

**SURE START CHELMSLEY WOOD (Solihull)
Second Wave Programme**

EVALUATION STRATEGY

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THE MEASURING STICKS

- 1. The aims set for specific groups and services within the Programme**
- 2. The vision for Sure Start Chelmsley Wood**
- 3. The key principles of Sure Start nationally**
- 4. The key objectives of Sure Start nationally with associated national and local targets**

(see handout)

THE VISION STATEMENT FOR SURE START CHELMSLEY WOOD

‘In Chelmsley Wood, the Sure Start Partnership wishes to break the cycle of professionally determined and run services to provide ones that are jointly planned, run and managed by parents in partnership with professionals. These services will help all parents to improve their skills and abilities to ensure that their children thrive and are happy. We wish to regain the sense of community that used to exist in Chelmsley Wood.’

(Delivery Plan, 2000)

THE EVALUATION: FOUR STRANDS

- 1. Evaluation of partnership working**
- 2. Specific service evaluations:**
 - the speech and language therapy service**
 - the adult education service**
- 3. Collation of internal evaluation data**
- 4. Building the capacity of the team regarding future evaluation**

COLLATION OF INTERNAL EVALUATION DATA

- **data exists for the majority of the groups run within Sure Start Chelmsley Wood**
- **majority of data generated through parent evaluation sheets**
- **some facilitators also completed staff evaluation sheets**
- **provides information about user satisfaction**
- **more importantly, provides data about benefits to adults and children under four**
- **can be used to demonstrate the value of a group/service and to argue the case for mainstreaming**

**MIDWIFERY ROLE IN SURE START
CHELMSLEY WOOD**

Why is it different?

MIDWIFERY ACTIVITIES

Parents to Be support*

Support for post-natal depression

Smoking cessation*

Baby Massage*

***internal evaluation data over last 3 years**

**PARENTS' JOURNEY WITH SURE START
CHELMSLEY WOOD**