



# Dudley Early Help Strategy Launch

Helping children, young people  
and families thrive.

Monday 21 March 2022 9.30am – 11.30am

# Welcome and Introductions

Councillor Ruth Buttery

Cabinet Member for Children's Services

# Welcome and Introductions

## Five key priority areas for the Early Help Strategy:

1. Develop our culture and practice
2. Build our capacity – help even earlier
3. Make better use of information
4. The family experience
5. Focus on priority areas

# Welcome and Introductions

- Stronger emphasis on building family resilience
- Enabling 'self-serve' approach



# Our hosts

Nital - Chair of Youth Council  
Amman - Youth Crime Commissioner

# Today

- 9:45 Chief Superintendent, Dudley Neighbourhood Policing Unit: Kim Madill
- 9:55 Director for Children's Services, Dudley Council: Catherine Driscoll
- 10:05 Chief Nursing Officer, Black Country and West Birmingham CCG and  
Black Country and West Birmingham ICS Lead Nurse:  
Sally Roberts - *Pre-recorded*
- 10:10 Service Director -Early Help, Schools & SEND, Dudley Council: Helen Ellis  
and Scott Jones
- 10:20 Break
- 10:25 Develop our Culture and Practice Kaye Pedley and Paul Townsend

# Today

- 10:35 Build our capacity; Help even earlier - *Pre-recorded*
- 10:45 Make Better Use of Information - *Pre-recorded*
- 10:55 The Family Experience - *Pre-recorded*
- 11:05 Break
- 11:10 Focus on Priority Areas - Sally Cornfield
- 11:20 The Importance of Early Help in Safeguarding - Vicky Buchanan (Independent Scrutineer, DSPBB) *Pre-recorded*
- 11:25 Close – Councillor Ruth Buttery

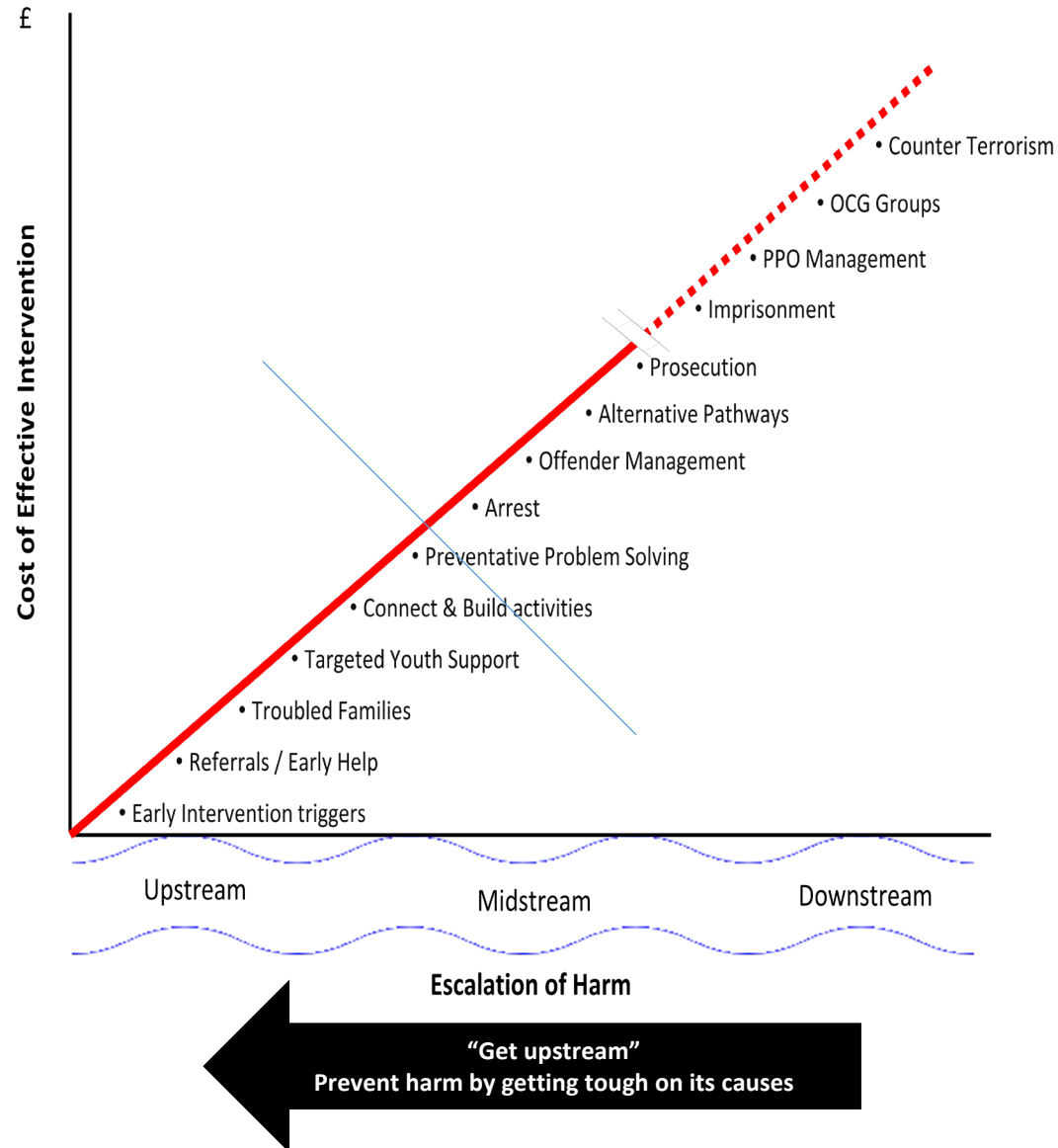
# Chief Superintendent Kim Madill Dudley Borough Commander

## Early Help West Midlands Police





# What is the Role of Neighbourhood Policing in Dudley?



# What is the service offer of Neighbourhood Policing ?



**Prevent harm** at the earliest possible opportunity



**Reduce demand** through early intervention and preventative problem solving



**Prevent reoffending** through consistent, effective Offender Management



**Activate citizens and mobilise communities** to build community resilience



**Increase delivery with partners** to reduce harm through early intervention



**Increase public confidence** via focussed and smart approaches to understanding public need which informs our response and builds on trust & legitimacy

## Increase of Police Officers to Dudley Neighbourhood Policing Unit



- 5 additional officers dedicated to Early Help roles will join Dudley in July 2022
- As part of our Neighbourhood Partnership Team they will be aligned to each of the 5 borough Early Help clusters (Brierley Hill, Halesowen, Stourbridge, Dudley North and Dudley Central)
- Trained prior to arrival, but will need local onboarding with partners in the clusters thereafter to share details of our local Early Help Model & Strategy

# Early Help – Dudley Council

Catherine Driscoll  
Director of Children's Services

# Early Help – Health

Sally Roberts

Chief Nursing Officer, Black Country and West Birmingham  
CCG and Black Country and West Birmingham ICS Lead Nurse

Sally Roberts

<https://www.youtube.com/watch?v=C-BQqQTmtaE>



# Next Steps

Helen Ellis

Service Director - Early Help, Schools & SEND

Scott Jones

Head of Service, Family Solutions

# Our vision for Early Help in Dudley

## The right approach

- Friendly, reassuring, down to earth conversations, self-serve ethos

## In the right place

- We are all alert and willing to offer Early Help where our children and families go day to day

## At the right time

- Help at an early stage of a problem or early in a child's life.



# Five pillars

- Develop our culture and practice
- Build our capacity – help even earlier
- Make better use of information
- The family experience
- Focus on priority areas

# Develop our culture and practice

- The steering group will hold all partners to account for their contributions to Early Help, ensuring all agencies make proportionate
- We will ensure there is good and consistent understanding of thresholds by all practitioners, to ensure families across the borough get the help they need
- We will ensure all agencies who work with children young people and their families include Early Help in induction of new staff, and will require all partners to report progress to the steering group
- We will clarify our governance arrangements to maximise our strategic capacity and oversight to drive this work forward
- We will ensure there is clarity about who can and should act as a lead professional, and what this means

# Build our capacity – help even earlier

- We will support the roll out of Cluster Connect across the borough
- We will develop a Volunteers Strategy and Action Plan to increase our Early Help workforce
- We will seek the support of our community workforce to help families whose needs are at level 2 on the continuum to prevent issues escalating
- We will seek to pool financial resources across the partnership to increase our enabler workforce

# Make better use of information

- We will develop a borough wide performance management and outcomes-based quality assurance framework
- Commissioners and Service Leaders across the partnership will use performance reports to hold services to account for the delivery of Early Help and will report to the Steering Group how they are making a difference
- We will seek to find better IT solutions to our partnership working and will work to identify systems which talk to each other to ensure work is seamless
- We will create an online portal for partners to submit Early Help Assessments, check on progress of an assessment or delegate work to colleagues

# The family experience

- We will make sure that information about the support services which are available to children, young people and families is available in an accessible and easy to navigate form, so that more families can self-serve
- We will make our pledge to families meaningful in our day-to-day practice, and in particular through use in reviews and evaluations
- We will develop an engagement strategy to ensure all families understand what early help is and how to access it – reassuring families about the approach
- We will use feedback from families to inform everything we do
- We will work on ways to build on family strengths and resilience in our work, rather than focusing on deficits

# Focus on priority areas

## Focussing on Early Years

- In phases over 3 years, starting with our approach to the child's first 1001 days by working nationally with the Early Intervention Foundation & Early Years Transformation Academy

## Focussing on school readiness

- to ensure our children get the best start in life. Making sure all children can benefit from education and will focus on inclusion, supporting all children to reach their full potential, accessing mainstream education where possible

# Our pledge to children, young people and their families

- We will make every contact count
- We will listen to you and not judge you
- We will “work with” you and not “do to you”
- We will give you one point of contact
- Our assessments and plans will be uncomplicated and robust
- We will take care of your information
- We won't pass the buck

# Break (5 minutes)

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## Coming up...

- Develop our Culture and Practice
- Build our capacity; Help even earlier
- Make Better Use of Information





# Develop our Culture and Practice

Kaye Pedley – Senior Early Help Enabler

Paul Townsend – Senior Inclusion and Safeguarding Lead  
Dudley Academies Trust

The steering group will hold all partners to account for their contributions to Early Help, ensuring all agencies make proportionate contributions and fulfil their responsibilities.

## What are the outcomes for Education?



**Education are represented and play an active part within the Early Help Steering Group.**

**Early Help Assessment process reviewed through workshops attended by Education.**

**Strategic planning included the voice of Education and other partner agencies.**

We will ensure there is good and consistent understanding of thresholds by all practitioners, to ensure families across the borough get the help they need.

## What are the outcomes for Education?



**Early Help Assessment Audits conducted monthly.**

**Education support through quality assurance checks for Early Help Assessments.**

**Best practice identified and shared during Education forums.**

**Early Help Enablers provide support and guidance to individual providers.**



**Dudley Health & Wellbeing**

Longer, safer, healthier lives for all

We will ensure all agencies who work with children young people and their families include Early Help in induction of new staff, and will require all partners to report progress to the steering group.

## What are the outcomes for Education?

**Safeguarding in Education training provided to all staff both teaching and non-teaching.**



**Safeguarding training includes Early Help information, processes and procedures.**

**The need for identifying needs at the earliest possible stage is clear in Safeguarding policies within each school/academy.**



**Dudley Health & Wellbeing**

Longer, safer, healthier lives for all

We will clarify our governance arrangements to maximise our strategic capacity and oversight to drive this work forward.

## What are the outcomes for Education?

Dudley Teenage Pregnancy Support Services provided support to Education in Dudley through a direct referral route.

The service was closed in 2019 and no replacement service identified.

Early Help facilitated a multi-agency strategic working group to formulate the new Teenage Pregnancy Pathway.

New focus on Early Years and supporting children to reach their full potential through positive outcomes.

We will ensure there is clarity about who can and should act as a lead professional, and what this means.

## What are the outcomes for Education?

Education staff felt that they were often expected to be Lead Professional if they completed the assessment.

This was reflected in a reduction of the number of Early Help Assessments being completed.

Strategic changes implemented to ensure that the family were at the centre of identifying the Lead Professional.

Electronic referrals and management system accessible to Education staff.



# What are the outcomes for Education?

Everyone in Education understands their responsibilities in keeping children safe. Identifying the need is just the start.

The new Threshold document 2021 clearly identifies referral pathways.

Level 2 offers single need support for SEN, socialisation, NEAT, language and Communication and not reaching full educational potential.

Level 3 offers support with complex or multiple needs, including Exclusions, Truancy, Preventing Permanent Exclusions, Missing in Education and EHCP's.

# What are the outcomes for Education?

Early Help offers wider contextual safeguarding support. For Education it gives you access to agencies that will make a positive difference to the individual, the family, the school and the wider community.

Private Fostering, Radicalisation, Honour based abuse, Parent in Prison, Mental Health, Modern day slavery, Homelessness, Health concerns, substance use, domestic abuse, missing, young carers, youth violence and exploitation.

Early Help staff will coordinate the support and formulate a plan, holding external agencies to account.



# Build our capacity; help even earlier



## How Safe Families support Families

Safe Families recruit, train and support volunteers in the community to build relationships that bring hope to those in need.



Tam's Story <https://vimeo.com/545966647>



# Making better use of information

- Improve quality
- Hold each-other to account
  - Better IT solutions
- Improve outcomes for families

Make better use of information

<https://youtu.be/OlyOixqIBml>



# Dudley Early Help Strategy 2021-24

HELPING CHILDREN, YOUNG PEOPLE AND FAMILIES THRIVE



**Dudley Health & Wellbeing**

Longer, safer, healthier lives for all

# The Family Experience

- Information about support services is readily available
  - Help families self-serve
- Using family feedback to inform everything we do



# The Family Experience

<https://youtu.be/a9TzscytNy8>



# Break (5 minutes)

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## Coming up...

- Focus on priority areas
- Importance of Early Help in Safeguarding



# Focus on priority areas

Sally Cornfield

The first 1001 days - from conception and the first two years of a child's life is a significant and influential phase in development.





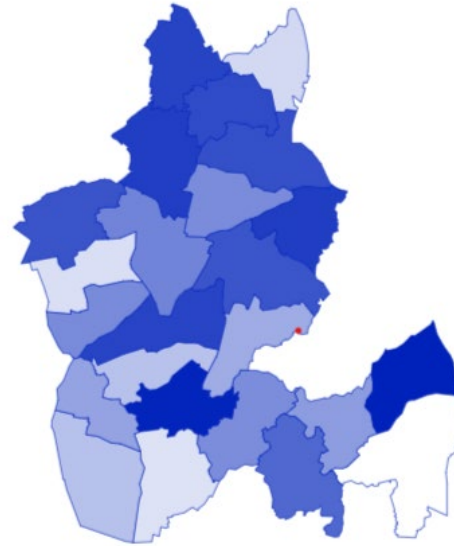
It sets the groundwork for children's emotional wellbeing, resilience and adaptability; the competencies they need to thrive.

Ensuring a good start in life is a shared goal for all parents, families and communities, as well as for the local organisations responsible for health, education, childcare and welfare

# Dudley in numbers...

- Infant mortality

Indicator by ward (darker is higher)

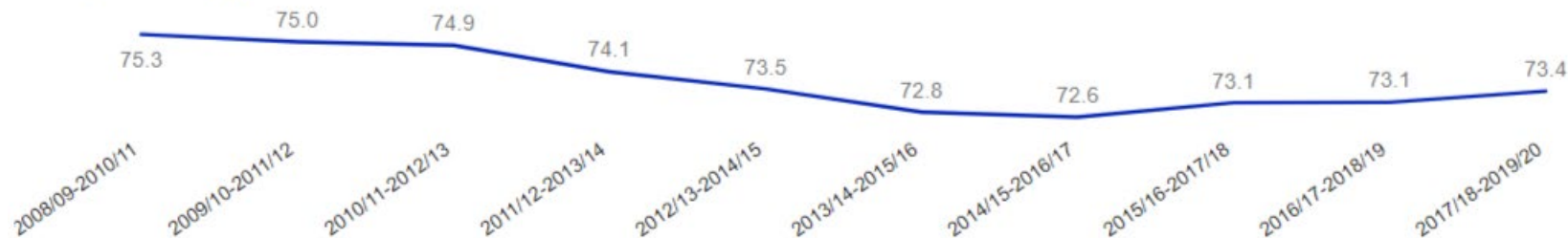


In Dudley the Infant mortality (10-year rate per 1,000 live births) for 2010-2019 was 4.46.

At 7.3, Halesowen North had the highest Ward value and was Infinity higher than Halesowen South, which had the lowest Ward value at 0.0.

- Obesity levels at reception (NCMP)

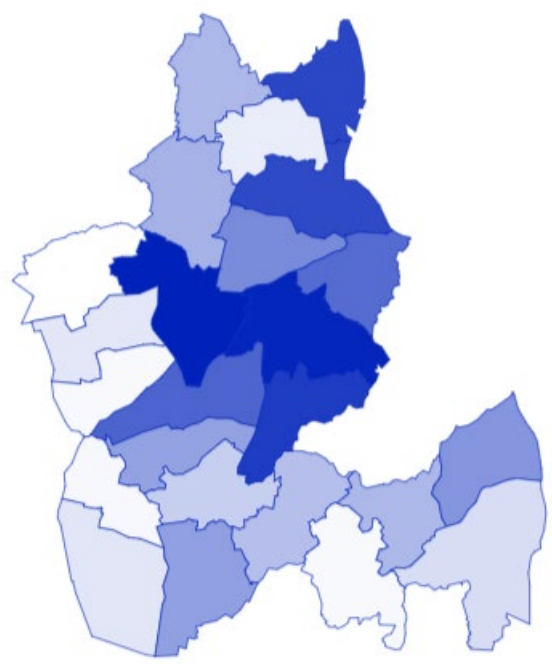
Dudley value by year



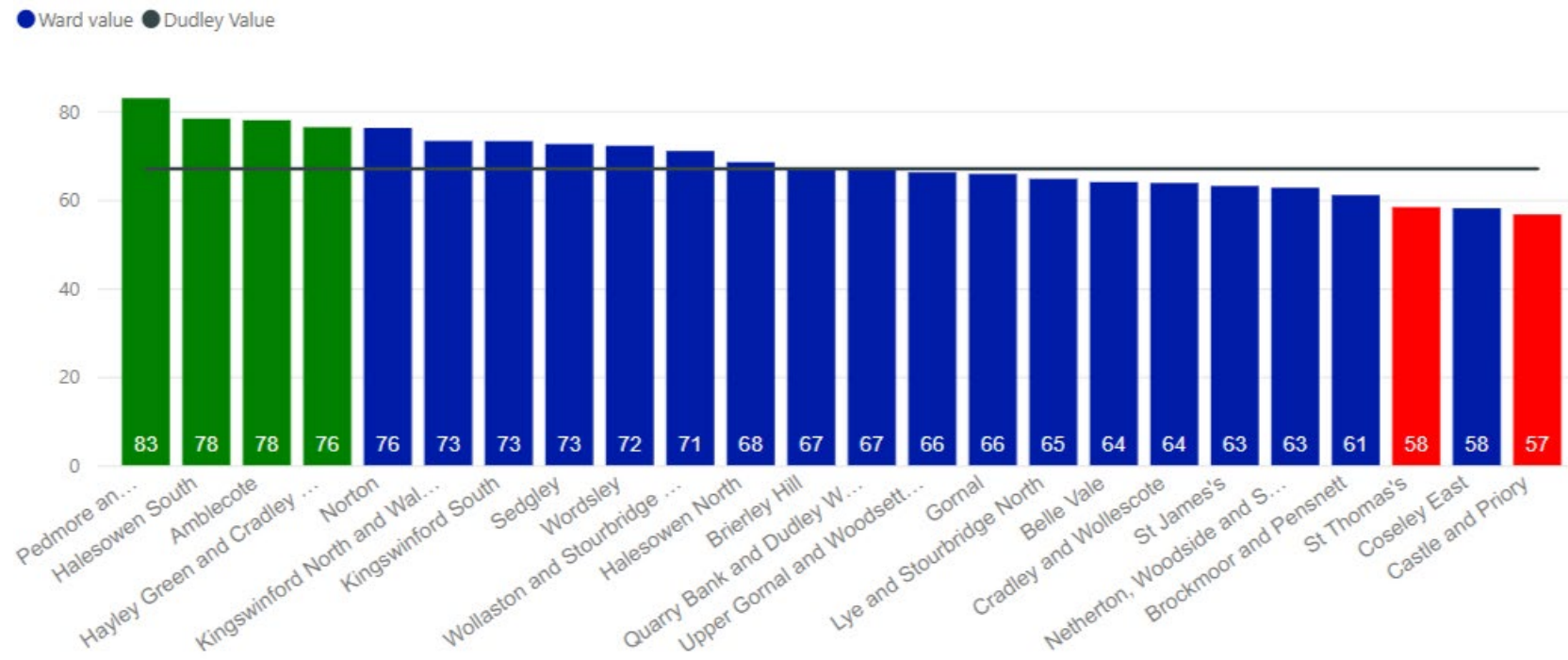
# School Readiness

In Dudley the School Readiness: The percentage of children achieving a good level of development at the end of reception for 2018/19 was 66.96.

Indicator by ward (darker is higher)



Indicator by ward compared to Dudley value (black line). Red means ward is significantly worse than Dudley, Green is significantly better.



# Smoking prevalence

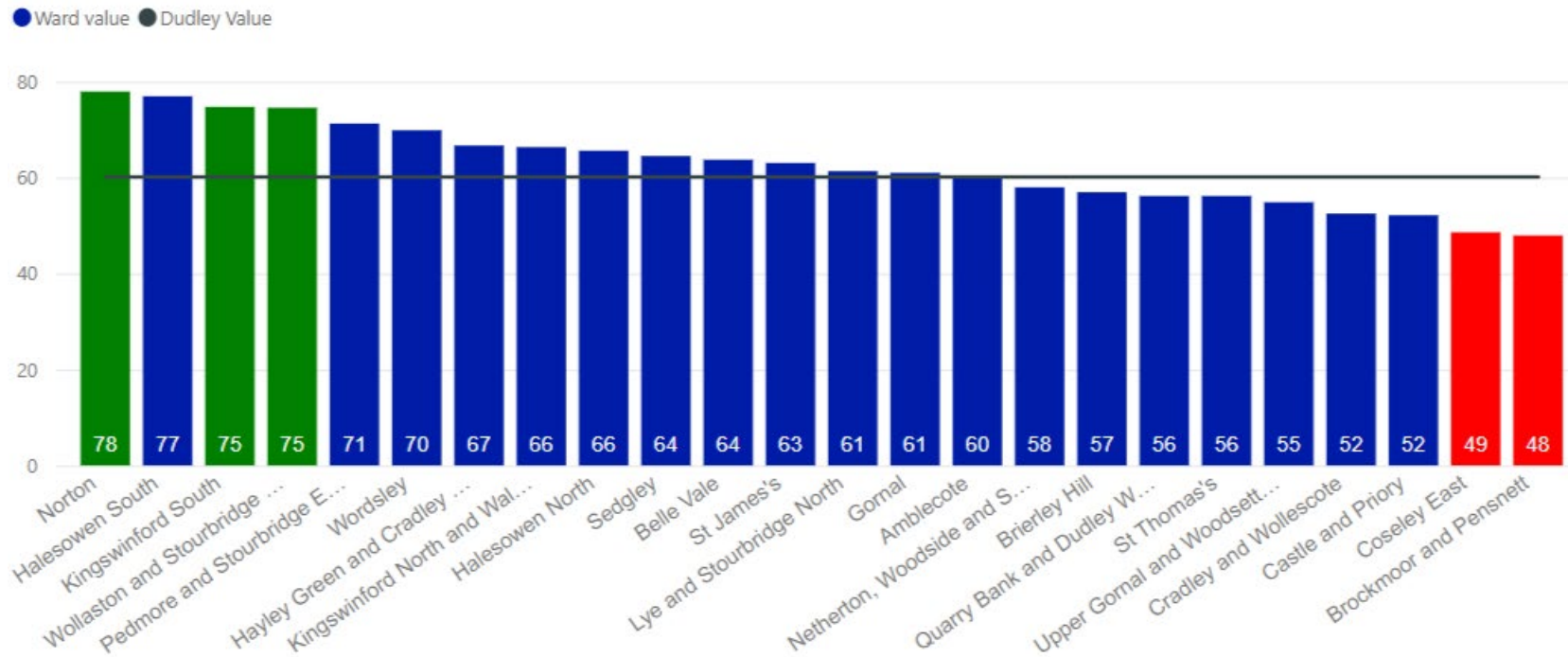
In Dudley the Mothers Smoking at Time of Delivery (%) for 2018/19 was 13.35.

At 21.9, Brockmoor and Pensnett had the highest Ward value and was 328.75% higher than Kingswinford North and Wall Heath, which had the lowest Ward value at 5.1.



# Breastfeeding 6-8 weeks

Indicator by ward compared to Dudley value (black line). Red means ward is significantly worse than Dudley, Green is significantly better.





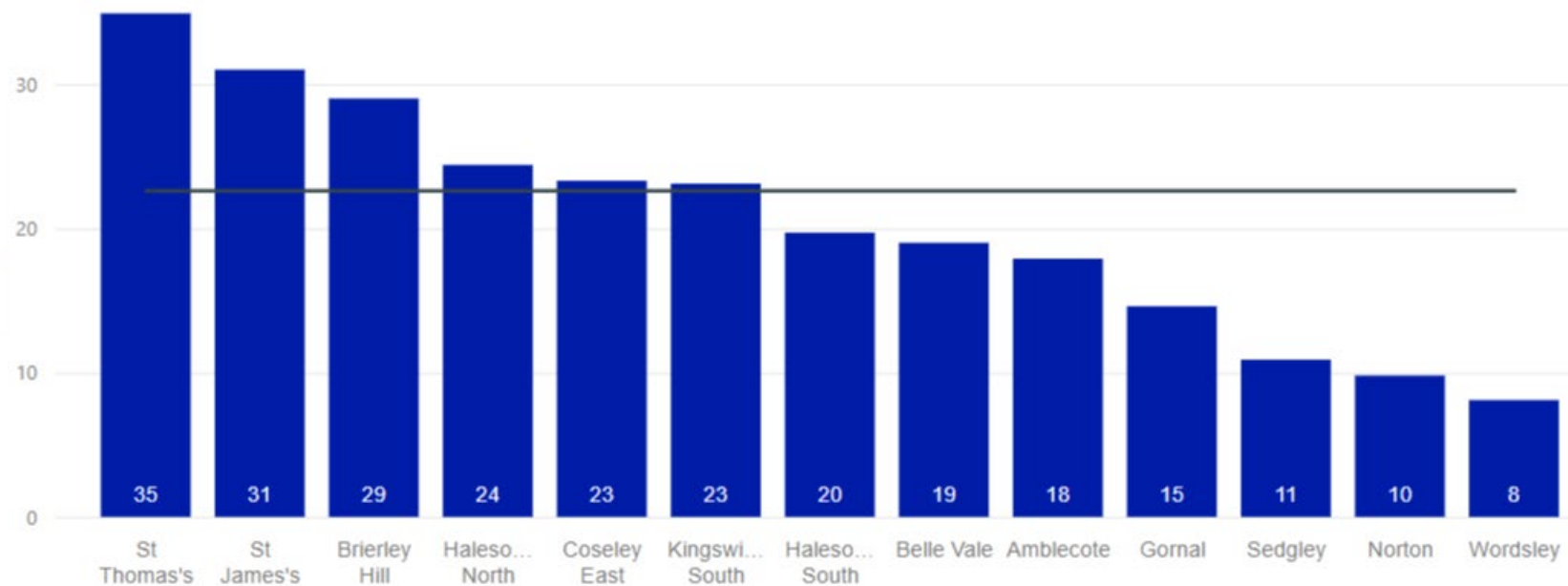
# Tooth Decay

In Dudley the 5 year olds with tooth decay experience (%) for 2019 was 22.60.

At 34.9, St Thomas's had the highest Ward value and was 330.86% higher than Wordsley, which had the lowest Ward value at 8.1.

Indicator by ward compared to Dudley value (black line). Red means ward is significantly worse than Dudley, Green is significantly better.

● Ward value ● Dudley Value



# Action Area 1: Leadership for change

Learning from the experiences of parents and carers; clear leadership and accountability at a local level; building the economic case for investment in the Start for Life (first 1001 days); and harnessing the support of families, volunteers and professionals to deliver the best start for life for Dudley children and families.

## Child Friendly Dudley

Dudley Council is working with partners, stakeholders, community groups, schools and residents to build a new 'Child Friendly Dudley'. As the borough emerges from lockdown, we are setting up the initiative to link people, groups and businesses together to create a brighter future for our children and young people.

We want to put the voices of the next generation at the heart of everything we do and hope to shape the way organisations operate in the future.

"We can only make this work by bringing everyone together and so we want your input. We want to hear from residents, children and the local community on what a Child Friendly Dudley could mean for them by being part of a short survey at [www.dudley.gov.uk/childfriendly](http://www.dudley.gov.uk/childfriendly)

As well as greater coordination of sport and recreation activities, help for new mums, support for schools in raising children's aspirations better and more diverse employment opportunities for young people who are taking their first steps into work or more safe spaces for children to play and be creative and free.

People can also make their own pledge to support the project when completing the survey. This could be something simple such as supporting a parent or child you know, volunteering at your local school or community group for just a few hours each month to something bigger such as organising apprenticeships or creating a local junior football side.

Councillor Ruth Buttery, cabinet member for children's services, said:

"As a mother and councillor, who has responsibility as a corporate parent to all children across the borough, I'm delighted to be launching Child Friendly Dudley.

"Child Friendly Dudley is all about bringing the whole community together to make a lasting difference to the lives of children and young people in Dudley borough."

"We are hugely grateful for the incredible work of businesses, community and faith groups, charities and individuals who have done so much during the pandemic."

"Together we will put the voices of the next generation at the heart of everything we do and we want to hear from residents, children and the local community on what a Child Friendly Dudley means to them."

"We are also hoping everyone will join us in making a pledge to do their part in building a brighter future. Actions big and small will make all the difference."

## Grass roots sport

Grass roots sports groups rely on the dedication and voluntary work of many people across Dudley borough.

The Halesowen Junior Football Club was established in 1880, when children from various scout groups in the Halesowen area formed a youth football team. It is now in its 141st season and with more than 100 volunteers, it is one of the largest youth development clubs in the area.

Bob Hickman, club secretary of Halesowen, the general secretary of the Southbridge and Districts Youth Football League pictured below with members of the Halesowen football team, said:

"We have 55 teams playing at a competitive level in the borough and we are very proud of the hundreds of young people and many volunteers who make our club a success."

"Sport is a great way to get active and increase fitness, but, more importantly, it brings our communities together and gives children a positive outlet for their energy. We have worked with families from all backgrounds and it is wonderful to see the children and young grandchildren of people who we coached as a child now joining our group."

"The SOFEL is one of the largest youth leagues in the country with more than 6,000 registered players aged from six to 18 and from all backgrounds."



IDEAS ALLIANCE BLACK COUNTRY AND WEST BIRMINGHAM Local Maternity and Neonatal System



<https://www.dudleyhealthandwellbeing.org.uk/1001days>

**Dudley Health & Wellbeing Board**

HOME | DUDLEY HEALTH & WELLBEING BOARD | ADULTS ALLIANCE | CHILDREN AND YOUNG PEOPLE | GOALS | HELP HUB

## The first 1001 days are crucial for a child's development

Ensuring Dudley babies' health and wellbeing in the first 1001 days will help give them the best start in life, and help Dudley communities to have



## Dudley Early Help Strategy 2021-2024

PLAN ON A PAGE – HELPING CHILDREN, YOUNG PEOPLE AND FAMILIES THRIVE

**OUR VISION**  
Working together to help Children, Young People and Families thrive

To make the vision a reality we will ensure we all provide:

**THE RIGHT APPROACH** - Friendly, reassuring, down to earth conversations and a self-serve ethos helping families to help themselves

**IN THE RIGHT PLACE** - All our partners are alert and willing to offer Early Help where children young people and families ordinarily go day to day

**AT THE RIGHT TIME** - Help at an early stage of the problem, or early in a child's life.

**1. DEVELOP OUR CULTURE AND PRACTICE**

The Early Help Steering Group will hold all partners to account for their contributions to Early Help

We will ensure there is good and consistent understanding of needs and thresholds

We will include Early Help in induction of new staff

We will clarify our governance arrangements

We will ensure there is clarity about who can and should act as a lead professional

**2. BUILD OUR CAPACITY – HELP EVEN EARLIER**

We will support the roll out of Cluster Connects across the borough

We will develop a Voluntary Strategy and Action Plan to increase our Early Help workforce

We will seek the support of our community workforce to prevent issues escalating

We will seek to pool financial resources across the partnership to increase our Early Help Enabler workforce

**3. MAKE BETTER USE OF INFORMATION**

We will develop a performance management and outcomes-based quality assurance framework commissioners and Service Leaders will use performance reports to hold services to account for the delivery of Early Help

We will seek to find better IT solutions to our partnership working

We will create an online portal for partners to submit Early Help Assessments, check on progress of an assessment or delegate work to colleagues

**4. THE FAMILY EXPERIENCE**

We will make sure that families can self-serve where possible

We will make our pledge to families meaningful in our day-to-day practice

We will develop an engagement strategy - reassuring families about the approach

We will use feedback from families to inform everything we do

We will work on ways to build on family strengths and resilience in our work

**5. FOCUS ON PRIORITY AREAS**

We will focus on children in the first 1000 days of their lives

We will focus on making sure all children can benefit from education and will focus on inclusion, in mainstream education where possible

**OUR PLEDGE**

- WE WILL MAKE EVERY CONTACT COUNT
- WE WILL LISTEN TO YOU AND NOT JUDGE YOU
- WE WILL WORK WITH YOU – AND NOT 'DO TO YOU'
- WE WILL GIVE YOU ONE POINT OF CONTACT
- OUR ASSESSMENTS AND PLANS WILL BE UNCOMPLICATED AND ROBUST
- WE WILL TAKE CARE OF YOUR INFORMATION
- WE WON'T PASS THE BUCK

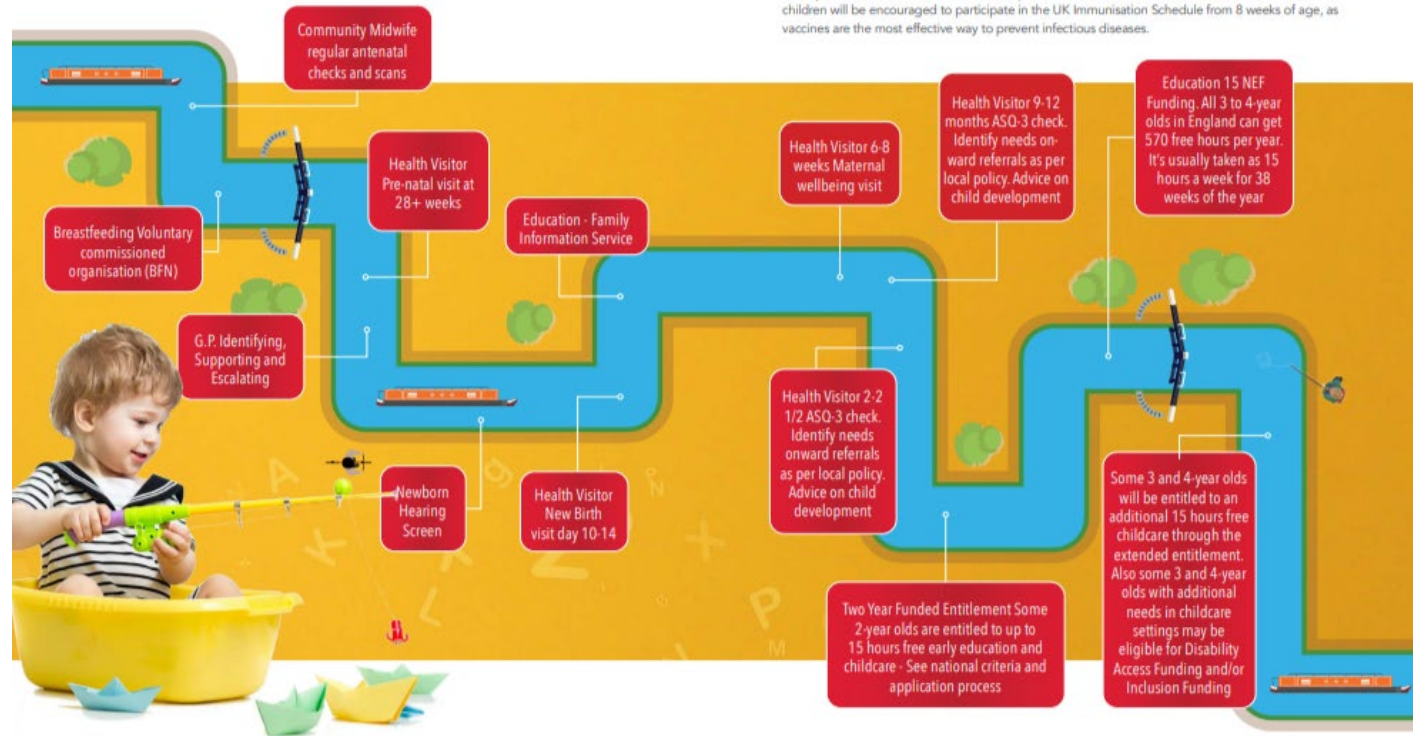
## Action Area 2: Seamless support for families

Working as a local system with key stakeholders and other local partners, the Local Authority and NHS should pull together a coherent and joined up first 1001 days offer and make it clearly available. The offer should explain clearly to parents and carers what services they are entitled to and how they can access them and ensure are codesigned with parents and carers.



[https://youtu.be/sS3Ipl\\_uOoo](https://youtu.be/sS3Ipl_uOoo)

## The child's journey from conception to five



A child's journey begins at conception and continues late into the teenage years. The antenatal period and early years are critical, because this is the period of rapid growth and development, both physically and intellectually, and the foundations for lifelong health and wellbeing being established.

The following diagram shows the health care and development assessments for children from conception to five. It also shows when early education could be accessed. In addition to these children will be encouraged to participate in the UK Immunisation Schedule from 8 weeks of age, as vaccines are the most effective way to prevent infectious diseases.



## Action Area 3: A welcoming Hub for the family

Championing Family Hubs as a place where parents and carers can access services (this priority can only be delivered with adequate resources being made available to local authorities).



## Anna Freud National Centre for Children and Families



<https://www.dudleyparents.co.uk/home>

### Dudley Triple P Online



Positive Parenting Programme

GET STARTED AGES 2-10

GET STARTED AGES 11-16

### Solihull Approach



Understanding Your Child Online

GET STARTED

#### What is Triple P?

Triple P is a parenting programme, but it doesn't tell you how to be a parent. It's a toolbox of ideas and strategies for you to choose from as you know your children best and it's all about making Triple P work for you and your family.

It has a strong evidence base, with parents/carers worldwide reporting improved mental health and better relationships with children/partners.

**You can access the programme for children aged 2-10 years or the TEEN programme if you have children aged 11-16 years**

Triple P helps you:

- Raise happy, confident kids
- Manage misbehaviour so everyone in the family enjoys life more
- Set rules and routines that everyone respects and follows
- Encourage behaviour you like
- Take care of yourself as a parent
- Feel confident and less stressed

#### What is Solihull Approach?

The Solihull Approach online course is a well-established and trusted way of understanding more about your child. These courses cover from conception up to 19 years.

It is for mums, dads, grandparents, or anyone around your child. Parents often say they feel calmer, more confident and have a better relationship with their child/ren.

The courses were developed in partnership with the NHS, front line workers and parents.

Any costs mentioned within the information will not apply for Dudley residents. Please use the word CASTLE to access the courses free of charge.

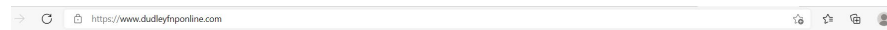
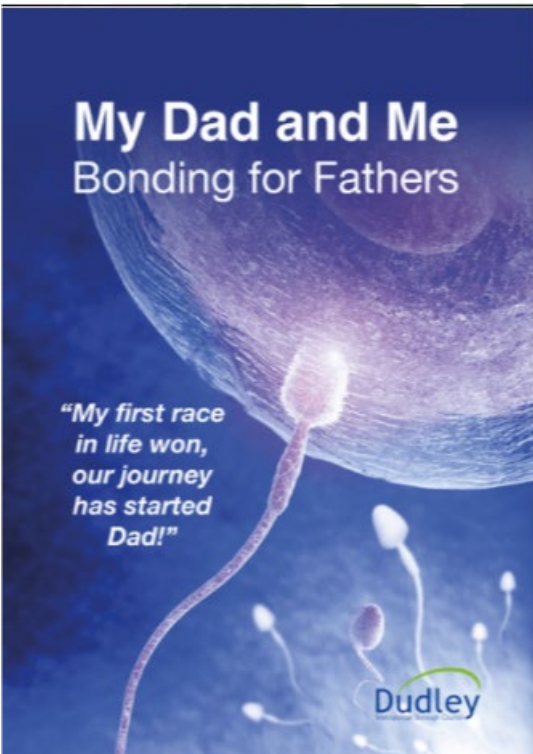
There is a different course for a variety of needs. The following can be accessed below:

- The antenatal course 'Understanding pregnancy, labour, birth and your baby'; The postnatal course 'Understanding your baby'
- Courses for parents 'Understanding your child' (0-19 years, main course)
- 'Understanding your child with additional needs' (0-19 years, main course) and short courses



## Action Area 4: The information families need when they need it

How digital, virtual and telephone services will be designed around the needs of babies, parents and carers. Underpinned by the action area 2 priority - Embed Community Centred approaches in the first 1001 days plan.



### From bump to two



Pregnancy

For Moms and Dads To Be

Learn More



Infancy

Your First Year

Learn More



Toddler

Toddler Fun!

Learn More



Dads

Advice and Support

Learn More



# KNOW MORE about sofa sleeping with your baby

The safest place for baby to sleep is in a cot in your room for at least the first 6 months

**NEVER** sleep on a sofa or chair with a baby.

Your baby could suffocate and / or get trapped between you and the sofa, or your baby could fall off the sofa

**Local babies have died this way.**

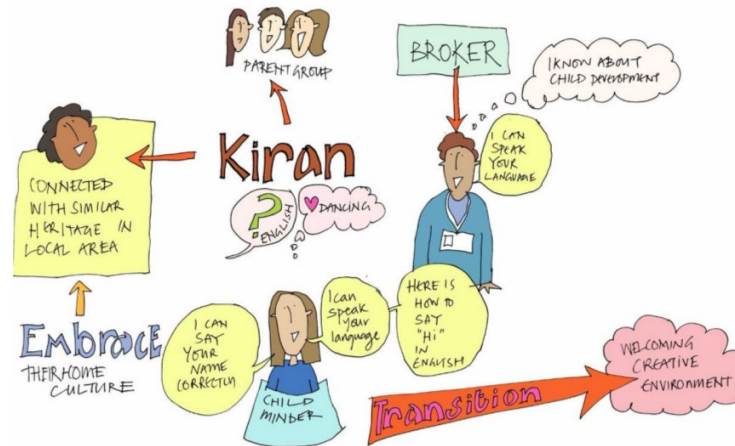
Keeping babies safer in the Black Country designed and developed by Dudley Council Public Health endorsed by Black Country CDOP

For more information go to <https://www.lullabytrust.org.uk/>



# Action Area 5: An empowered workforce

Building skills across the early years workforce, strengthening continuity of care and developing a modern workforce that can better meet the needs of all families.



## 2 – 2.5 Year Integrated Review

### Information Leaflet



## 0-19 Transformation Partnership Vision

To work together with communities in Dudley to provide support for children & young people to be happy, healthy, safe and reach their full potential.



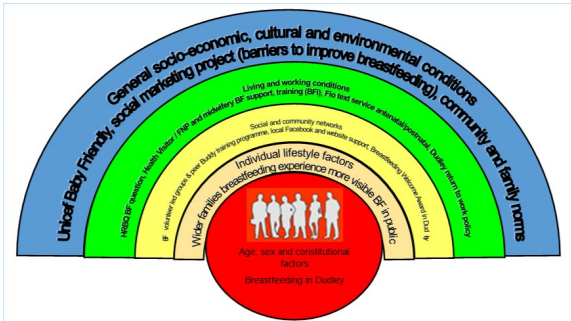
In partnership with

# NSPCC

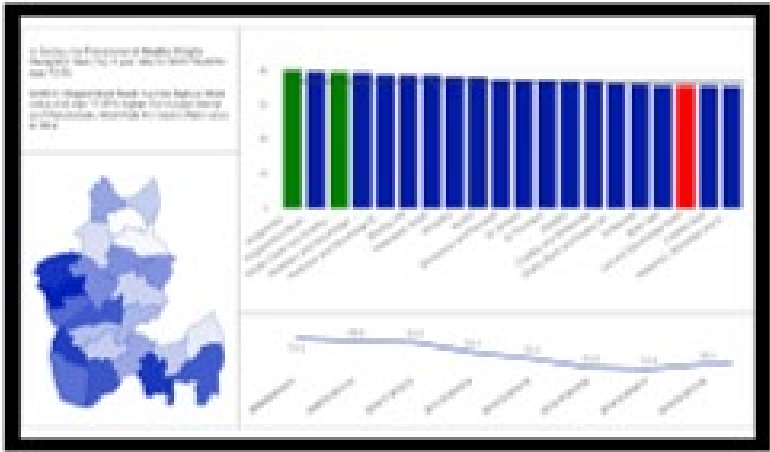


# Action Area 6: Continually improving the first 1001 days offer

Improving the quality and relevance of data collections; ensuring clear evaluation of 'what works' to implement best practice



## Children's 0-5 Years Dashboard



Posted on 4th August 2021 by newsadmin

# Future Plans/Developments

- Five to Thrive (training 22/3/22)
- Child Friendly Dudley
- COC Qualitative Evaluation
- School Readiness Strategy
- Birth Registration
- 0-19 Integration
- Inequalities (NCMP) deep dive
- Early Language Identification Measure pilot





# The importance of Early Help in Safeguarding

Vicky Buchanan - Independent Scrutineer, DSPBB

Vicky Buchanan - Independent Scrutineer, DSPBB

<https://youtu.be/Rg87IzHCtbE>



# Thank you for attending

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## Councillor Ruth Buttery Cabinet Member for Children's Services

- Dudley Health and Wellbeing Board - <https://www.dudleyhealthandwellbeing.org.uk/earlyhelpstrategy>
- Event feedback - <https://www.surveymonkey.co.uk/r/DudleyEarlyHelpStrategy>
- Safe Families - Tam's Story <https://vimeo.com/545966647>  
Mandy's Story- <https://youtu.be/OXvIbPNfwSQ>
- The Family Experience - <https://youtu.be/a9TzscytNy8>
- Make better use of information - <https://youtu.be/OIyOixqIBml>