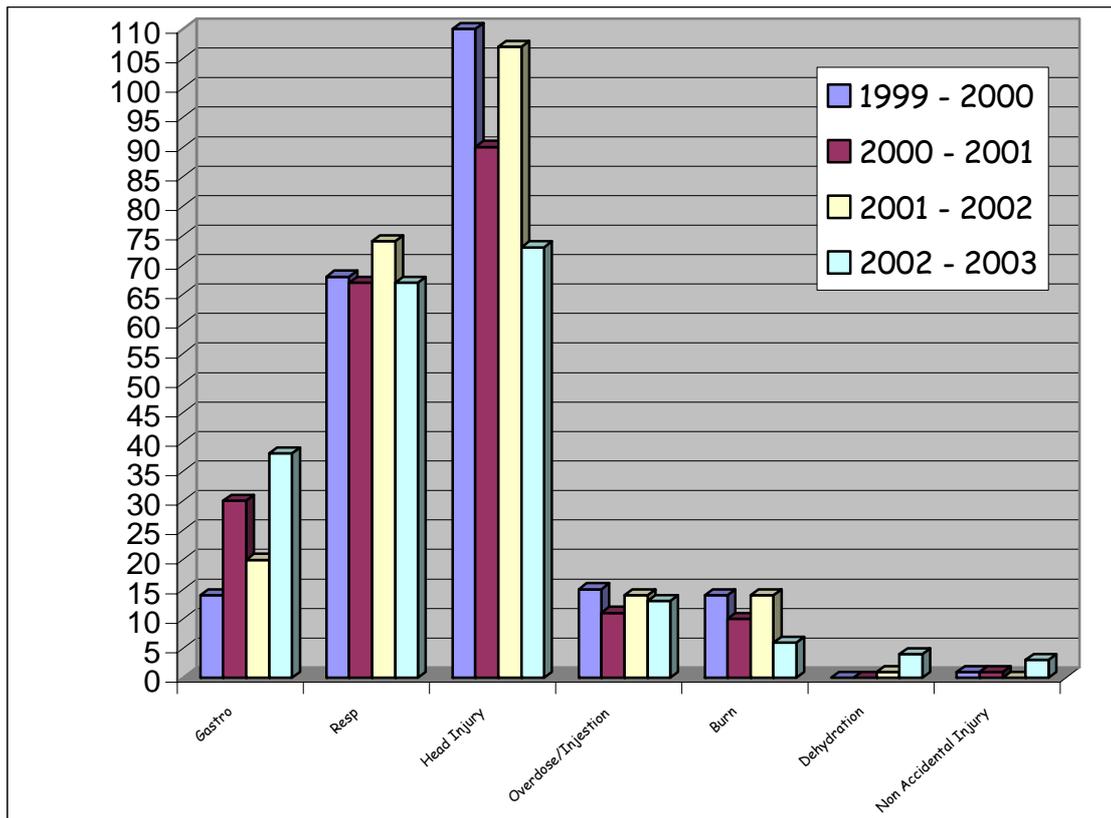
Children attended A&E for a whole host of reasons and the main reasons for attendance are highlighted in a table and graph further on within this report.



Fiscal Year	Total No. of Attendances	Attendances for Severe Injuries, Respiratory, Gastro-enteritis	
		Total No.	As a %
1999 - 2000	446	222	50%
2000 - 2001	460	209	45%
2001 - 2002	507	230	45%
2002 - 2003	429	204	48%

Reasons for Attendance

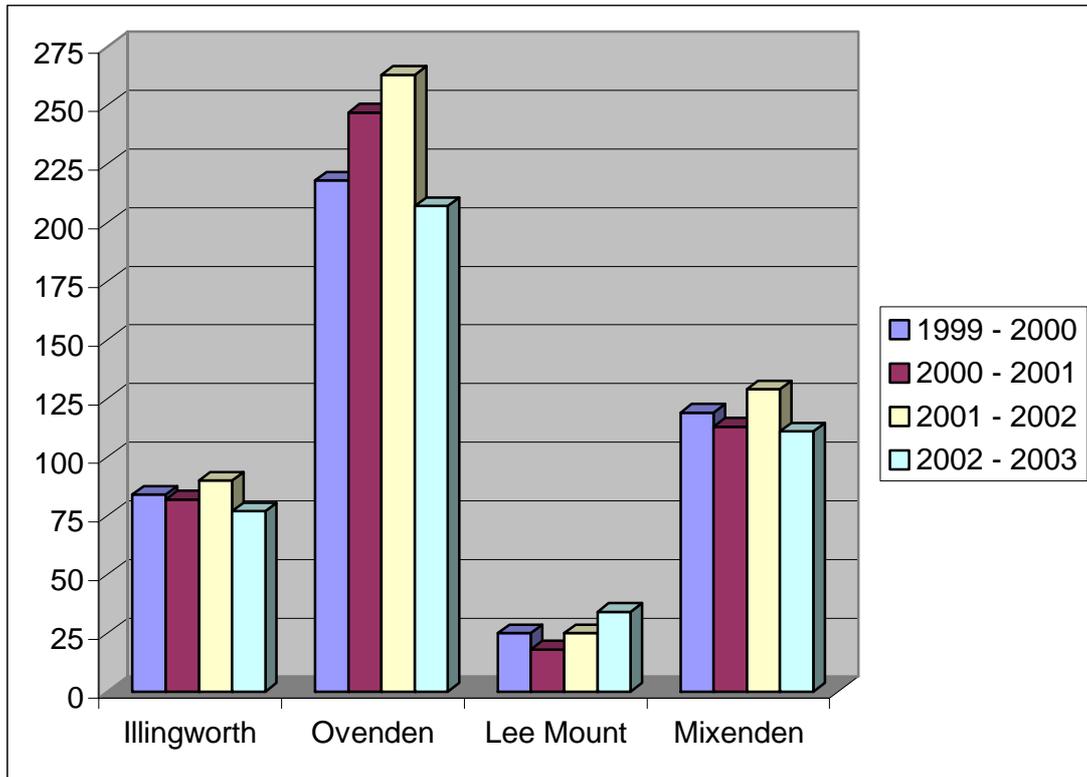
Time was spent breaking down the information in to reasons why children were attending at A&E, the graph and table below show the number of attendances for key areas over the last 4 fiscal years. It is clear to see that head and facial injuries are the main reason why children attend and respiratory is the second biggest reason.



	Gastro	Resp	Head Injury	Overdose /Ingestion	Burn	Dehydration	Non Accidental Injury	Total
1999 - 2000	14	68	110	15	14	0	1	222
2000 - 2001	30	67	90	11	10	0	1	209
2001 - 2002	20	74	107	14	14	1	0	230
2002 - 2003	38	67	73	13	6	4	3	204

Attendances by Area

From the graph and table below it is clear to see that Ovenden has the highest number of attendances to A&E compared to the other Sure Start Areas but what also needs to be taken into account with this is that 80% of the Ovenden Ward is included within the Sure Start Area compared to 15% of Illingworth, 10% of St John's (Lee Mount) and 50% of Mixenden.



	Illingworth	Ovenden	Lee Mount	Mixenden
1999 - 2000	84	218	25	119
2000 - 2001	82	247	18	113
2001 - 2002	90	263	25	129
2002 - 2003	77	207	34	111

Admissions to Hospital

Introduction

Sure Start North Halifax were required like all Sure Start Local Programmes to establish baseline data for their specific area relating to: *'...the number of children aged under 4 admitted to hospital as an emergency with gastro-enteritis, lower respiratory infection or severe injury'* so as to try and reduce the baseline data by 10% over the 3 year time period of 2001 - 2004.

The information contained in this report relates to children under 4 admitted for one night or more to hospital¹¹ for a 4 year fiscal time period of 01/04/1999 - 31/03/2003. All information within this report relates specifically to the Sure Start North Halifax area unless otherwise stated.

The information relates to the number of admissions to hospital and does not take into account that some children may have been admitted on more than one occasion. Reasons for admission to hospital relate to the following conditions:

a) Respiratory infections:

- i) Asthma
- ii) Bronchiolitis
- iii) Laryngitis
- iv) Tonsillitis
- v) Cough

¹¹ All data contained within this report has been provided by Calderdale and Huddersfield NHS Trust.

- vi) Unspecified abnormalities of breathing.
- vii) Respiratory distress.
- viii) And others

b) Gastro-enteritis:

- i) Diarrhoea & vomiting
- ii) Constipation
- iii) And others

c) Sever injury including:

- i) Overdose
- ii) Neonatal withdrawal symptom from maternal use of drugs
- iii) Head Injuries
- iv) Bodily Injuries
- v) And others

Recommendations:

From analysis of the data for the 4 year period the following were recommended as services to be provided by Sure Start North Halifax:

1. The Sure Start Health Support worker to provide parenting support to families with regard to nutrition, hygiene and safety.
2. Doula support available to families in need within the area.
3. Intensive one to one family support available to families identified as being at risk.
4. 'Blooming and Pregnant' ante-natal classes to be provided on a rolling programme within each of the Sure Start areas to offer support and advice.

5. Health Support worker to actively promote 'Smoke Free Home Scheme' to all ante and post natal families, so as to raise awareness of the effects of passive smoking around children and families.
6. Smoking cessation programme established for parents and carers within the area.
7. Breastfeeding peer education programme established within the area.
8. Expansion of the safety scheme to offer more home safety equipment.
9. Expansion of the Post Natal Depression counsellor from 2 days to 3 days and also expand the counselling service so more accessible by all areas.

Key Findings

1. Children under 1 account for 50% of all admissions.
2. Over 50% of all admissions relate to respiratory conditions.
3. 3% of all children under 4 admitted to hospital for the whole of Calderdale for 1 night or more were from the Sure Start North Halifax area.
4. The average number of nights spent in hospital for one episode was 3 nights.

Admissions Findings

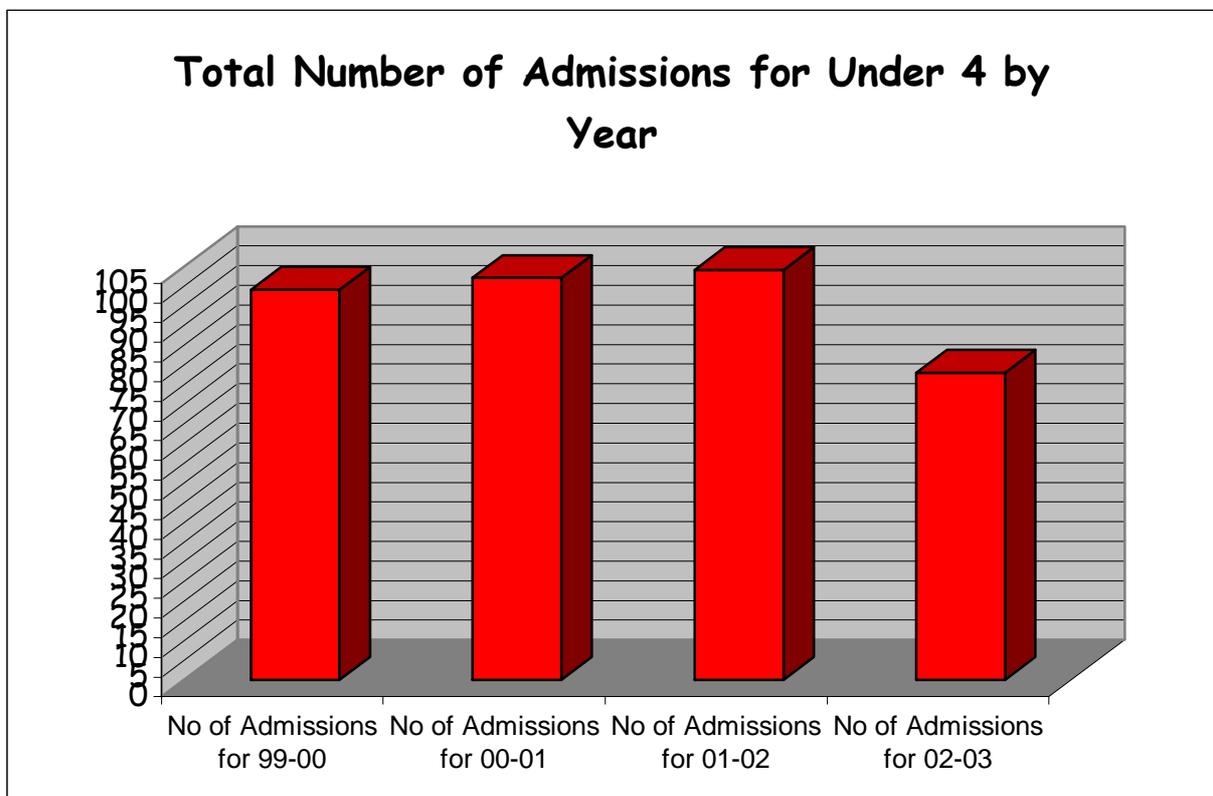
The table and graph below show the total number of admissions per year (1st April to 31st March) by the ages of the children.

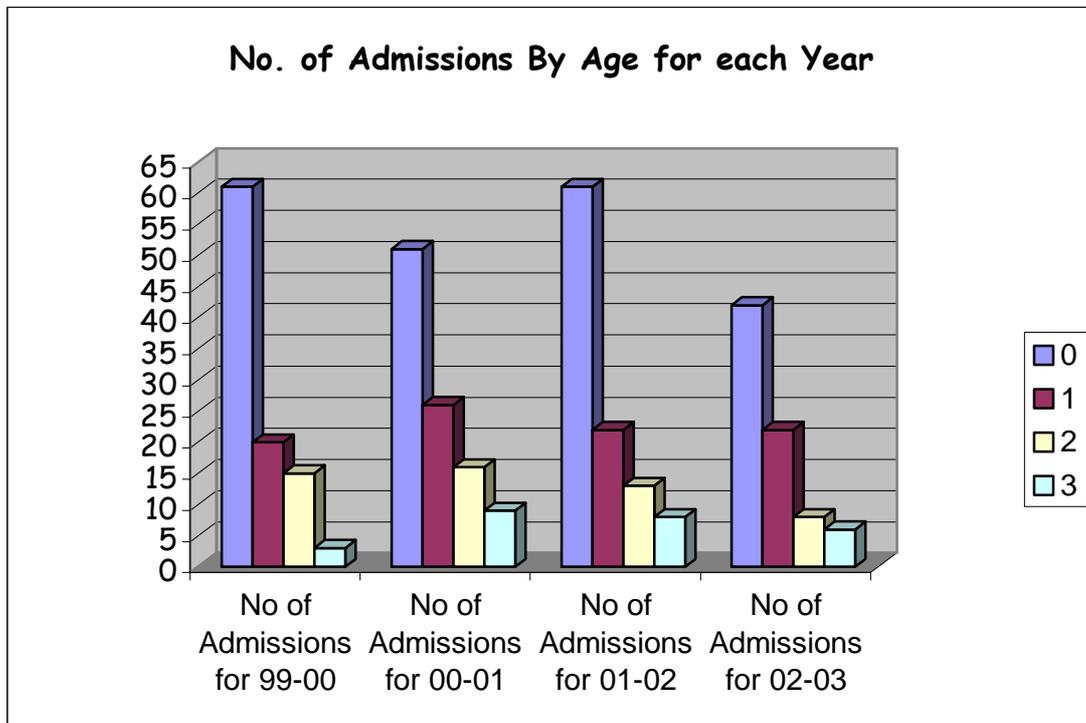
From the table and graphs below it is clear to see that children under 1 account for over 50% of the total number of admissions to hospital.

Year 2002-2003 shows a 24% drop in the number admitted from the previous year a possible explanation for this could be the introduction of:

- a) Sure Start Local Programme
- b) Smoke-Free Homes Scheme

	No of Admissions for 99-00	No of Admissions for 00-01	No of Admissions for 01-02	No of Admissions for 02-03	Total Number By Age
0	61	51	61	42	215
1	20	26	22	22	90
2	15	16	13	8	52
3	3	9	8	6	26
Totals for Year	99	102	104	78	

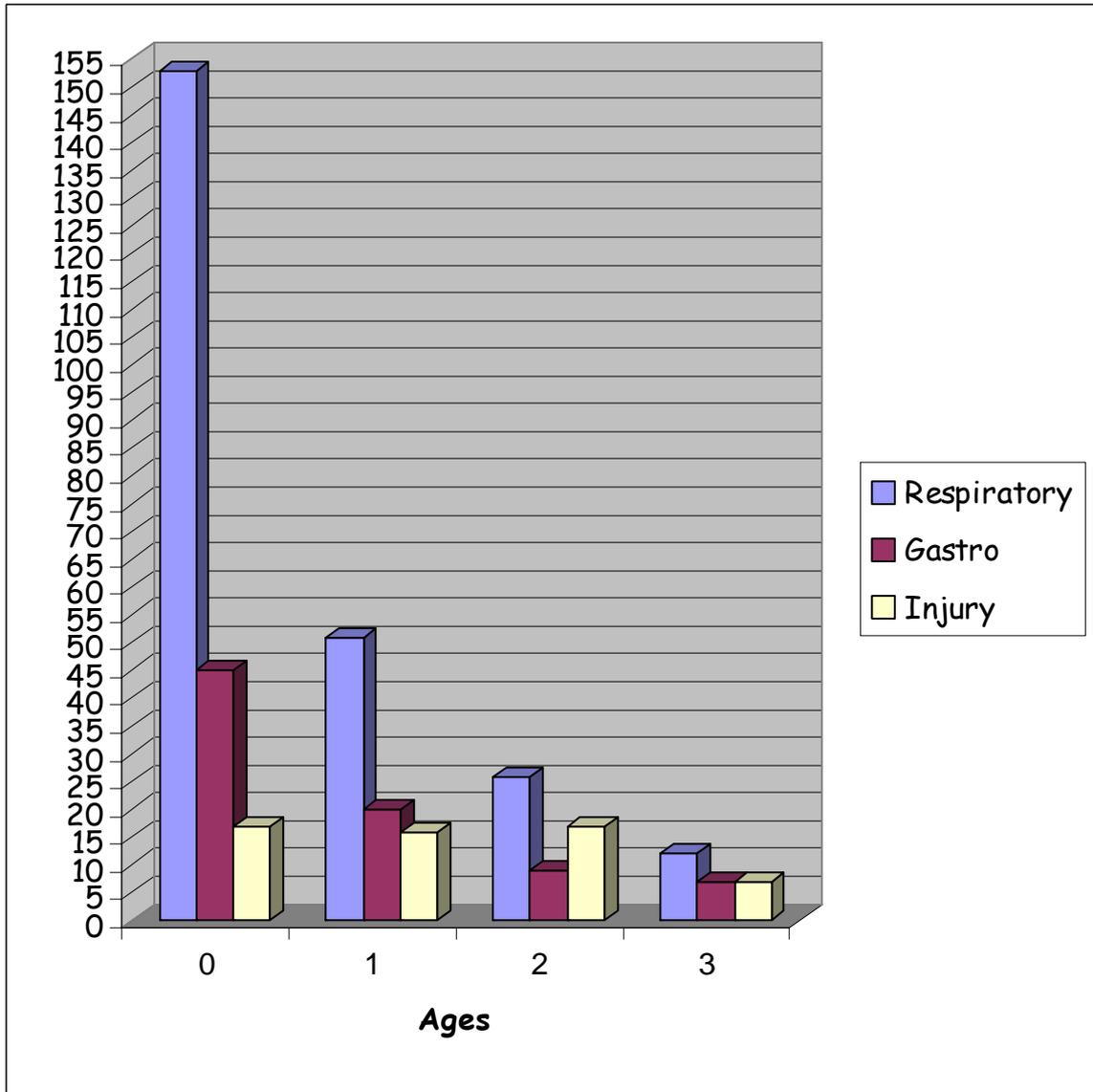




Reasons for Admission by Age of Child

The graph and table below give the total number of admissions over the 4 year period by age and condition.

What is clear is that respiratory conditions are by far the most common cause of admission to hospital for all ages of children, 100 more children under 1 were admitted to hospital for respiratory conditions than for any other condition.

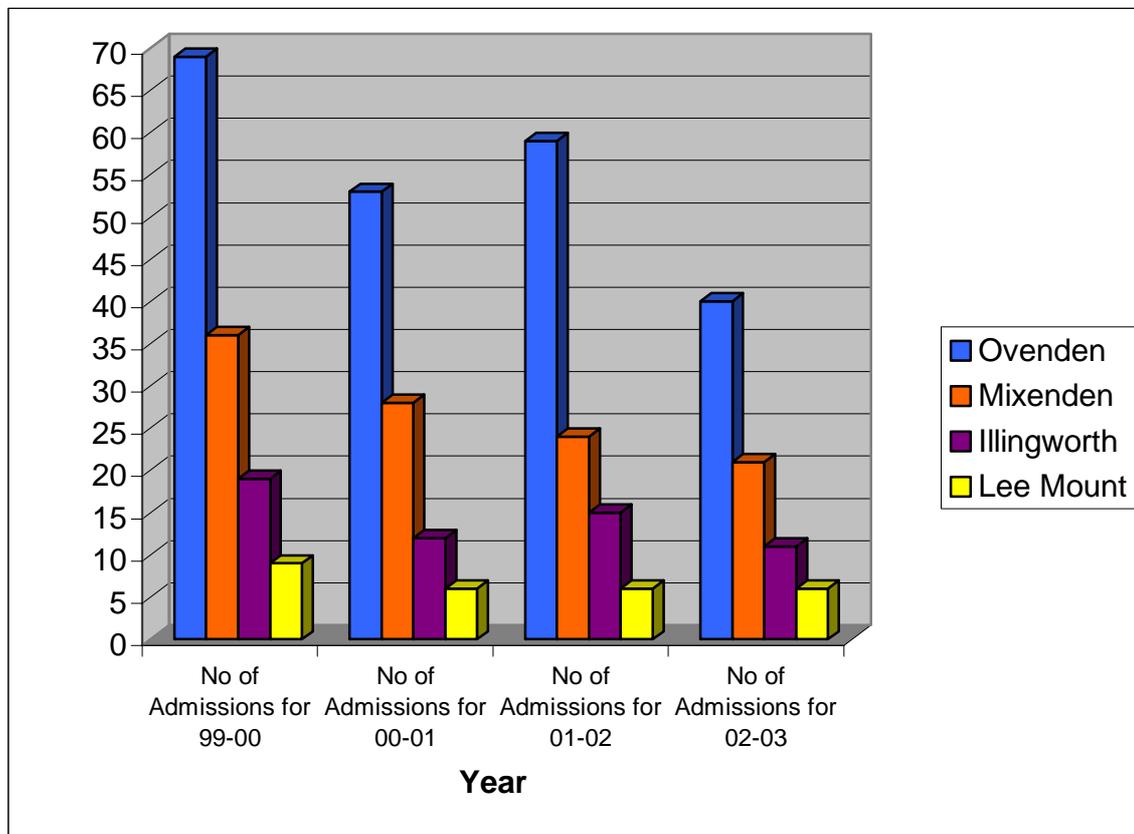


All Years	0	1	2	3	Total	Percentage
Respiratory	153	51	26	12	242	64%
Gastro	45	20	9	7	81	21%
Injury	17	16	17	7	57	15%
Total	215	87	52	26	380	

Number of Admissions Per Year By Area

The following graph and table show the number of admissions to hospital over the 4 year period by area. It is clear to see that there are more admissions for the Ovenden area than any other, this can be explained by

the fact that 80% of the Ovenden ward falls within the Sure Start area compared to 50% of the Mixenden Ward, 15% of the Illingworth Ward and 10% of the St. Johns ward which is the Lee Mount area.

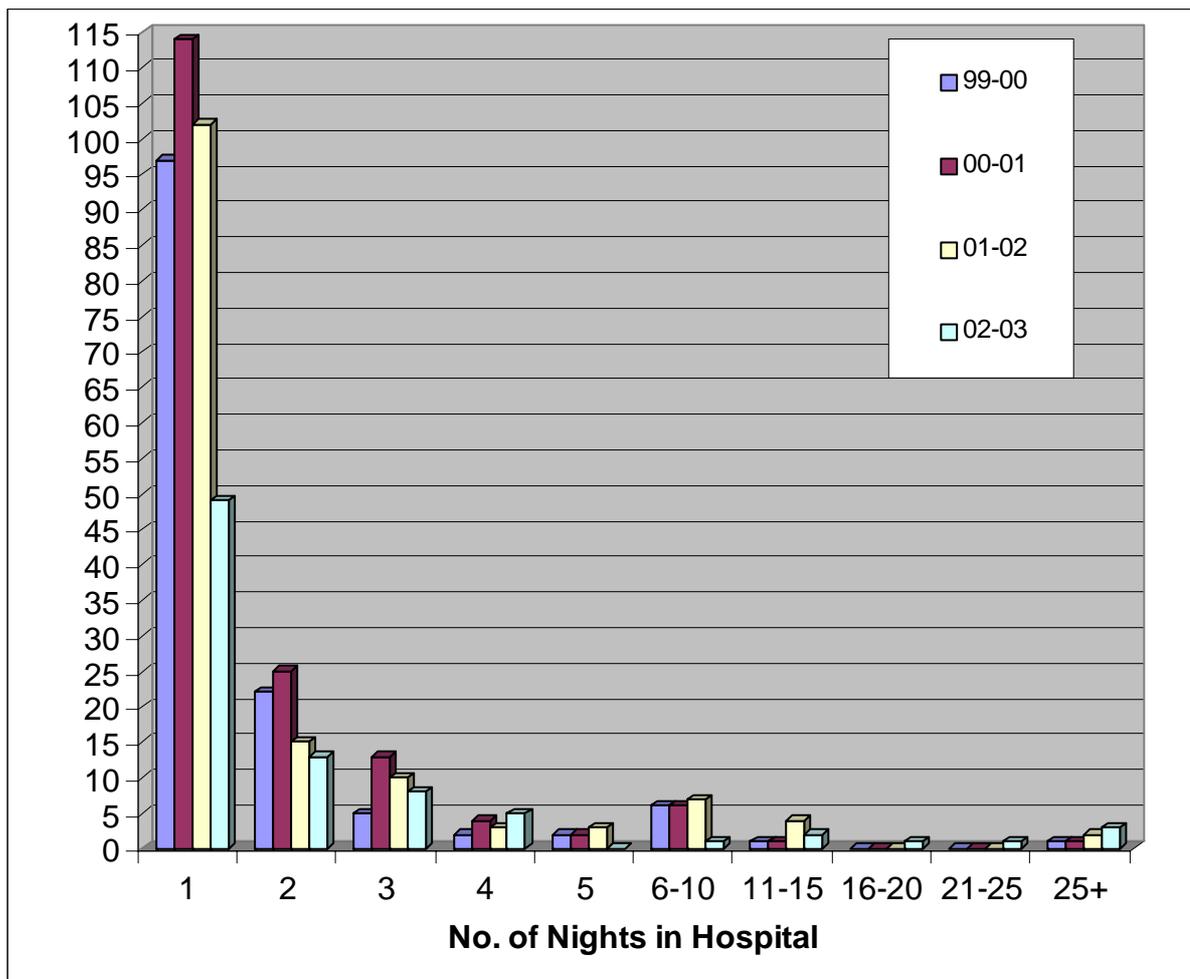


	No of Admissions for 99-00	No of Admissions for 00-01	No of Admissions for 01-02	No of Admissions for 02-03
Ovenden	69	53	59	40
Mixenden	36	28	24	21
Illingworth	19	12	15	11
Lee Mount	9	6	6	6

Length of Stay in Hospital

Time was spent looking at the number of nights children had been admitted to hospital for, the vast majority were for only one night with the numbers steadily decreasing.

Over the 4 year period a total of 30 children had to stay 7 or more nights in hospital, 21 were in-patients due to respiratory conditions, 2 for gastroenteritis, 3 for fractures to the body and 4 were newborn babies with neonatal withdrawal symptom from maternal use of drugs.



Year	Number of Nights in Hospital									
	1	2	3	4	5	6-10	11-15	16-20	21-25	25+
99-00	97	22	5	2	2	6	1	0	0	1
00-01	114	25	13	4	2	6	1	0	0	1
01-02	102	15	10	3	3	7	4	0	0	2
02-03	49	13	8	5	0	1	2	1	1	3

AN EVALUATION OF PAMPER DAYS

AUGUST '03 to DECEMBER '03

Evaluation for Pamper Days

A bid was put in to the community initiative fund for 1200 pounds in order to hold pamper days for local pregnant mums to be and mums and carers of children under 4. Crèches also ran simultaneously to support the parents with suitable childcare.

In order to be suitable for acceptance for funding from the community initiative fund the bid had to be linked with Sure Start objectives.

The ones highlighted are as follows:

Objective One: Improving social and emotional development

By offering pamper days to mums and carers it offers them the opportunity to socialise with peers whilst also encouraging their children to socialise and develop in the company of other adults and children.

Objective Two: Improving Health

By the inclusion of health promotion in the pamper days we are supporting parents in promoting a health lifestyle for their children and themselves.

Objective Three: Improving children's ability to learn

By including crèches in the pamper days we are encouraging high quality environments and childcare which will promote early learning, provide stimulating and enjoyable play.

The bid was accepted and the planning of the pamper days ahead.

Two pamper days were held on the 21st and 28th August at Holy Nativity Church Mixenden and Lee Mount Baptist Church respectively. The days proved to be a great success and attracted over forty mums with and without their children.

Each mum was asked to complete an evaluation form and the response rate was good with 32 evaluations being completed.

Of those 20 were returned from Mixenden and 12 from Lee Mount.

The following questions were asked and the responses are shown below.

	YES	NO
Have You Enjoyed The Pamper Day?	32	
Did You Feel The Day Lived Up To Your Expectations?	32	
Do You Feel Better After Receiving Your Treatment?	32	
Did You Feel The Day Was Well Organised?	31	1
Did You Feel The Day Was Well Advertised?	26	6
Did You Feel The Display About Health Was Useful To You?	32	
Was There Any Information You Would Like To Have Seen That Wasn't available?	32	
Did You Enjoy The Refreshments For The Day?	32	
Have You Taken Advantage Of The Crèche Facilities?	14	18
Did You Like The Way The Crèche Was Set Up?	14	1
Have You Any Comments Or Suggestions About The Day?	13	

Thirteen people added comments to the bottom of their evaluation forms.

These can be seen below.

"Thank you very much xxx."

"I've enjoyed being pampered very much - Thank you."

"Excellent - There should be more! It was also nice to meet all the midwives again who I was under whilst pregnant."

"Fantastic - A real luxury - Thank you."

"Good for mums to get together and share experiences and to see each others babies as some of us had been to antenatal classes together."

"The crèche was fantastic and so was the pampering - thank you very much."

"Fab day well organized please do it again."

"Enjoyed it."

"Can we have more days like this."

"Fantastic I feel great thank you."

"I am grateful for the treatment it was great - Keep it up."

"I really enjoyed it and look forward to the next one Thank you."

"It was very good thank you very much."

"Do it again PLEASE."

Thank you."

Following the positive feedback from the previous two pamper days it was decided to undertake a further session just prior to Christmas. It was however decided to utilize the days as health promotion and pamper days and to undertake them on a larger and different basis to the previous two.

One venue was decided upon with more therapists and a large health promotion presence. Displays were presented by 'smoke free homes project', smoking cessation services, the local job center and benefits agency and food was prepared specifically to fit the '5 a day project'. A crèche was on going throughout the day and transport was made available to anyone who requested.

Once again a bid was made to the Community initiative fund and once accepted the project went ahead.

In all 72 sessions for therapies were made available. These included 3 hairdressers and manicurists, two aromatherapy and masseurs, a reflexologist, an Indian head masseur and a beautician.

Evaluation forms were handed to every person who attended and the results can be seen below.

Of the 72 places allocated 58 people attended and undertook one or more treatments. Of these 54 completed simple evaluation forms.

	YES	NO
HAVE YOU ENJOYED THE PAMPER DAY?	54	
DID IT LIVE UP TO YOUR EXPECTATIONS?	54	
DID YOU FEEL BETTER AFTER RECEIVING TREATMENTS?	46	2
DID YOU FEEL IT WAS WELL ORGANISED?	54	
DID YOU FEEL IT WAS WELL ADVERTISED?	41	13
WERE THE HEALTH STALLS OF ANY BENEFIT TO YOU?	39	
DID YOU ENJOY THE FOOD?	52	
WAS THERE ANYTHING YOU FELT SHOULD HAVE BEEN INCLUDED?	3	22
DID YOU USE THE CRECHE FACILITIES?	25	28
IF YES - DID YOU LIKE THE WAY THE CRECHE WAS SET UP?	25	
DID YOU ACCEPT THE OFFER OF TRANSPORT	8	40

(When the number do not add to 54 it is because the spaces were left blank)

Again many comments were added to the bottom of the evaluation forms. Some of which are written below.

"I had a great day now ready for Christmas."

"When's the next one."

"I never realized health eating could be so tasty!"

'It's been a great day."

"Thanks a load Can we have more of them."

RECOMMENDATIONS

1. It is hoped that the pamper days will continue probably at 6 monthly intervals.
2. Although many women and children attended, there was also an issue of appointments being made and not kept. Fortunately people attending who had not made previous appointments resolved this. It has therefore been decided that for future pamper days one therapist will be kept free for 'drop in' appointments.
3. Utilising a better venue could save some of the costs. This will be looked at when organising further events.
4. Appointments during school hours were the most popular, therefore for future days it must be considered to reduce the length of the day from 9.30am-4pm to 10am-2pm.
5. The use of the day as a health promotion event should be paramount.
6. Certain therapies proved more popular than others, the ratios will be altered at the next event.

**AN EVALUATION OF THE MEMORY BOX PROJECT
APRIL'03 - DECEMBER'03**

Introduction

The memory box concept was originated in order to promote the Sure Start target of nurturing early bonding.

It was to be used for the mother to collect all precious memories of their pregnancy and store them so the family would be left with precious memories of their baby and would be able, at a later date, to sit down and discuss these with the child.

It was also decided to add a family photo to the box and a free gift of a photo frame for the scan or family photo.

A bid was collated for the community initiative fund and was accepted by the panel. The amount of 1233.77 was allocated to this project.

The aim of this was to provide the memory box to all women in the Sure Start North Halifax area for a period of twelve months.

During a parents consultation it was noted that family and friends are relied upon for provision of information on issues relating to family life. It was hoped that the box would contain information on Sure Start and would leave people with the 'Sure Start is good' feeling.

The final objective was to raise the profile of the midwifery health professional.

The giving out of the memory boxes commenced in April 2003 and in January 2004, 194 have been given out. The contents were:

- An introduction to the Swale team card.
- An activity diary to enable them to record positive changes they make during their pregnancies.
- A photo frame

A full evaluation of the project can be seen at the end of the text.

Outcomes

Many difficulties initially arose.

The boxes, which were purchased, required assembling and this was not always convenient to staff due to their other commitments.

Storage was an issue as the made up boxes took up 4 x as much room as the non-made up packages.

During busy periods the storage of pre made boxes would run out and therefore some mothers did not receive them.

The contents of the boxes had to be pre printed and the photo frames bought and once again during busy periods no one had time to organize the frames of the contents.

The photo frames were not always available and on an occasion alternatives had to be bought which proved to be less popular than the glass frames.

Current thoughts were that the cost of the project far exceeded the costs claimed from the initiative fund. Areas such as staff time in buying boxes and frames, making up boxes and filling with appropriate contents added to the overall cost.

An additional cost was also the cost of the frames, which were not in the initial bid and added a further £200 to the budget.

A retrospective questionnaire was carried out in January on all discharges from the hospital on all mothers booked from April 03 to present.

The women were contacted and asked to complete a short questionnaire.

Of the 194 women questioned we received 54 replies (27%)

Of these women 34 (69%) could remember receiving a memory box, although all women had been registered as receiving them.

Of these 69% all of them agreed that they liked the memory box. 47 (87%) agreed that it had been used to store their memories of their new baby.

13% stated that they had used the boxes for other purposes.

7% did not understand the reason they had been given the box.

Finally of the 27% who responded 96% thought that nothing else should be added to the box. 1 respondent requested first curl first tooth would be nice, whilst another respondent wanted information on injections. This does however contradict her response that she was aware of the reasons why the box had been given.

CONCLUSION

The overall response rate was poor and really inadequate to perform a full evaluation. It has been decided, following the initial project that we shall continue to use the memory boxes for the next six months. However there will be changes in the way they are given.

1. The boxes will be given to all mums to be in the Sure Start area but will be given out by our Health Support Worker.
2. A detailed list of all recipients will be kept to ensure thorough monitoring.
3. The boxes will be purchased, made and filled by the health support worker in order to eliminate problems with stock.
4. A thorough and full evaluation will be performed after another 6 months.