

# Workshop G

## How to apply the evidence in Practice?

### Local early years systems



Ben Lewing, Implementation Advisor, Early Intervention Foundation  
(Chair)

Gill Thornton, Programme Manager, Better Start Bradford,  
Bradford Trident

Sally Bridges, Programme Coordinator, Better Start Bradford Innovation  
Hub, Born in Bradford



# Opening remarks from the chair

Ben Lewing,  
Implementation Advisor,  
Early Intervention  
Foundation

#EIFEarlyYears  
@theEIFoundation  
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Gill Thornton,  
Programme Manager,  
Better Start Bradford,  
Bradford Trident



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# Better Start Bradford

**USING LEARNING TO IMPROVE OUTCOMES AND  
REDUCE INEQUALITIES FOR PREGNANT WOMEN AND  
YOUNG CHILDREN; ENSURING EVERY CHILD HAS THE  
BEST START IN LIFE**

# Enhancing the life chances of children through partnership working and building a community of influence

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- Better Start Bradford – the story so far
- How we are aiming to make it work?
- What will we be doing?
- Effective implementation with robust evaluation
- Collaboration leading to change – partners and the community
- Learning Together – sharing the lessons



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Trust



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# Better Start Bradford

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- A successful £49 million, 10 year Big Lottery Fund bid led by Bradford Trident.
- Intensive partnership work between Bradford Trident, **Children's Services** and **Public Health** in the Council, the Police, CCGs, NHS providers, VCS organisations, elected members and families
- Wards: Little Horton, Bradford Moor and Bowling and Barkerend.
- Outcomes: social and emotional development, communication and language development and nutrition
- For pregnant women, children aged 0-3 and their families



# Key messages: Better Start Bradford

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This is a transformational programme, rethinking how we work together to enrich aspirations and improve the life chances of children in Bradford.

- Parent and community involvement at all levels
- Bradford's babies are everybody's business: community of influence
- Early intervention and prevention: the importance of pregnancy
- Learning from what works: evidence, science, evaluation and effective implementation

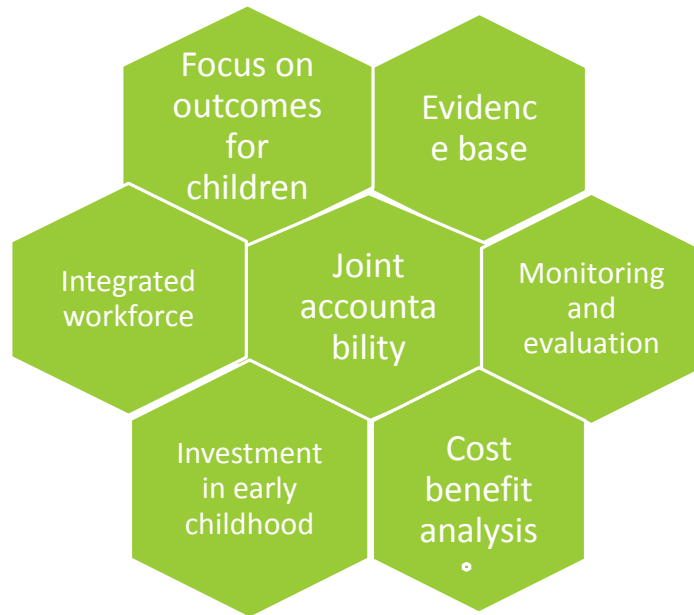




# BSB Model

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## Our approach



- Integrated services
- Changing Expectations and Behaviour
- Investing in Prevention and Early Intervention
- Enabling Community Leadership - leads to the co-design and co-production of public value
- Reducing Inequalities
- Detailed monitoring and evaluation
- Measuring cost effectiveness and social value



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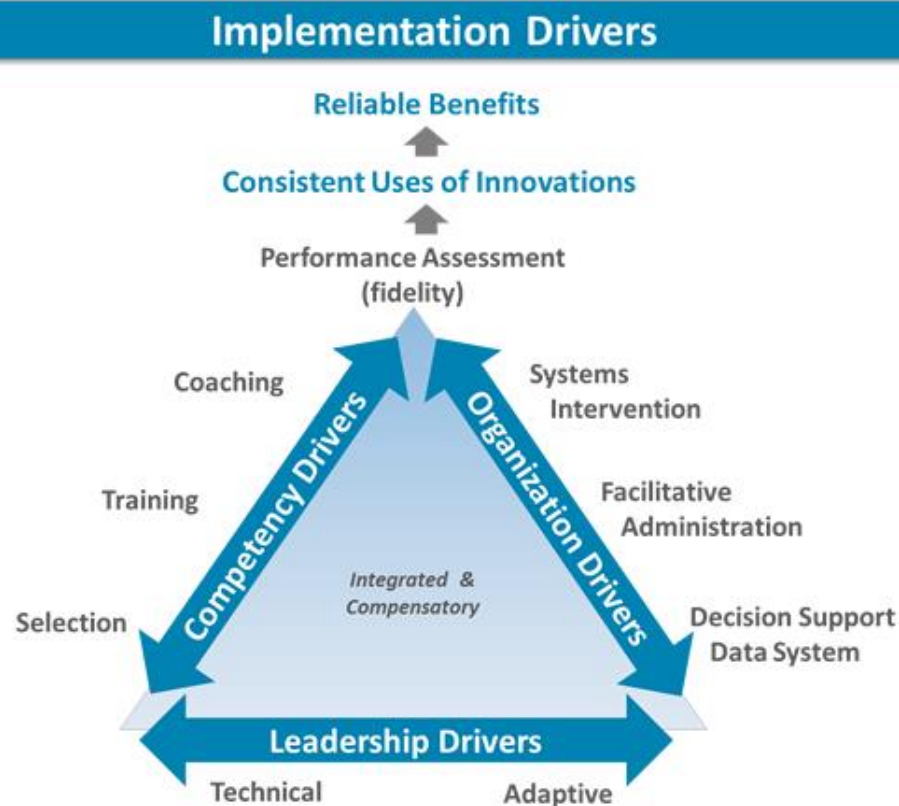
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# Our approach to effective implementation



## How does this work for Better Start Bradford?

- Collaborating in creating change
- Influencing practice
- Influencing strategy
- Move to integrated working
- Understanding what works
- Developing solutions together
- Tackling reach, parental involvement and barriers to behaviour change



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# Robust evaluation

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- Innovation Hub hosted by Born in Bradford as evaluation partner
- New cohort – BiBBS
- Detailed service design and evaluation plan for every project – involving parents and community voices
- Regular monitoring and evaluation of implementation as well as outcomes
- External support:
  - Big Lottery Development Project – communities of practice
  - Warwick Consortium – Outcomes and implementation
  - Ecorys
  - LSE – Preventonomics and Common Outcomes



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# Community involvement at all levels

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**Governance** – Community led Partnership and involvement in all governance structures including Innovation Hub

**Programme development** –working together to understand reach and pull factors

**Volunteering** – well-developed volunteering standards and support for projects gives real opportunities for involvement at this level

**Consultative** – hundreds of people at numerous events and places – helping to build the bid and support the aims of the programme

**Learning** –events for practitioners, parents and community together

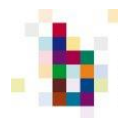
**Co-design and co-production** – beginning with strategy, user involvement and community champions - leading to real shared design/delivery of projects



# The value of partnership

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- The only way to create real change and sustainability
- Facilitative context to allow for innovation and scaling up to be supported
- Shared commitment to aims of the programme
- Opportunities to share learning and influence decisions



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# Learning from our Programme

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## On a local level

- What works for Better Start Bradford families and communities
- What, when and how to scale that up across the district
- How to introduce new ways of working and get buy-in from stakeholders
- Families and community leading change
- New cohort study for Better Start outcomes

## On a national level

- Cutting edge knowledge on what works for 0-3s
- Sharing experience of real community/family involvement
- Understanding new ideas on implementation from our local and national learning
- The long-term value of investment in early intervention and prevention



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# Plans looking ahead

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- Getting better at meaningful parent/community involvement – need to have it there at the start – workstream on “community readiness”
- Working with the BiB Innovation Hub to measure the added value
- Working with local people to develop champions and leaders to promote the Better Start Bradford messages – helps the ideas become the “norm” and promotes behaviour change
- Continuing to build and share the learning
- Developing opportunities and processes to support innovation
- Developing system change outcome measures
- Thinking sustainability – a plan for every project



# Thank-you!

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Please keep your questions for after the group discussion

Gill Thornton,  
Programme Manager,  
Better Start Bradford



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# Thank-you

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Please join us at our Learning Together events and networking events and support our campaigns aimed at building understanding of the importance of the first years of life.

Keeping in touch: Gill Thornton, Better Start Bradford Programme Manager

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Sally Bridges,  
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Innovation Hub,  
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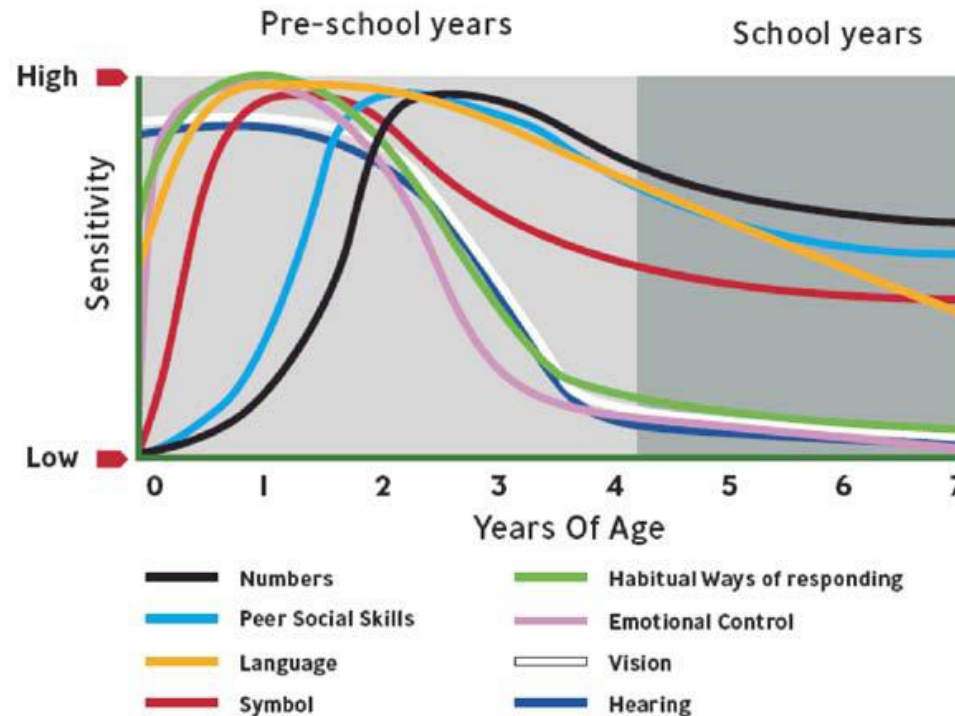
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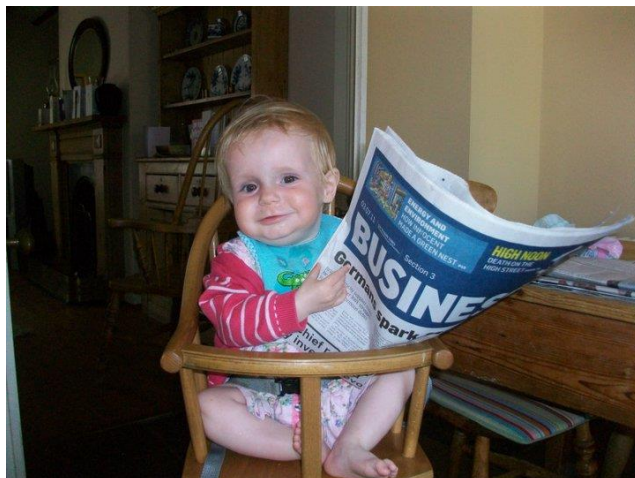
# The Better Start Bradford Innovation Hub: Evaluating the Impact of Early Life Interventions

# The importance of the Early Years



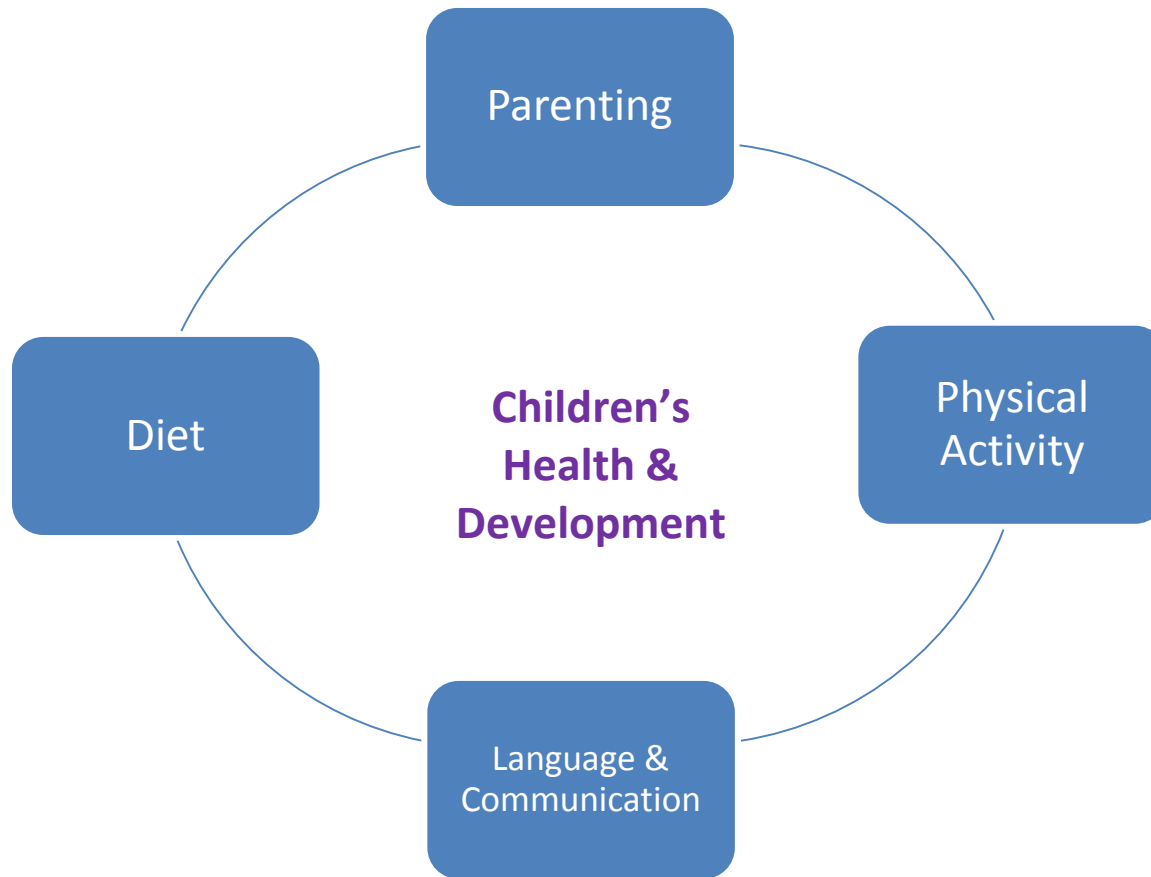
- Source: Graph developed by the Council for Early Child Development (Nash 1997; Early Years Study 1999; Shonkoff 2000) <http://www.councilecd.ca>
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# The importance of the Early Years

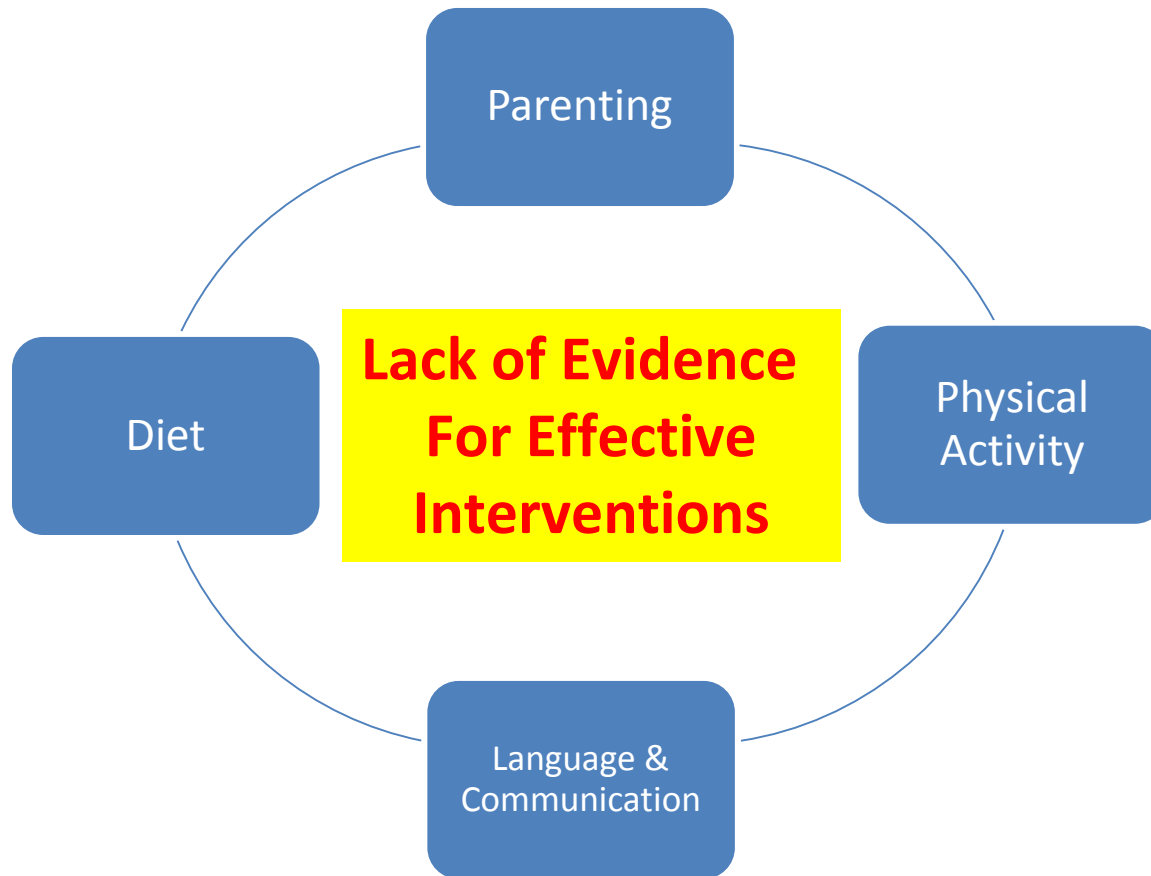


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# Early Interventions



# Early Interventions

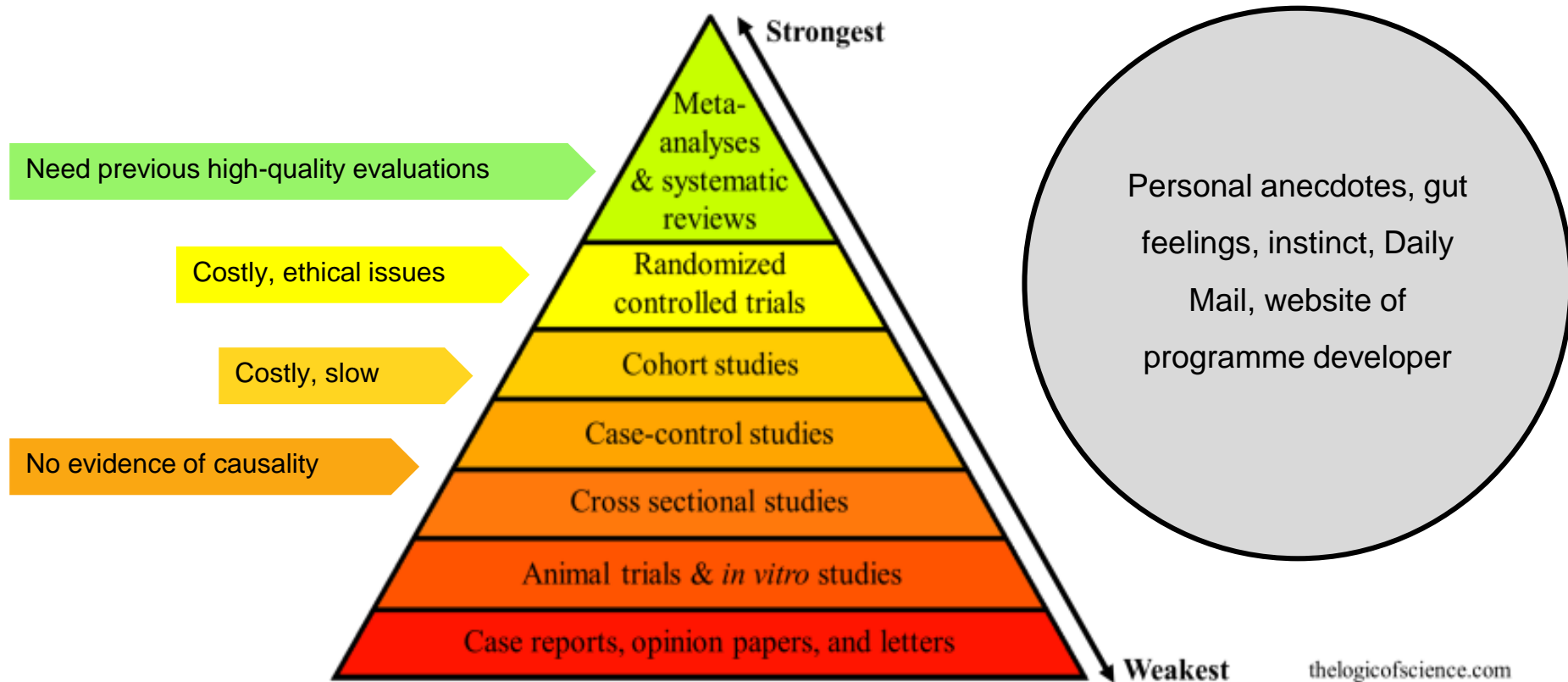




# Levels of Research Evidence

## Hierarchy of Scientific Evidence

## Not Scientific Evidence



# The Early Intervention Foundation evidence rating

Evidence or rationale for programme	Description of evidence	Description of programme	EIF rating	Recommendation for commissioner or provider
Multiple high-quality evaluations (RCT/QED) with consistently positive impact across populations and environments	Established	Consistently Effective	4	Take to scale (subject to local feasibility and appraisal)
Single high-quality evaluation (RCT/QED) with positive impact	Initial	Effective	3	Commission and evaluate
Lower-quality evaluation (not RCT or QED) showing better outcomes for programme participants	Formative	Potentially Effective	2	Pilot and evaluate rigorously
Logic model and testable features, but not current evidence of outcomes or impact	Non-existent	Theory-Based	1	Track performance and outcome measures
No logic model, testable features, or current evidence of outcomes or impact		Unspecified	0	Develop logic/measurement model
Evidence from at least one high-quality evaluation (RCT/QED) indicating null or negative impact	Negative	Ineffective / Harmful	–	Redesign / Avoid / Decommission
Programmes not yet rated, including those rated by evidence bodies whose standards are not yet mapped to the EIF standards, and submissions from providers or local areas of innovative or promising interventions	TBD	TBD	?	

# BETTER START BRADFORD INNOVATION HUB

## ORGANISATIONAL STRUCTURE

### BORN IN BRADFORD

DIRECTOR: Prof John Wright,  
PROGRAMME MANAGER: Dr Rosie McEachan  
RESEARCH ANALYTICS (LEAD: Dr Dan Mason)  
COMMUNITY TEAM (LEAD: Dagmar Waiblinger)

### BETTER START BRADFORD

DIRECTOR: Michaela Howell  
PROGRAMME MANAGER: Gill Thornton

### COLLABORATORS

CLARHC  
Yorkshire &  
Humber

Bradford  
Teaching  
Hospitals NHS  
Foundation  
Trust

University of  
Bradford

University of  
York

Leeds Beckett

University of  
Leeds

YHAHSN  
Improvement  
Academy

### THE BETTER START BRADFORD INNOVATION HUB

DIRECTOR: Prof Kate Pickett, DEPUTY-DIRECTOR: Dr Rosie McEachan

#### Core Team

Programme Manager: Dr Josie Dickerson, Principal RF: Dr Pippa Bird,  
Programme Coordinator: Sally Bridges, Social Epidemiology RF: Dr Noortje Uphoff,  
Database Manager: Alex Newsham, Data Analyst: Kathryn Willan, Research Administrator: Katie Swinden  
Statistical Epidemiologist: Dr Tiffany Yang

#### Work Streams

#### Social & Emotional Development

LEAD: Prof Tracey Bywater  
RF: Dr Abby Dunn

#### Communication & Language

LEAD: Dr Claudine Bowyer-Crane  
RF: Dr Dea Nielsen

#### Nutrition & Obesity

LEAD: Prof Pinki Sahota  
RF: Dr Sara Aherne

#### Cross-cutting Work Streams

#### Community Readiness & Engagement

LEAD: Prof Neil Small, RF: Mr Shahid Islam

#### Process and Fidelity

LEAD: Dr Maria Bryant, RF: Dr Nimarta Dharni

#### BiBBS Cohort

LEAD: Prof John Wright

#### Better Place

LEAD: Dr Rosie McEachan

### BSB THEMES

Bump Start  
your Baby

Babies &  
Bonding

Falling in  
Love with  
your Baby

Talking  
Together

Eat, Live,  
Love

Better Start  
Better Place

# Better Start Bradford Projects

## Babies

Evidence or rationale for programme	Description of evidence	Description of programme	EIF rating	Recommendation for commissioner or provider
Multiple high-quality evaluations (RCT/QED) with consistently positive impact across populations and environments	Established	Consistently Effective	4	Take to scale (subject to local feasibility and appraisal)
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pregnancy



birth



infant



childhood 1-3 years old

## Better Start Projects





**How can we improve the evidence base for early years interventions through BSB?**







**BORN IN BRADFORD'S BETTER START**

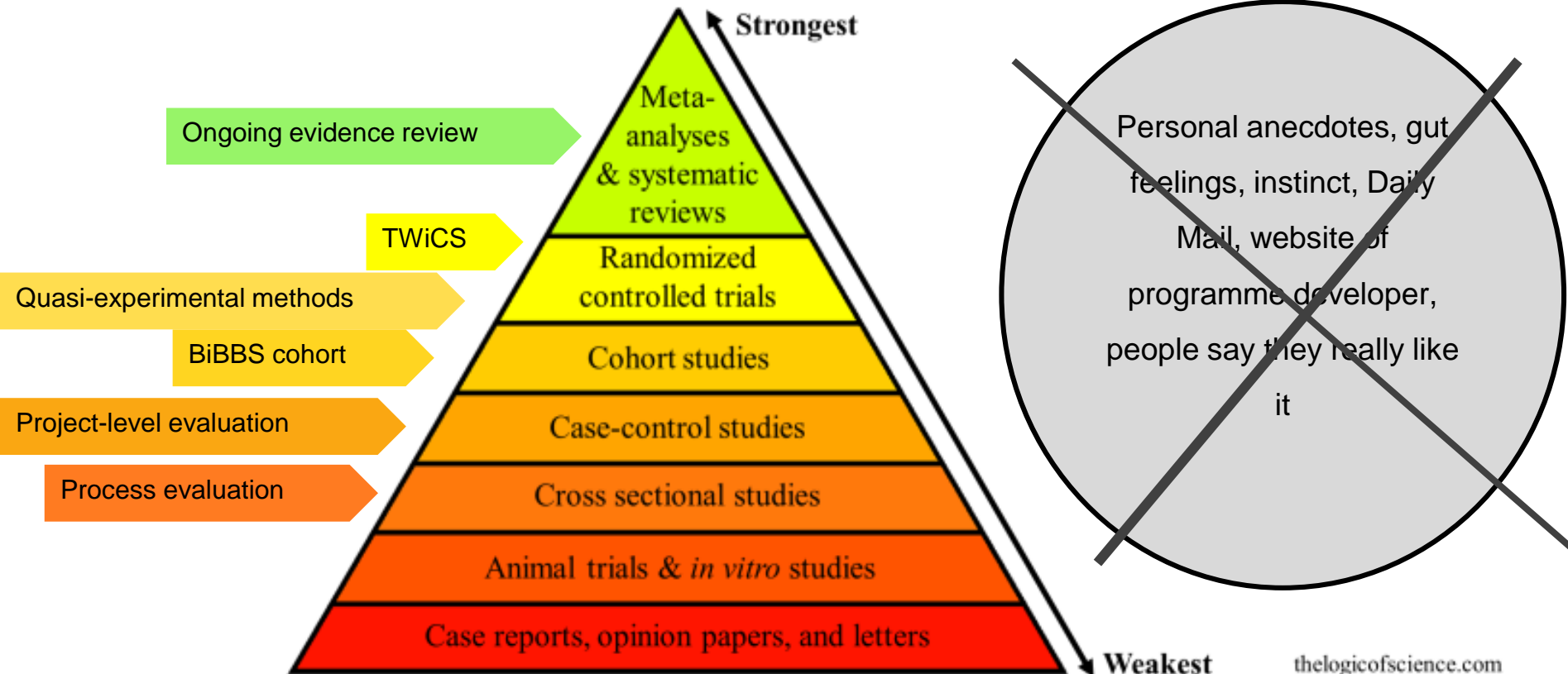


**The World's First Experimental Birth Cohort!**

# BiBBS Experimental Birth Cohort

## Hierarchy of Scientific Evidence

## Not Scientific Evidence







## BORN IN BRADFORD'S BETTER START

### Our target:

- 5,000 babies and their mums and mums' partners, over 5 years.
- Recruited in pregnancy, followed up using routinely collected information.



### Our progress:

Started 1<sup>st</sup> of January 2016

- 328 women
- 51 partners
- over 130 babies

# Your journey through our study

During your pregnancy, you join the study and complete a questionnaire. After that, you could choose to take part in any of this:

We collect information from Better Start Bradford projects you may take part in and other sources



## When your baby is born

- Measurements and samples (baby's arm and back, cord blood, mum's hair)

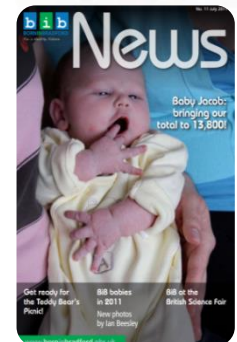
## In pregnancy

- Measurements and samples (height, weight, arm, vitamin levels, blood and urine)
- Questionnaire and measures taken of your partner (height, weight, waist, saliva)

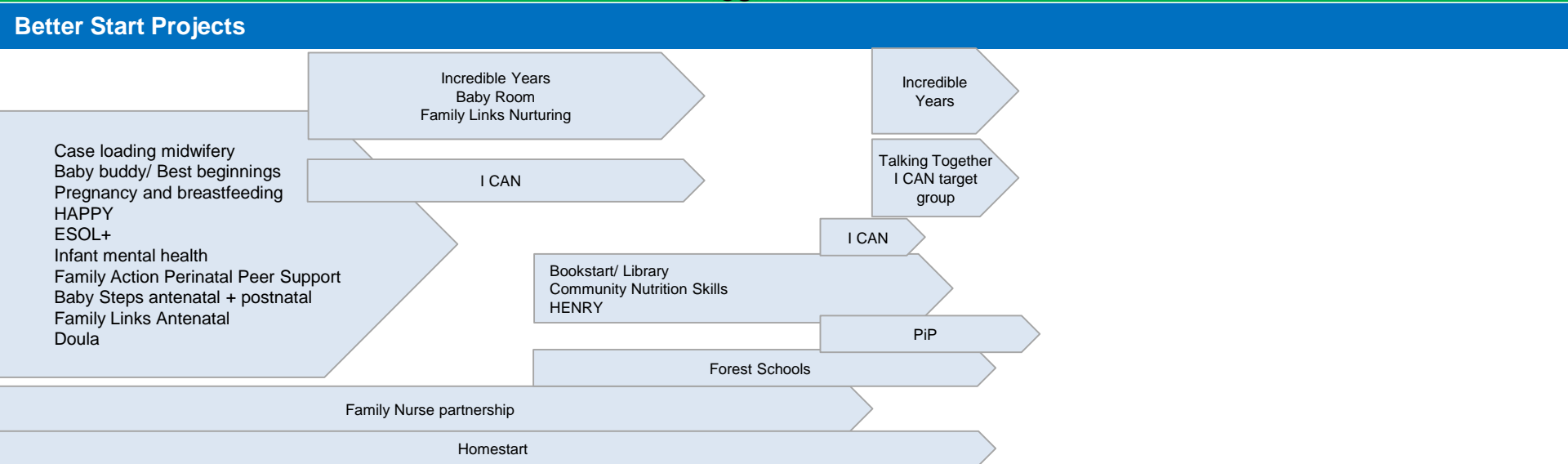
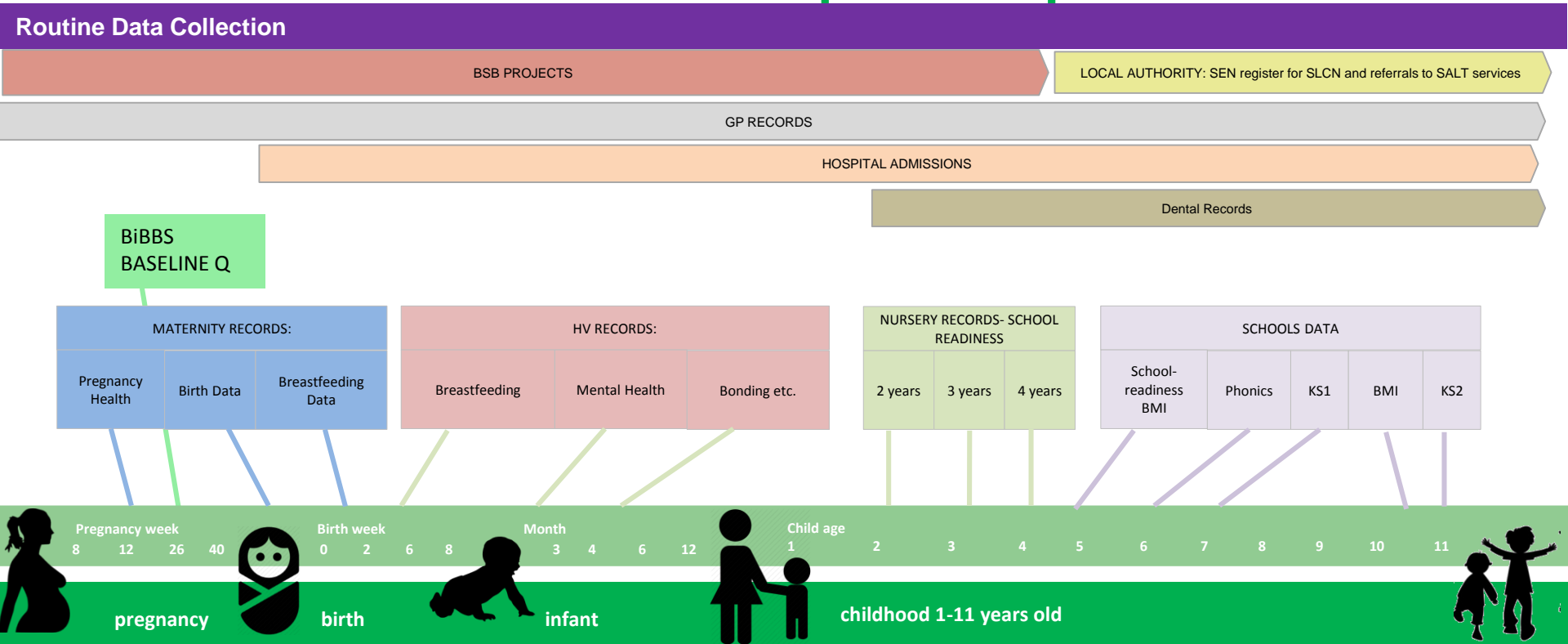


## As your baby grows up

- Join BiBBS events
- Keep in touch through social media
- Receive newsletters and birthday cards
- Take part in the Better Start Bradford projects
- You may be invited to take part in sub-studies



# Better Start timeline – pre- and post-natal



## Project evaluation



## Qualitative evaluation



## Stacked interventions



# Please keep your questions for after the group discussion



 @BSBIInnovation

 @BiBBSParents

 Born in Bradford's Better Start

 Sally.Bridges@bthft.nhs.uk





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# Group discussion

- How much influence does and should research evidence have on practice in this transformation area?
- What are the implications of the new evidence for service commissioning and delivery?
- What can evidence be designed to better inform local practice?



# Questions and comments from the floor with



Ben Lewing, Implementation Advisor, Early Intervention Foundation  
(Chair)

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Bradford Trident

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