

## Reach in Sandwell SureStart Programmes

The SureStart Unit have recently released 'benchmark' data in relation to the % of children programmes are in contact with each month & progress against the target of seeing 100% of children before they reach 2 months of age.

This data is attached, along with data from 7 of the 8 SureStart programmes in Sandwell (data from Friar Park not currently available).

### Key observations:

#### Reach

- ▶ Looking across the West Midlands & Nationally, reach tends to be higher the longer a programme has been operational.
- ▶ There is not such a clear-cut pattern within Sandwell. Smethwick in particular appear to be struggling with reach (although their figures have improved post June 04, partly due to more effective monitoring).
- ▶ Figures for Rowley are low compared to other programmes approved in 99/00.
- ▶ As mentioned, figures for Smethwick are low.
- ▶ In 2003, reach at Tipton & Cradley Heath was comparable with other programmes approved in 02/03, but has been below average in 2004.
- ▶ Reach at Rood End is in line with that of other programmes approved in 02/03 & appears to have steadily increased over the year with a particularly strong performance in June.
- ▶ Burnt Tree did not have adequate monitoring systems in place until their current monitoring officer started in early 2004. Their reach for 2004 is above average.
- ▶ Uplands is of course, the newest programme. Its reach is showing a steady increase and is currently typical of programmes approved in 03/04.

## 2 month visits

- ▶ It is difficult to interpret this data due to:
  - Lack of accurate information about the number children reaching the age of 2 months in each month (the new maternity support worker database being developed should rectify this)
  - Different ways of counting what constitutes a 2 month visit - in theory it counts if a mainstream health visitor informs a family about SureStart, but Sandwell SureStart programmes are only counting visits they undertake - we do not know if other programmes are as strict.
- ▶ Cradley Heath appear to be doing a very good job of contacting families in the 2 month time scale.
- ▶ Progress in other programmes appears more patchy, although it must be noted that % figures are only estimates.