



EVALUATION OF PUBLICITY & MARKETING

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INDEX

| | |
|---|----|
| 1. SUMMARY | 1 |
| 2. TIMELINE OF EVENTS & MEMBERSHIP | 6 |
| 3. PROMOTIONS | |
| a. Ways of promoting events | 7 |
| b. House-to-House leaflets | 8 |
| c. Promotions to increase membership | 9 |
| d. Promotion by Partner Agencies | 14 |
| 4. PUBLICITY - Pilot Questionnaire | 15 |
| 5. HOME VISITS - Intro & Summary | 16 |
| 5.1 How did the family hear about Sure Start? | 18 |
| 5.2. Why did they join Sure Start? | 19 |
| 6. HARD TO REACH GROUPS | 20 |
| 7. WHY DON'T PARENTS ACCESS SURE START? | 22 |
| 8. KEY NOTES FOR THE FUTURE | 23 |
| 9. APPENDICES | 24 |

1. SUMMARY OF PUBLICITY EVALUATION

How has Sure Start been publicised - as a whole, and as individual activities?

Methods of publicising include advertising in the local press plus press releases, interviews on the local radio station, promotional stalls in stores, shopping centre and supermarkets. Posters can be found in public places such as G.P. surgeries, clinics, library, shops as well as hospitals and college notice boards. Sessions have been publicised by house-to-house distribution of flyers and monthly mail-outs of newsletter and activity sheets are sent to all members.

Which methods have been most/least successful?

- ◆ Feed-back from parents show that the three main avenues that parents hear of Sure Start are through friends, health visitors and posters around the town.
- ◆ A regular presence in the local press is crucial and as the Bridlington Free Press is only issued once per week, it is an important source of information to residents. Photographs and press releases are a cost-free, effective way of ensuring regular publicity and have been a good promotional tool for specific events.
- ◆ The East Riding News is delivered to every home in Bridlington and will give free promotion for events such as those that take part during National Parents' Week.
- ◆ Staff members that have used house-to-house distribution of flyers have had mixed responses to new this method, but one the whole feel that it is a useful method.
- ◆ There has been minimal feedback that supports the use of local radio, however it costs nothing!

Partner Agencies - are the systems still working?

Health Visitors play an important part in the promotion of Sure Start, 28% of new members heard about Sure Start through their health visitor. There are close links with East Riding College, and both Christ Church Todz shop and the Job Centre Single Parent Advisor are regularly updated with information about Sure Start activities and learning opportunities.

How well does Sure Start convey what it is and what it does?

The baseline survey showed that out of the 150 respondents, 27% of parents with children under 5 years were not sure if they were Sure Start members. There has been a range of promotions, new sessions and parent consultations in the past six months in order to raise awareness and promote the service that Sure Start offers families. Regular promotions and press coverage seem to be the best way to convey what Sure Start is and does.

The response from a questionnaire for Dadz (completed by 12 fathers) highlighted that over half are not aware of what Sure Start does this is probably an area that can be improved upon.

What has attracted parents to Sure Start?

The main two reasons that parents have joined Sure Start are company and play opportunities for their child and company for themselves. The play sessions are extremely popular in all areas of the town.

What is the impact/appearance of publicity materials?

Response from staff members is that they feel that the posters given just the right amount of information, the wording is clear and they promote activities well. Parents who were questioned at sessions by play workers, felt that they were bright, attractive and easy to read.

What methods have been tried to attract 'Hard to Reach' Groups?

- ◆ A Hard to Reach focus group made up from staff members meets on a monthly basis. Recently two parents have joined this group. The purpose of the group is to develop ideas in order to increase contact with members that fall into this category.
- ◆ Ethnic Minorities - The percentage of ethnic minorities in Bridlington is 0.9%. These are mainly Chinese, Pakistani and Philippino families. The ethnic minority families that currently make up 1.7% of Sure Start members are classed as: 1 Asian, 2 white/black Caribbean, 5 mixed other, 1 Chinese, 2 other ethnic families. We feel we can make these families feel more welcome by promoting relevant images and reading materials. See Table 6 for response.

- ◆ There has been feedback from a general satisfaction survey that working parents would like activities on weekends or evenings. Some of the promotional activities have taken place on Saturdays. Swim sessions took place both daytime and evenings recently.
- ◆ Young Parents - Two young parents designed a questionnaire to gauge the response for a young parents group (under 21s). 10 questionnaires were completed in the Sure Start Shop
- ◆ Fathers - A questionnaire by a Community Parent has been sent out to find out if fathers would like to be involved in activities. The Dadz questionnaire highlighted that fathers would like evening or Saturday sessions and currently all sessions are held on weekdays. There have been limited activities to attract fathers; these have been swim sessions, which were run on evenings, and special events such as the Christmas party was held on a Sunday to allow families to attend together.
- ◆ Travellers - Bridlington has a travellers' site on the outskirts of the town and there have been several meetings with the community to discover what their needs are. Some of the travellers took part in some participatory appraisal sessions alongside Sure Start workers. A special leaflet has been produced, with guidance from Travellers Education, using recognized symbols for parents who have low literacy.

How successful have they been?

- ◆ Families living in HMOs - It has been extremely difficult to leaflet-drop these families, as access to flats is not viable if main doors are locked. Many of these, who are often transient families, remain 'low key' but once they become members a home visit can be made.
- ◆ Children with disabilities/special needs - KIDS, SALT and Portage have a range of activities that are well supported by parents with children who need extra help.
- ◆ Working Parents - Tuesday evening Swimming Sessions gives priority to working parents. A Pampered Parent evening has been organized during National Parents week.
- ◆ Young Parents - Two of the Community Parents have set up a Young Parents Association that have met regularly. The group is supported by staff members and has frequent speakers.

- ◆ Fathers - The evening swim sessions had the most fathers attending. 43 dads came to the Christmas party and 12 dads who completed questionnaires would like to participate in some activity with their child.
- ◆ Travellers - There is now a working party for improving the travellers' site by putting in a portacabin, refurbishment of the warden's cabin and showers. There are drop-ins by both a health visitor and a social worker, Travellers' Education, Reading Assistance Scheme, and Connexions .

Which venues have worked/not worked for specific activities?

Sure Start has set up activities across the town in several of the estates as well as in more central locations such as the library. As regular venues these have proved to be successful though some have been slow to build up numbers. There have been occasional disappointing results with one-off events, for example a full day Safety Event held at the Sports Centre was not well attended by Havenfield Estate residents despite leafleting the whole of Estate.

The Sure Start Information and Support Shop

The shop was taken on a one-year lease and opened in January 2003. It was open Monday to Friday 10am-4pm. Parents were able to drop in and use the shop for:

- Breast Feeding and baby changing facilities
- Booking for Swim Sessions
- Information on activities and sessions
- Activity Sheets & Newsletters
- Collection point for Welcome Packs
- TV & Video
- Toy Library
- Sale of safety equipment
- Drop-ins by Nutritionist, Health Visitor & Welfare Rights Officer

The Visitors' Book gives a clear indication of the variety of reasons that parents called into the shop. Reasons for visiting the shop were recorded in the Visitor's Book. Daily entries made between March and June indicated the three main reasons for calling were: booking swimming sessions, information

and feeding/changing babies. The Sure Start shop gave a high profile access in a central location, especially while we were based at the college. Since the end of the lease, many of the above services have successfully been transferred to the new Sure Start Rainbow Centre on Quay Road.

Timeline of Promotional Events and Membership 2001-2003 End of month figures

| 2001 | | | September | | | | | | | | | | | | | | | |
|----------------------|---------------------|--|--|--|-------|--|------------------------|------------------------------------|-----------|-------------------------|-------------------------------|---------------------------------|------|----|--------|-----------|---------|----------|
| | | | Launch | | | | | | | | | | | | | | | |
| | | | <div style="display: flex; justify-content: space-between;"> 37 76 52 112 62 60 98 71 </div> | | | | | | | | | | | | | | | |
| 2002 10 | January December | February | March | April | May | June | July | August | September | October | November | | | | | | | |
| | | | | Community Fun Day | | | Meet the Team x2 | | | Summer Picnics x3 | Fire safety event | Promotional Stall x2 | | | | | | |
| | | | | Breast Feeding Awareness Week | | | Summer Picnic x1 | | | Pizza Party | National Parenting Week | Creative Resource Evening | | | | | | |
| 2003 | | | | | | | | | | | | | | | | | | |
| 23 | January December | 84 | February | 30 | March | 15 | April | 19 | May | 28 | June | 10 | July | 27 | August | September | October | November |
| Launch of Shop | | Recruitment of Breast Feeding workers | | Easter Eggstra- vaganza | | Breast Feeding Awareness Week | | National Sure Start Month | | Promotional Stall | | Beach Picnics X3 | | | | | | |
| Launch of website | | | | | | Promotional Stall | | | | Beach Picnic X1 | | Picnic in the Park X5 | | | | | | |

3a. DIFFERENT WAYS OF PROMOTING EVENTS

| TYPE OF PROMOTION | COMMENTS |
|--|--|
| Local Press East Riding Mail Free Press Gazette & Herald East Riding News | <p>Press releases cost nothing and increase awareness of Sure Start events</p> <p>Events publicised beforehand can be expensive</p> <p>E R News will feature promotional events at no cost - free distribution to all homes in East Riding of Yorkshire</p> |
| Radio Yorkshire Coast Radio | <p>Leone & Simone have given interviews promoting events - little feedback from local families</p> |
| Leaflets/Posters Surgeries Public Venues Small Corner shops | <p>SALT promoted Talking Toddlers across Bridlington for first activity in November 2002. Posters put in post offices, newsagents, central library, church rooms & hospital notice boards. Good response</p> |
| Promotional Stalls Stores Supermarkets | <p>Promotional Stalls in Boyes, Safeways & Tesco - good response, lots of interest.</p> |
| Special Events | <p>Working with other agencies as part of a national event (e.g. Parenting week) shared venues, publicity paid by lead body. These events offer potentially good opportunities to promote Sure Start services dependent on both the weather and how well organised they are.</p> |

3b. HOUSE-TO-HOUSE LEAFLET DROPS

| | |
|---|--|
| <p>QUIT AND GET FIT New Pasture Lane Community Centre 4-6pm</p> | <p>Request came from mums attending Tumble Tots on the estate. 550 flyers delivered to all households on the estate. 2 forms returned - no-one attended the session Cost £25 (delivered by New Pasture Lane Community Group)</p> |
| <p>STAY & PLAY New Pasture Lane School- September 2002, 10-11.30am</p> | <p>250 leaflets delivered to houses on estate. Most parents who attend the session have received a leaflet. A poster was put up in the Community Centre on the estate, which is next door to the school. Very good initial attendance (11 parents/10 children)</p> |
| <p>ALLSORTS Hilderthorpe School 9.30-11.30am</p> | <p>150 leaflets delivered to the surrounding area. 100 leaflets distributed through the school (reception & nursery) Only 2 local shops willing to display posters. Good initial attendance (4 parents/4 children)</p> |
| <p>COMMUNITY SAFETY EVENT - Havenfield Estate June 2003, 10-3pm</p> | <p>Flyers delivered to all households on the estate by two staff members Negative attitude by residents who were handed flyers in the street & response was very poor from the actual estate. (22 adults/23 children attended)</p> |
| <p>TOTS N TOYS St Marks Church, West Hill November 2003 10-11.30am</p> | <p>250 Leaflets delivered to the whole estate.. Every parent (grandparent or friend) who attended the session had received a leaflet. Good response (6 adults/7 children)</p> |

3c.PROMOTIONS TO INCREASE MEMBERSHIP

| DATE | EVENT | VENUE | ADVERTISING | ATTENDANCE |
|---------------------------------|---|----------------------|----------------------------|------------------------|
| September 29 th 2001 | Launch (Free Fun Event) | Bonkers | Full page Gazette & Herald | 100 parents & children |
| May 2002 | Community Fun Day Organised by East Riding College | Sports Centre | Gazette & Herald | Not very well attended |
| May 17 th | <u>National Breast Feeding Awareness Week</u> Coffee morning | Catholic Church Hall | Free Press | 10 mums |
| 8 th July | Meet the Team | Bonkers | Free Press | 10parents 8 children |
| 17 th July | Meet the Team | Sports Centre | Free Press | 4 parents 1 child |
| | | | | |

| DATE | EVENT | VENUE | ADVERTISING | ATTENDANCE |
|--|---|---|------------------|--|
| 30 July 6th Aug 20th August 13 th August 27 th August 3 rd September | Summer Picnics | Sports Centre East Riding College Field East Riding College Field New Pasture Lane Park Sports Centre Beach Chalet | Gazette & Herald | 13parents/12children 18parents/19 children 11parents/5 children 18parents/20 children 6parents/8 children 16parents/15 children |
| August | Carnival | Parade through Bridlington | | 600 Bags of gifts/info handed out |
| 28 th Sept | Pizza Party | Priory Church Rooms | Gazette & Herald | 20 children |
| W/C 21st October | <u>National Parenting Week</u> Beach Party Pampered Parents Promotional Stall | Sure Start Beach Chalet MAFSS Promenades | Free Press | Figures not available 21parents lots of interest |
| 31 October | Fire Safety at Play & Stay | Sports Centre | E R News | 18 parents/21 children |

| DATE | EVENT | VENUE | ADVERTISING | ATTENDANCE |
|------------------------------|---|---------------------------|--|--|
| 14 th November | Promotional Stall | Safeways | | Postcards now have freepost address to encourage parents to complete and return. |
| 23rd November | Promotional Stall | Boyes | | Lots of interest |
| November | Emmanuel Church Hall | Creative Resource Evening | Gazette & Herald | Well attended |
| 8 th January 2003 | Launch of Sure Start Shop & Community Parents | Promenade | Gazette & Herald Free Press E R Mail | 12 signed up for the Community Parents Course |
| 13 th January | Launch of Website | | Free Press | N/A |
| April | Easter Eggstravaganza | Leisure World | Monthly Newsletter | 43 parents/62 children |

| DATE | EVENT | VENUE | ADVERTISING | ATTENDANCE |
|----------------------|---|--------------------------------|---|-----------------------|
| May | <u>Breastfeeding Awareness Week</u> Calendar Postcards Hunt the Bee | Town Centre shops | Free Press press release (x3) E R Mail (x2) Radio Humberside Yorkshire Coast Radio | |
| 11 th May | Launch Party | Leisureworld | | 22 adults/30 children |
| 12 th May | Promotion Stall | The Promenades Shopping Centre | | 11 mums/8 children |
| May | Promotional Stall | Safeways | | mild interest |
| 12 th May | Beautiful Baby Competition Cake stall & raffle | Sure Start Shop | | 17 babies |
| 15 th May | Beach Party | Sure Start Chalet | | 20 mums/22 children |
| 17 th May | Pram push | Town Centre | | figures n/a |
| 16 th May | Support Group Meeting | Catholic Church Hall | | 33 mums/23 children |
| DATE | EVENT | VENUE | ADVERTISING | ATTENDANCE |

| | | | | |
|-----------------------|---|------------------------------|---|------------------------|
| June | <u>National Sure Start Month</u> | | Free Press E R Mail Yorkshire Coast Radio (what is Sure Start? & Safety event) | 6 parents & children |
| 2nd June | The Big Toddle | Town Centre | | 18 parents/20 children |
| 10 th June | Book Launch at Toy Library | Library | | 22 parents/23 children |
| 20 th June | Safety Event (full day) | Sports Hall | Leaflet drop | Not a lot of interest |
| 28 th June | Promotional Stall at Family Fun Day | Garrison Street/Leisureworld | Posters in local shops, feature in local press | 13 parents/children |
| 30 th June | Beach Party | Sure Start Beach Chalet | Activity sheet | Lots of interest |
| July | Promotional Stall | Tesco | | 14 parents/20 children |
| | Beach Picnic | Sure Start Beach Chalet | Activity sheet | 21 parents/24 children |
| August | Beach Picnics | Sure Start Beach Chalet | Activity sheet | 21 parents/22 children |
| | Picnic in the Park | | Activity sheet | |

3d. PROMOTION BY PARTNER AGENCIES

Health Service

All families with new babies receive home visits from a Health Visitor 11-14 days 2 weeks after the birth and there are subsequent visits dependent upon the need of the family. Parents are informed about Sure Start by the Health Visitors during these visits and asked if they would like to be contacted by a Sure Start staff member to introduce services, or, if preferred, information can be mailed to the home. Health Visitors in Bridlington report that the majority of families welcome a Sure Start Worker to visit them at home as a result of the Health Visitors' initial input. All surgeries, clinics and Bridlington District Hospital display Sure Start posters on their notice boards.

Christ Church Todz Shop & Furniture Store

Todz Shop is happy to promote Sure Start by displaying posters in their window. The Furniture store advises parents about the safety equipment that Sure Start stock.

East Riding College

The College has a Sure Start notice board on the main corridor promoting all Sure Start activities. There have been close links with the college since Sure Start began.

4. PUBLICITY & AWARENESS OF SURE START Pilot Questionnaire

12-15 parents who visited the Sure Start shop were asked to complete a pilot questionnaire during June 2003.

Parents were asked:

How do you know about Sure Start?

Parents knew about Sure Start through health visitors, promotions and posters

Why did you join?

The reasons parents joined Sure Start were for play development, playgroups, meeting new parents and help & speech for their child.

How do you find out about what's on?

They all received a monthly letter and activity sheet in the post so knew what activities and sessions were running.

What do you use the Sure Start shop for?

They used the shop for baby changing, baby feeding, information, booking swim sessions, collecting gifts, classified ads, purchase of safety equipment and general information.

5. HOME VISITS TO NEW MEMBERS

Home visits are made on request to new members. This is an opportunity to give our free welcome bag and have a very informal chat with parents to explain what Sure Start can offer. The visits give parents an opportunity to ask questions and from time to time families take up specialist services such as speech & language or KIDS. After the visit staff members complete a standard form. Up to the end of September 2003 there had been 46 completed forms. Families were asked:

How did you hear about Sure Start?

| | |
|-----------------------|----|
| Friend | 20 |
| Family Health Visitor | 13 |
| Poster/Brochure | 9 |
| Sure Start Shop | 2 |
| Local Press | 2 |
| Antenatal Scan | 1 |
| Sure Start Worker | 1 |

Why did you join Sure Start?

| | |
|--------------------------|----|
| Child Company | 30 |
| Play | 16 |
| Adult Company | 14 |
| Specialist Advice | 2 |
| SALT | 2 |
| KIDS | 1 |
| Beach Hut | 1 |
| Infant Resus | 1 |
| Baby Massage | 1 |
| Swim Sessions | 1 |
| Weaning Advice | 1 |
| Furniture/Family Support | 1 |

COMMENTS from new members

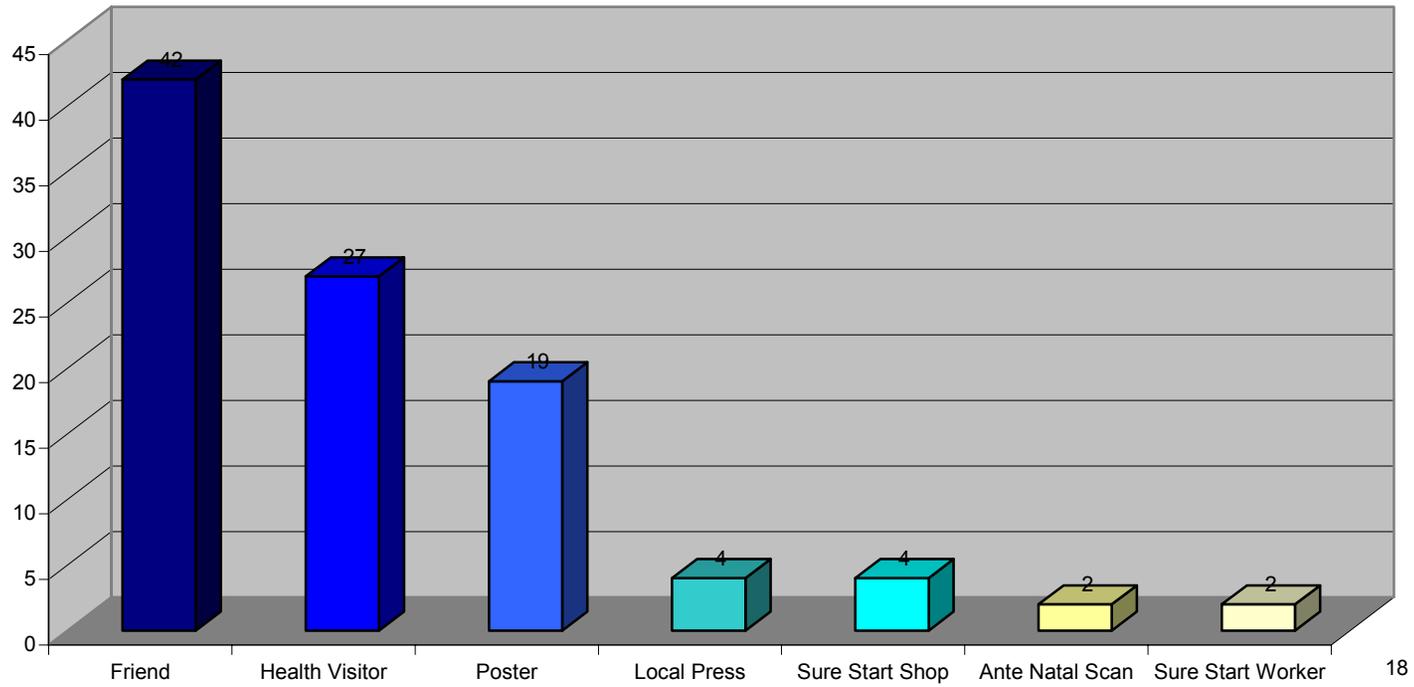
Interested in Summer Sessions where older sibling can attend
Very pleased with monthly mailout
Finds it difficult with 2 children of different ages
Dad is keen to take child to sessions
Very pleased with Sure Start, Dad very involved, interested in parents group
Full time working mum - evening swim sessions only
Hopes swim sessions will continue
Has 3 children under 4 - takes children separately to sessions
Wants to be involved in Parents Group

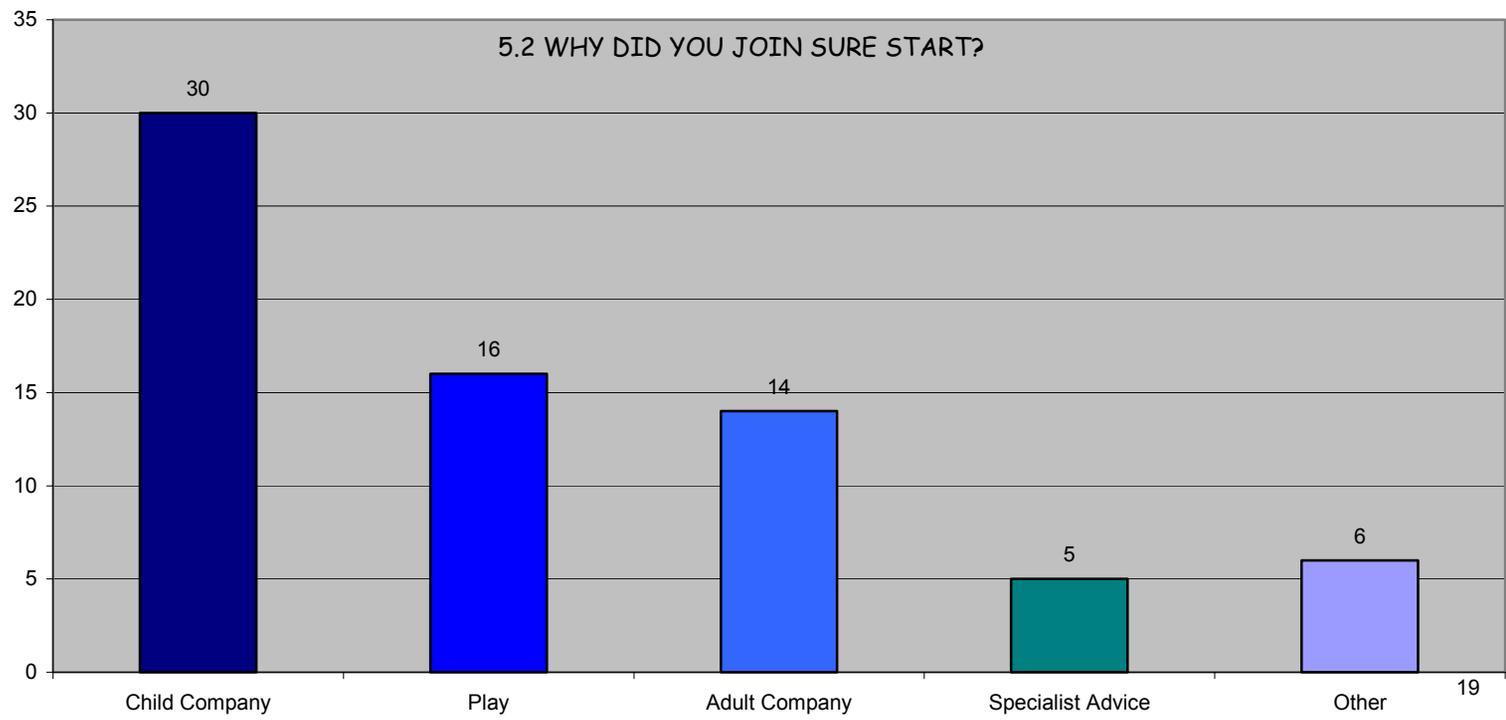
SUMMARY of Home visit forms

- There are several Dads who are actively involved in the care of their child and appear interested in Sure Start. (4 Dads)
- Several of the mothers are shy or hesitant in joining Sure Start groups - they may need support initially to attend sessions. (4 mums)
- Difficult for mothers with several children who have to attend sessions separately. (3 mums)

New to area (5 families)

5.1 HOW DID YOU HEAR ABOUT SURE START? (shown in percentages)





6. WHAT METHODS HAVE BEEN TRIED TO ATTRACT HARD-TO-REACH GROUPS?

| Group | Staff involvement | Activities | Outcome/Response |
|-----------------|--|--|---|
| Travellers | Ruth Pearson- Social Worker Chris Robinson- Community Co-ordinator Caroline Mertens - Nurse Practitioner Health Visitors Leone Pavlidou - Publicity & Events Officer | Improved facilities - working party for improving the site Family Support Weekly drop-ins Participatory appraisal session HV monthly drop-ins User friendly printed info leaflet | Working group established Travellers' Education x2 week Connexions x1 month |
| Working Parents | Chris Robinson Leone Pavlidou | Tuesday Evening Swimming Sessions 6-7pm at Leisureworld | 25 different families attended. Evaluated Sessions re-started October 2003 |
| Young Parents | Chris Robinson Simone Wilkinson - Parent Learning Co-ordinator Leone Pavlidou | Young Parents Association set up by 2 young parents meet 4-6pm Wednesdays in the Internet Café. 6 week trial period just completed. | 1 parent signed up for college course in hairdressing 2 parents registered with Childminding Assoc. for childcare 1 parent employed by Therapy Centre |
| Fathers | Chris Robinson Ruth Pearson Simone Wilkinson Leone Pavlidou | Tuesday Evening Swimming Sessions 6-7pm at Leisureworld Questionnaires produced by Community Parent Christmas Party | 11 Dads attended 12 completed forms returned 43 Dads attended |

| Group | Staff involvement | Activities | Outcome/Response |
|---|---|---|--|
| Ethnic Minorities | Chris Robinson Jane Welbourn Heather Wiles Maureen Hickson Karen Brear Sue Neilds | Home Visit to 2 families (Philippino & Chinese) to deliver Welcome Packs Chinese child at sessions Advice for Philippino family Nigerian mum breastfeeding Philippino mum at Baby Massage Bosnian child at KIDS | Joined as members Ongoing Joined course for Peer Supporters Company & increase in English language |
| Children in HMOs | Chris Robinson | | Awaiting to attend meeting with landlords |
| Disabled parents | None at this time | | |
| Children with disabilities/special needs. | KIDS Chris Rhodes Sue Neild Maureen Harrison Sheryl Sutherland PORTAGE Alison Midgley SALT Jane Welbourn Gill Emmerson Kate Rattenbury | KIDS Play Development Mon am, Wed am & Fri pm Working in partnership with parents Parent Information Table @ sessions One to one planned teaching programme tailored to needs of child & family Talking Toddlers Monday am Talkabout Tuesday am Communication Group Tuesday pm SALT 1 Group Tuesday pm | Has seen improvement in many of the children Parents feel supported Children can be referred to other professionals e.g. SALT Parents feel the service is excellent Has seen improvement in all those who attended Some families cannot attend due to time of sessions. |

7. WHY DON'T PARENTS ACCESS SURE START?

The National Director of Sure Start identifies two groups who *'should not be expected'* to take up Sure Start:

- a. Families who are 'coping' and using existing services with which they are happy
- b. Families who may want what is offered by programs but who *'do not need them'*

Although Sure Start services are available universally for all families with children under 4 years, there are always some families who don't become involved. These are classed as 'Hard to Reach' groups.

National classification of these groups

- ◆ Ethnic Minorities
- ◆ Young Mothers
- ◆ Dads
- ◆ Parents with disabilities
- ◆ Children with disabilities

Local classification

- ◆ Travellers
- ◆ Working parents
- ◆ Families living in HMOs

Sure Start's primary aim is to target those most in need (and other families will benefit) and so it is crucial to ascertain some of the obstacles for access:-

- Parents may have limited perception of the services - they think that it is for people who have problems or who are disadvantaged/deprived/underprivileged.
- They are happy as they are and have enough support with family and friends
- They are lacking in confidence, shy when meeting new people or have poor communication skills.

Sure Start Bridlington South endeavors to provide quality play, health, learning opportunities and specialist services. It endeavors to promote these services in a way that will attract families and avoid stigma. Venues are thoughtfully chosen all publicity is carefully worded and posters use plain lettering with graphics that are bright and attractive.

8. KEYNOTES FOR THE FUTURE

◆ **Promotion of Events**

Some events have had a disappointing response and lessons have been learnt about choice of venues and careful wording on posters to emphasize the fun aspect of the event.

◆ **Open Day**

The launch of the Rainbow Centre will present itself with a tremendous opportunity to promote Sure Start and its services. If this event were in a time slot such as evening or weekend, it would be an excellent marketing tool that will reach out to groups that have been previously neglected.

◆ **Support for parents who lack confidence**

Not all parents are confident enough to attend sessions (many are new to the area) and would benefit from having someone to accompany them.

◆ **More sessions for mums & babies on mornings**

There are parents whose children attend morning pre-school and would like to attend baby massage/breastfeeding on mornings (without sibling)

◆ **Parents Group**

Some parents who work on afternoons would like to attend the Parents Group (also held on afternoons)

◆ **Engaging Dads**

A survey for Dads shows that there are a number who would be willing to attend a session for dads and children. Dads preferred weeknights and Saturdays and would like to take part in sport, games and crafts.

◆ **Extended Hours**

So many parents have requested evening and weekend sessions it is crucial to extend the sessions and draw in working mothers and dads.

9. APPENDICES

Sure Start Shop - reasons for visits

Publicity & Awareness - Pilot

Ethnic Minorities

Home Visit Evaluation Form

Request for Sure Start Services

Young Parents Consultation Questionnaire

General Satisfaction Survey

Dadz Questionnaire

Sure Start Posters

- ◆ Woldgate Travellers Site
- ◆ Stay & Play - New Pasture Lane Estate
- ◆ Pampered Parent Night
- ◆ Christmas Party
- ◆ Water Baby Swim Sessions
- ◆ Young Parents Association
- ◆ Quit & Get Fit

Get Ahead Sure Start Monthly Newsletter

Activity Sheet

Baseline Survey Comments & Statistics

Reunion Lunch Comments

East Riding News article

The Mail article

BASELINE SURVEY - April 2003

Comments made on the need for better circulation of information

I seem to hear that there are groups I don't know about. I would like to see more advertisements for activities.

More information given to parents about play & learning services

Please advertise more broadly

More advertisements detailing groups available

Did not know about parent and toddler groups and nursery classes.

Suggestions in which Sure Start could publicise local services.

- ◆ Distribution with the Bounty Pack, which is handed to all new mothers while they are in the maternity ward
- ◆ Antenatal and postnatal services and Health Visitors
- ◆ Chemists

Do families with young children know what is available locally?

45% of respondents did know

38% were not sure

16% did not know

Are families registered with Sure Start?

65% said Yes

27% were not sure

8% said No

REUNION LUNCH - July 2003

Parents' Comments

Have all the nurseries and playgroups got Sure Start information on their notice boards and are they on the mailing list?

Sure Start representative to go to antenatal groups to promote the service?

The Activity Leaflet is not always read - Free Press is better

What types of Publicity have you seen for Sure Start?

- ◆ The Launch at Bonkers
- ◆ The Sure Start Shop
- ◆ Features in the Free Press after an event

HOME VISITS TO NEW MEMBERS

46 completed forms - End September 2003.

How did the family hear of Sure Start?

| | |
|-----------------------|----|
| Friend | 20 |
| Family Health Visitor | 13 |
| Poster/Brochure | 9 |
| Sure Start Shop | 2 |
| Local Press | 2 |
| Antenatal Scan | 1 |
| Sure Start Worker | 1 |

Why did they join Sure Start?

| | |
|--------------------------|----|
| Child Company | 30 |
| Play | 16 |
| Adult Company | 14 |
| Specialist Advice | 2 |
| SALT | 2 |
| KIDS | 1 |
| Beach Hut | 1 |
| Infant Resus | 1 |
| Baby Massage | 1 |
| Swim Sessions | 1 |
| Weaning Advice | 1 |
| Furniture/Family Support | 1 |

COMMENTS

Interested in Summer Sessions where older sibling can attend
Very pleased with monthly mailout
Finds it difficult with 2 children of different ages
Dad keen to take child to sessions
Very pleased with Sure Start, Dad very involved, interested in parents group
Full time working mum - evening swim sessions only
Hopes swim sessions will continue
Has 3 children under 4 - takes children separately to sessions
Wants to be involved in Parents Group

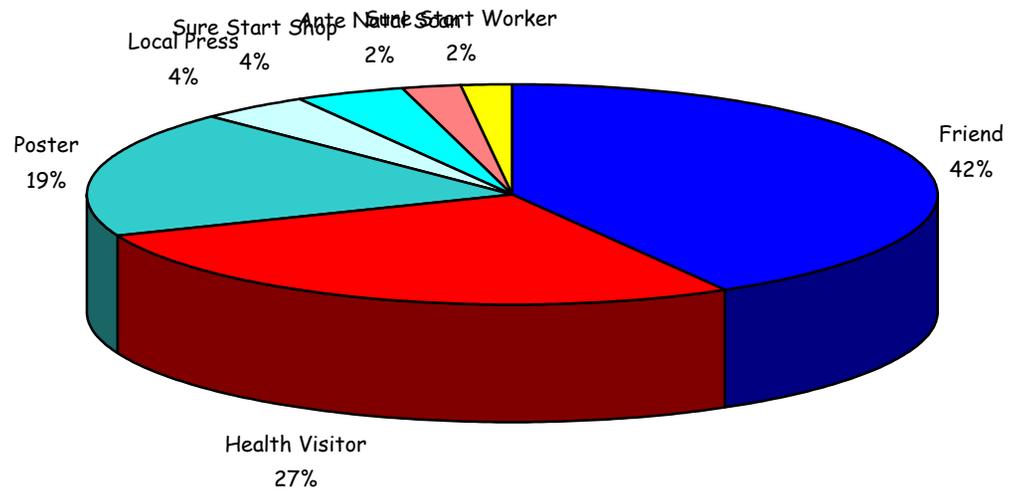
SUMMARY

- There are several Dads who are actively involved in the care of their child and appear interested in Sure Start. (4 Dads)
- Several of the mothers are shy or hesitant in joining Sure Start groups - they may need support initially to attend sessions. (4 mums)
- Difficult for mothers with several children who have to attend sessions separately. (3 mums)
- New to area (5 families)

PUBLICITY & AWARENESS OF SURE START

| | | | | | |
|-----------------------------------|-------------------|------------------------|-------------------|-------------------|-------|
| How do you know about Sure Start? | Local Papers | Poster/Brochures | Friend | Health Visitor | Other |
| Why did you join? | Company for child | for Company for myself | Specialist Advice | Speech & Language | Other |
| Do you use the Sure Start shop? | Yes | No | | | |
| What for? | Baby Changing | Baby Feeding | Information | | Other |
| Comments | | | | | |

HOW DID YOU HEAR ABOUT SURE START?



SURE START SHOP Reasons for visit

