During June 2002 an Open Day for the public was held at Bacup Leisure Hall. Despite not yet being officially employed by the programme, Sue, set up her stall and began the recruitment of Volunteer Befrienders to the programme. The target set for recruitment within the Initial Plan was 30 volunteers but within 4 months this number had been reached and was to grow steadily month by month. The following chart demonstrates the overwhelming success of the project and is just one example of the dedication to Bacup and Stacksteads Sure Start’s vision.
The Volunteer Befriender Network

The Volunteer Coordinator Remit

- Establish a network of volunteers to support families with pre-school children in the Sure Start Area.
- Establish policies and procedures to support them in this.

The Aim of the Volunteer Befriender
• To work in partnership with the Sure Start team and other agencies offering support and information to families with pre-school children.
• To actively promote and support the development of new and existing services for the well-being of the community.

Once the Volunteer Network Coordinator was clear regarding her remit she began to devise a robust set of policies and procedures to ensure the service provided was one of quality. The policies and procedures devised were as follows:

• Formal application form.
• Informal interview reference sheet which records experience and goals linked with training needs and interests.
• Role description
• Reference application
• CRB application form
• Confidentiality procedure
• Child safety concerns
• Child Protection
• Complaints
• Health and safety/car insurance

The next task was to devise an Induction procedure so the volunteers knew about all the services within Sure Start and the targets they were aiming for. The procedure included:

• Information about structure and aims of Sure Start and partnership working within the Children’s Centre
• Information pack supplied including:
  1. Main service leaflet
  2. Volunteer Newsletter
  3. Maden Centre Newsletters
• Tour of the Maden Centre
• Introduce the Sure Start staff and explain their various roles.

Once someone had shown an interest in being a volunteer and had undergone their induction then the next task was to formulate policies and procedures which supported the partnership between referee, volunteer and family. These included:

• Request for information/support (referral form)
• Risk assessment
• Working agreement between parent and befriender
• Record of contact with family
• Review of befriender involvement
• Authorisation form

The above demonstrates the thorough process the Volunteer Network Coordinator went through prior to recruiting volunteer befrienders and those volunteer befrienders providing services to the Sure Start families.
There are two ways the services can be accessed which the following flow chart demonstrates:

The success of this service has been largely due to the diligence and dedication of the Volunteer Befriending Network Coordinator and the enthusiasm of the volunteers. The following charts demonstrate the diversity of the service and the benefits not only to the community but to the volunteers themselves of being a part of Bacup and Stacksteads Sure Start Local Programme.
Support is also offered outside of the Sure Start Local Programme Area to incorporate the boundaries of the Children’s Centres in Rossendale and volunteers are currently supporting 25 such families.

The Volunteer Network also works closely in partnership with the following:

- Lancashire County Council
- Stepping Stones
- Credit Union
In order to increase the volunteers’ skills and in turn increase the support they can offer to families a number of training courses have been undertaken:

- First Aid – Mary Hindle Centre
- La Leche League – Bacup Health Visitors and Midwives
- Basic IT – Mary Hindle Centre
- Basic Counselling – Burnley College
- Drug Awareness – Jarmen Centre
- Mentoring – Burnley College
- Child Protection – Mary Hindle Centre
- Health and Safety – Mary Hindle Centre
- Learning Champions – Accrington and Rossendale College
- Post natal Depression Awareness – Clinical Psychologist
- Deaf Awareness – Mary Hindle Centre
- Disability & Equality – Mary Hindle Centre
- Food Hygiene – Lancashire County Council

The future of the Network is to extend the service across Rossendale in partnership with the Children’s Centres. The Coordinator has been re-graded to reflect this added responsibility and an Assistant has been employed. There will also be another coordinator based in the Children’s Centre in Haslingden.

**Breast Mates Support Network**

In October 2002, Health Visitors & Midwives from Bacup supported by the local Sure Start programme, established a much needed breastfeeding support group for breastfeeding mums, partners and their families from the local
community. The group initially met at the local leisure centre and was a hit from the start.

The relaxed atmosphere gave the mums an opportunity to chat about their feeding experience, swap techniques and provide mother to mother support whilst older children enjoyed playtime in the crèche. In December 2002 we investigated the training packages available to enable the breastfeeding mums to support other mums from the wider Sure Start community outside of the monthly support group. Through Internet research, we established that there was a variety of training available from different organisations but the training promoted by word of mouth from other Sure Start programmes was the La Leche Peer Counsellor Programme.

From this research, contact was made with Sarah Gill, the UK Peer Counsellor Programme Director, and she arranged to visit us in January and speak to the breastfeeding mums, health visitors and midwives about the training and ongoing information and support network that La Leche provides. The presentation gave the health professionals and mums the chance to ask questions about the training and the follow up support.

All the mums, health visitors and midwives were in agreement that the La Leche way was the right way. The group submitted the project proposal to Bacup & Stacksteads Sure Start to request funding for the Administrators and Peer Counsellor programmes training. The Programme Manager from Sure Start agreed the proposal and gave us her full support and provided the venue with full crèche support.

The Administrators training commenced in April 2003 with six health visitors, 4 midwives and the Volunteer Coordinator from Sure Start. The five day training programme was very informative backed up with lots of handouts and provided the opportunity to discuss all the issues relating to breastfeeding.

In September 2003 the Peer Counsellor Training programme commenced with eight mothers from the community. The twelve week course seemed to fly by and the peer counsellors loved every minute of it. They had the opportunity to express their opinion and have their say. Besides the training the mums were coming up with all sorts of ideas of how to support mums in the community with breastfeeding. There was talk of drop-in sessions, support at baby clinics, and talks at Parent Craft sessions, the enthusiasm was never ending.

When the peer counsellors completed the training in December 2003, we celebrated by having a meal at the local Italian restaurant along with all the children. It was a really good afternoon as spirits were high and there was lots of discussion about what are we going to do now.
The qualified Peer Counsellor Support mums came together in January 2004 and voted on a name for the group; it was at this meeting that the Breast Mates network was born. This network included the mother-to-mother supporters, health visitors, midwives and Sure Start staff.

The ideas were flowing and a rota was established around support package the Breast Mates wanted to offer the community. These included Breast Mates attending two Parent & Toddler sessions a week, Parent Craft sessions with the midwives, Aqua natal with the mums-to-be, baby clinic at the health centre, drop-in sessions during a Sure Start support session.

The first of these sessions to be established was at a local community drop-in centre in Stacksteads. Two of the Breast Mates negotiated with the centre manager, about times when they could run a breastfeeding drop in session. The first session was held in January 2004, four weeks after they had completed their training.

The drop-in sessions proved very popular with the mums from the local community and were accessed on a regular basis. As with each Sure Start programme, the area of support is clearly defined to incorporate a particular postcode area. In our case this is the OL13 postcode. The drop-ins and support groups were initially developed within our Sure Start area but very soon the Breast Mates were supporting mums outside of our area as the reputation of the Breast Mates Network spread. The Breast Mates regarded this support as ‘outreach’, the furthest record of outreach to date included information, support and advice given over the telephone to a breastfeeding mum living in France. When this episode of outreach was reported at the next support meeting, the whole network immediately offered to travel to France to offer one-to-one support to mother and baby!

The Breast Mate mother-to-mother supporters must be commended for their commitment, dedication, drive and ambition to support other mums and their families through the many highs and occasional lows of breastfeeding. By the sharing of ideas and development of support materials including leaflets about what to expect when breastfeeding ‘The Parents View’, mums and babies have thrived on the wonderful closeness of breastfeeding.
Breast Mates Graduation Feb 04  Breast Mates Graduation Apr 05

The second wave of the Peer Support Training was delivered in September 2004 where 5 more mothers from the community completed the 12 week course and qualified as Mother-to-Mother Peer Supporters.

The Breast Mates now support a variety of sessions during the week including Parent & Toddler, Aqua Natal, Parent Craft, Drop-in sessions, Child Health Clinics. The support network is growing due to the dedication and commitment of the volunteer Breast Mates and the mothers from our community are benefiting from their efforts.

During Breastfeeding Awareness Week 2005, the Breast Mates launched a local Breastfeeding Friendly Award for all public premises. Breastfeeding is acknowledged nationally and internationally as the best start in life for a baby, but few mothers feel confident about feeding outside the home. This obviously may have an effect of limiting their social activities.

The Breast Mates will be approaching all public premises in the Rossendale Valley to promote the scheme. The premises will be asked to adopt the Breastfeeding Friendly Public Premises policy if they wish to join the scheme which states that all staff members must be aware about the premises award to support breastfeeding mothers and also to display the breastfeeding friendly symbol. By displaying the breastfeeding friendly symbol in public premises, a mother will feel more confident about feeding her child when out and about in the community.

Sue Hopkinson
Volunteer Network Coordinator & Health Link
Bacup & Stacksteads Sure Start
May 2005

“I Quit” Stop Smoking Drop-In
Most people understand the dangers of smoking. People often start when they are young, when health problems seem a long way off. Smoking not
only affects the long term health of the smoker but also the health of other adults and children around them.

One of the health targets for Sure Start, is to reduce the prevalence of smoking during pregnancy by 6% and also reduce children’s admissions to hospital with lower respiratory tract infections.

With these Sure Start targets in mind, 8 members of our team underwent the two day Smoking Cessation Advisors training course with the Specialist Smoking Cessation Advisor (Burnley, Pendle & Rossendale primary Care Trust). Staff members who have been trained include, Volunteer Coordinator, Family Workers and Administration staff.

Following the successful completion of the training, which recognised our staff as Smoking Cessation Advisors, we formalised a plan with the Health Visitor’s at Bacup Health Centre and also the Sure Start Midwife to deliver support with stop smoking.

Our plan was to deliver a smoking cessation service on a regular basis to parents & carers in our Sure Start area. The “I Quit” smoking cessation drop-in session was launched in February 2004 from our temporary office base in Bacup. Initially we offered one session a week during the day, but soon expanded the service, due to demand from service users including working parents, to include a drop-in session in the evening.

Right from the start the drop-in sessions were a success due to our relaxed, friendly, holistic approach to smoking and the effects that stresses and strains of life may have on each individual’s habit.

When we moved from our temporary offices in Bacup to our permanent building at the newly refurbished Maden Centre, we decided to expand our service further and offer a third drop-in session.

With the new session, we now offer services at different times of the day, mid morning, mid afternoon and early evening to enable parents & carers to access a session which best suits their family schedule.
The evaluation of our drop-in sessions has justified the need, as we have seen 97 clients and recorded 336 interventions over a 51 week period. Our 4 week quit rate over this period has recorded a 62% success.

**Our Stories as told to Sue Hopkinson**

**Thad (44)**
I have been smoking for 30yrs and my habit grew from 10-15 a day to 60 a day over the past 20yrs.
My health has suffered and I have been told that if I don’t stop smoking I will loose my legs.
I have been to other stop smoking groups before but the I Quit group has worked for me because of the relaxed friendly approach and the fact that they look at your life and how it affects your smoking.
I have managed to stay stopped smoking for 16 months now and I have saved a small fortune and done jobs on my house.

**Martine (28)**
I smoked from an early age because my friends all did. I have tried to stop before but not managed it.
My kids are always on at me to stop smoking so that made me want to give up for good.
I attended the I Quit drop in sessions and went onto the NRT for the first 4 weeks then managed to do without.
I carried on going to the drop-in because the support kept me motivated in my quit attempt.
(Martine has been a non-smoker for 14 months)

**Alethea**
I decided to stop smoking because I had a miscarriage and was worried that my smoking had caused this to happen.
I stop smoking with support from Sue at Sure Start who saw me on a one-to-one basis every week.
I was thrilled to see that with the help of the patches I could manage without the cigarettes and save money.
I felt better and had much more energy. My husband Mark saw how well I was doing and decided to give up also so he started to see Sue.
After 8 weeks I managed to wean myself off the patches and didn’t need anything else and we also found out that we were expecting another baby. We were worried about what happened last time but felt better because we had kicked the habit.
(Alethea and Mark are both non-smokers and have a new addition to their family along with their older son Callum)
**Smoking in Pregnancy**

In March 2005 we embarked on a new chapter in our smoking cessation service specifically targeting ante natal clients who wanted to quit smoking.

**ACUPUNCTURE**

The volunteer coordinator and Drugs & Alcohol worker completed a 5 day NADA UK training course in Auricular Acupuncture, specifically designed for detoxification for any type of substance misuse, including Nicotine.

The 5 point Auricular Acupuncture is an effective treatment for any substance misuse and is also effective for aftercare and relapse prevention. Ante natal clients can access the acupuncture sessions on a regular basis and benefit from a 2 point needle insertion for detoxification from Nicotine.

With the introduction of the acupuncture we now are able to provide a universal service for smoking cessation which is safe, effective and accessible for our parents and parents-to-be at Bacup & Stacksteads Sure Start.

The first sessions were tested out on staff members before it was opened to the general public. We have been overwhelmed with applicants which currently stands at 25 people.

**Sue Hopkinson**
*Volunteer Network Coordinator & Health Link*
*Smoking Cessation Advisor*
*Auricular Detoxification Specialist*
Smoke Free Homes Project

The vast majority of children exposed to tobacco smoke do not choose to be exposed. Children’s exposure is involuntary, arising from smoking, mainly by adults, in the places where children live, work and play. Given that more than a thousand million adults smoke worldwide, WHO estimates that around 700 million, or almost half of the world’s children, breather air polluted by tobacco smoke, particularly at home. The large number of exposed children, coupled with the evidence that Second Hand smoke causes illnesses in children, constitutes a substantial public health threat. (WHO 1999)

As part of our work towards the target of reducing the number of children living in a household where one or both parents smoke and the number of pregnant women who smoke, Sue Hopkinson, Volunteer Network Coordinator/Health Link, researched a scheme called Smoke Free Homes. The following information shows how her enthusiasm and determination to make this project work has paid dividends.

- The aim of the campaign was to reduce children’s exposure to Second-hand Smoke.
- The campaign developed from a regional meeting of the smoking cessation advisors from the Sure Start Programmes within Burnley, Pendle and Rossendale PCT.
- A working party was formed to develop a campaign with representatives from Sure Start programmes in Bacup and Stacksteads, Waterbridge and Bradley and Whitefield.
- They researched current Smoke Free Homes Campaigns
- Assessed the level of support for the campaign in all 32 Sure Start Programmes within Cumbria and Lancashire.
- They liaised with local fire services to incorporate Fire Safety Checks as part of the campaign.
Process

- Visited West Yorkshire Smoke Free Homes to discuss their campaign.
- Established contact with the Northwest Regional Tobacco Policy manager to discuss our ideas for a campaign
- Discussed potential funding opportunities and developed a structure to promote partnership working with relevant professionals
- Following advice received as part of this process we decided to host a broader consultation process.

Smoke Free Homes Conference

- Representatives from all 32 Sure Start programmes in Lancashire and Cumbria were invited to attend
- Tobacco Control Leads from Cumbria and Lancashire were also invited and asked to nominate representatives from the following:
  1. Health Visitors
  2. Midwives
  3. School Nurses
  4. BME Groups
  5. Young People
  6. Oral Health

Draft Materials Developed to Date

- With kind permission from WYSH we used their resources as our starting block
- Slight changes were made to incorporate the most recent research evidence
- Pledge packs containing resources aligning with the national campaign and relevant to the aims and objectives.

The Pledge Pack

- Fire Safety Information and Freephone Number
- Smoke Free Homes Pledge Certificate (Gold, completely Smoke Free, or Silver, smoke outside or in a designated area in the home out of the sight of children)
- Department of Health Resources: Second hand smoke Leaflet, Door hanger, Window Sticker, Door Sticker, Tent Card, Coaster
Delivering the Campaign

Pledge application form distributed by Sure Start and partner agencies (e.g. Midwives, Health Visitors.

Completed form returned by families to central freepost address

Pledge pack delivered by post

6 month follow up

Evaluation and Review

Broader distribution through partner agencies

Implementation Strategy

Professionals Update

Communication Strategy

Families informed of campaign

Link with local groups to support campaign

Broader implementation of campaign through linkage with partner agencies

Referrals made to local fire service if requested

Referalls made to Stop Smoking Service if requested
Commitment from Local Projects

- Registration of interest
- 1 years advance payment of £ 395 (based on 600 families) for delivery of project
- Local launch of project
- Ensuring smoke Free Homes leaflet is discussed with and delivered to families
- Check the website for news and recent local statistics
- Give feedback to enhance future delivery

Cost Covers

- Smoke Free Homes leaflets
- Postage
- Certificates and envelopes
- Smoke Free Homes packs (including direct delivery to family)
- Creation and maintenance of a website
- A3 posters to promote the campaign
- Overheads such as telephone, database etc.
- Project management and evaluation

Training Package

- To support the launch of Smoke Free homes in each Sure Start area we have devised a training package to support the launch
- Training includes presentations on
  1. Second-hand smoke and the effects on children’s health
  2. How we launched Smoke Free Homes in Bacup and Stacksteads
  3. Workshop “Developing a local plan for launching and delivering Smoke Free Homes”
  4. Evaluation of the project
  5. Communication
  6. Evaluation of the training session

Registration of Interest

Since the Smoke Free Homes conference in September 2004, 10 Sure Start programmes have joined the scheme across Cumbria and Lancashire which covers 8,900 families. This is the ONLY initiative that has been developed to network sure Start programmes with the specific aim to improve the health and wellbeing of families and young children.