

Better Start

Early Childhood:

Poverty, Vulnerability and Health

Clare Law, Director

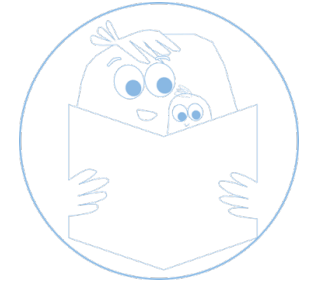
 @clarellaw



Blackpool Better Start

Blackpool Better Start

- 45 million pound strategic investment from the National Lottery Community Fund
- Improving the lives of 0-4s across the town (approx. 9000 babies)
- Partnership approach – community led, NSPCC, NHS, LA and CCG.
- Interrupting the intergenerational cycle of poor outcomes
- Improving speech and language, diet and nutrition and social and emotional development outcomes
- Underpinned by systems change
- Driven by the Centre for Early Child Development



Placed-based approach to improving early child development

Our Vision

Our vision is for Blackpool families to raise happy, healthy children who grow up in communities that they feel proud of.

Every new baby in Blackpool will have access to the care and nurture they need for healthy development and will be ready to start school.

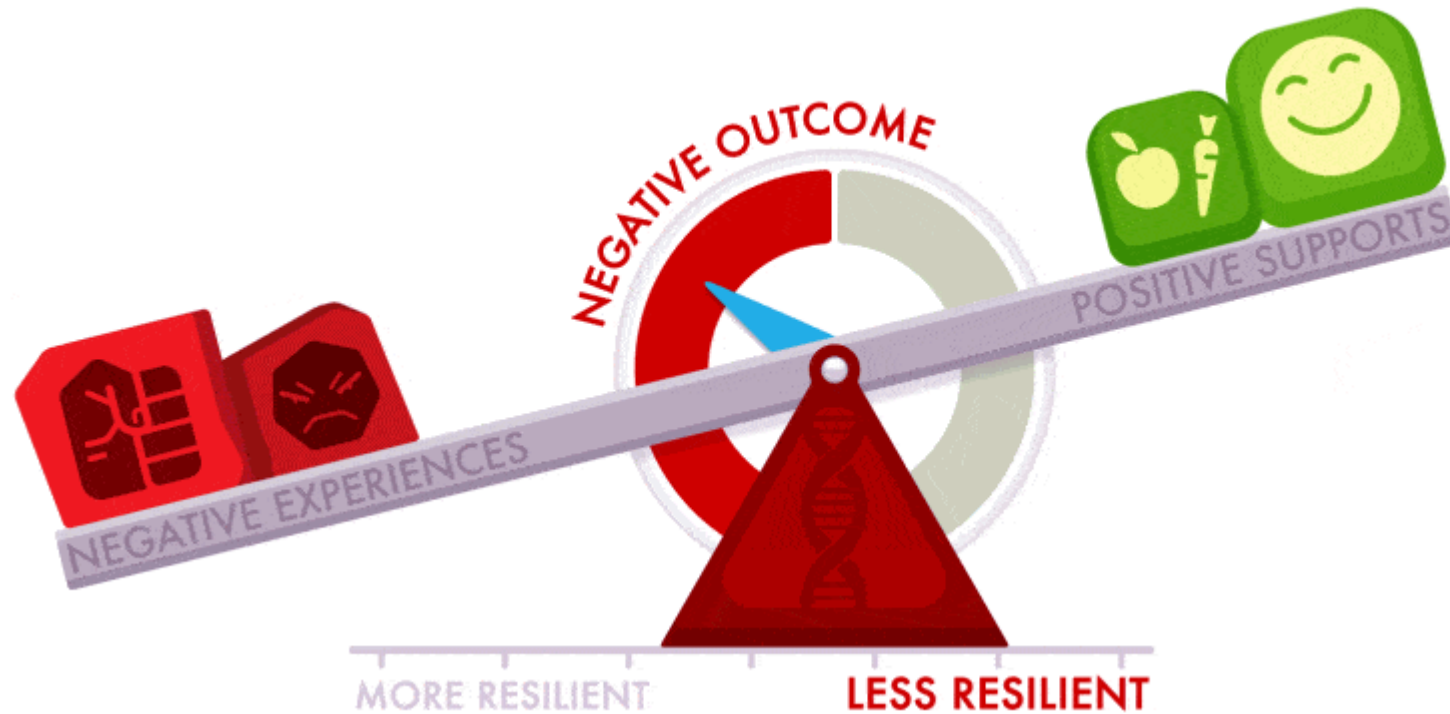
Joining up what we do...

1. Community Based Approaches
2. Workforce Development
3. Targeted Support
4. Specialist Services



Transforming the system

Joining up how we do it...



Transforming the system

Joining up solutions...

1. Shared power and co-production
2. Shared commissioning
3. Shared pathways
4. Shared identification
5. Shared support for interventions
6. Shared data
7. Shared learning

