

## Health and Wellbeing Board– A Better Start Southend Progress Update, July 2016

### Background

As the Board will know, we are now into our second year of delivering the Fulfilling Lives: A Better Start programme in Southend. This is a ground breaking ‘test and learn’ initiative funded by the Big Lottery Fund, involving five sites across England and an evaluation consortium led by Warwick University.

The aim of the initiative is to identify the best methods for laying the foundations for 0-3 year olds to improve their future health, social and emotional outcomes; and to put evidence based early intervention and prevention at the centre of service delivery and practice. The London School of Economics is delivering a study of the benefits and potential cost savings of shifting spending to early years’ prevention services and support called Preventonomics: A Better Start – how will it pay?

The programme has five core outcomes

1. **System change:** The systems delivering support to young children and their parents will be transformed, with co-production and community engagement at their heart
2. **Children’s social and emotional development:** Children will have positive social and emotional wellbeing, a nurturing and loving family environment leading to supportive and secure relationships.
3. **Children’s communication and language development:** Children will be spoken, read, sung to and praised, enjoying the increased stimulation that leads to speech and vocabulary development.
4. **Children’s diet and nutrition:** Children and mothers will enjoy healthy perinatal, infant and child nutrition, preventing the issues that arise from poor diet in pregnancy and early years.
5. **Community resilience:** Communities in Southend will be self-supporting, influence change and take control of their families’ lives, with raised aspirations for their children’s future.

### Progress to date

Much of our programme activity to date has been focused on outcomes 2, 3 and 4 – setting up the ‘test and learn’ of services and interventions in our 6 target wards (Kursaal, Milton, Shoeburyness, Victoria, Westborough and West Shoebury) with a view to up-scaling these across Southend where they prove to be effective in improving outcomes for children.

We are now focusing on projects which are key to achieving our systems change ambition which includes development of the Bank, setting up the Centre for Innovation / Excellence, workforce development and economic inclusion.

Running through all this activity – and at the heart of A Better Start - is the principle of **co-production** between partners and with the community. This will require a fundamental shift in the way that the need of services is identified, how services are commissioned, and how they are designed and delivered. And we will need governance arrangements at all levels that support and enable this.

There will be a short presentation at the meeting on different models of co-production and Members are invited to consider the challenges and opportunities this presents for achieving the A Better Start ambition in Southend.

Alison Clare  
interim Programme Director, 22 July 2016