

# Welcome!



Please be aware that some of the sessions are being recorded for sharing later.

We want people to participate but please use the 'raise hand' facility to ask questions and contribute when others are talking.

Please be considerate to others - together we want to create a safe, open and reflective space to learn.

You can turn on live captions on by clicking on the 3 dots at the top of your screen if you need this.

The link to the feedback form will be put in the chat.

Please do take the time to complete it after the session.

Thank you!



## Norfolk Family Hub and Start for Life approach – Nov 2023

- Family Hubs and Start for Life Programme
- Norfolk Family Hub approach overview
- Co – Working and Integration
- Development of Promotional Materials
- New service offers and how these will be delivered



# Family Hubs and Start for Life Programme





# Start for Life



Commissioned by the Prime Minister, and chaired by Rt Hon Andrea Leadsom MP, this vision was developed with input from families, professionals and academics.

**The best start for life: a vision for the 1,001 critical days'** starts with the needs of the baby and describes 6 action areas designed to help make things easier for busy parents and carers: seamless support for families: a coherent joined-up Start for Life offer available to all families

- a welcoming hub for families: family hubs as a place for families to access Start for Life services
- the information families need when they need it: designing digital, virtual and telephone offers around the needs of the family
- an empowered Start for Life workforce: developing a modern skilled workforce to meet the changing needs of families
- continually improving the Start for Life offer: improving data, evaluation, outcomes and proportionate inspection
- leadership for change: ensuring local and national accountability and building the economic case

**Two is too late!** We spend billions on challenges in society from lack of school readiness to bullying to poor mental health to addictions and criminality; and further billions on conditions such as obesity, diabetes, and congenital heart disease. Yet, the building blocks for lifelong emotional and physical health are laid down in the period **from conception to the age of two** and we don't give this critical period the focus it deserves. Prevention isn't only kinder, but it's also much cheaper than cure – what happens to an infant in the 1,001 critical days is all about prevention, and a strong, supportive policy framework in this area can truly change our society for the better, while saving billions for taxpayers



HM Government

## The Best Start for Life

A Vision for the 1,001 Critical Days

The Early Years Healthy Development Review Report



# What is the Start for Life and Family Hubs Programme



- Norfolk has been selected as one of 75 local authority areas to partake in the government's Start for Life and Family Hubs programme (2022-25)
- We will receive around £6m of time limited funding to build on and further develop our prevention and early help services for families with children and young people up to the age of 19 (25 SEND)
- **The majority of the funding is provided to develop core Start for Life services:**
  - Parenting support for parents and carers who are expecting a baby or have a baby under the age of two
  - Perinatal Mental Health and Parent-Infant Relationship support for parents who are expecting a baby or have a baby under the age of two
  - Early Language and the Home Learning Environment support for families with children aged three and four
  - Infant Feeding support for expectant and new parents
  - Developing and Establishing a Parent and Carer panel
  - Publishing our Start for Life offer
- Elements of our Start for Life offer and family hub approach commenced from June 2023, with our fully embedded model in place by March 2025



# The wider offer for 0-19 (25 SEND) will join up existing services and pathways including...

- Birth registration
- Debt and welfare advice
- Domestic abuse support
- Early childhood education and care (ECEC) and financial support (tax-free childcare, universal credit childcare)
- Health visiting
- Housing
- Intensive targeted family support services
- 0-19 public health services
- Mental health services (beyond Start for Life parent-infant mental health)
- Midwifery/maternity
- Nutrition and weight management
- Oral health improvement
- Reducing parental conflict
- SEND support and services
- Stop smoking support
- Substance misuse support
- Support for separating parents
- Youth justice services
- Youth services



# Norfolk Family Hub & Start for Life approach overview





# What is our Start for Life and family hubs approach?

Our vision for our Start for Life and family hubs approach supports a shared ambition that Norfolk is a place where all children and young people can flourish

- Joining up and enhancing services
- Building on our existing prevention and early help activity
- Families have access to a range of support
- There will be a particular focus on improving access to support for families from lower socio-economic groups, families of children with special educational needs and disabilities, or those from minority groups who experience exclusion.
- It will also support multi-agency workforce development
- Opportunities for parents and carers to act as parent champions offering peer support.





# Norfolk's goals: By March 2025 ...

1. There are clear communications in place
2. There are strong networks surrounding children and families
3. Our Start for Life and family hub services are accessible to all families
4. Our Start for Life and family hub services are connected in ways that make sense for children and families
5. We have a skilled and integrated Start for Life and family hub workforce



# Family Hub Sites

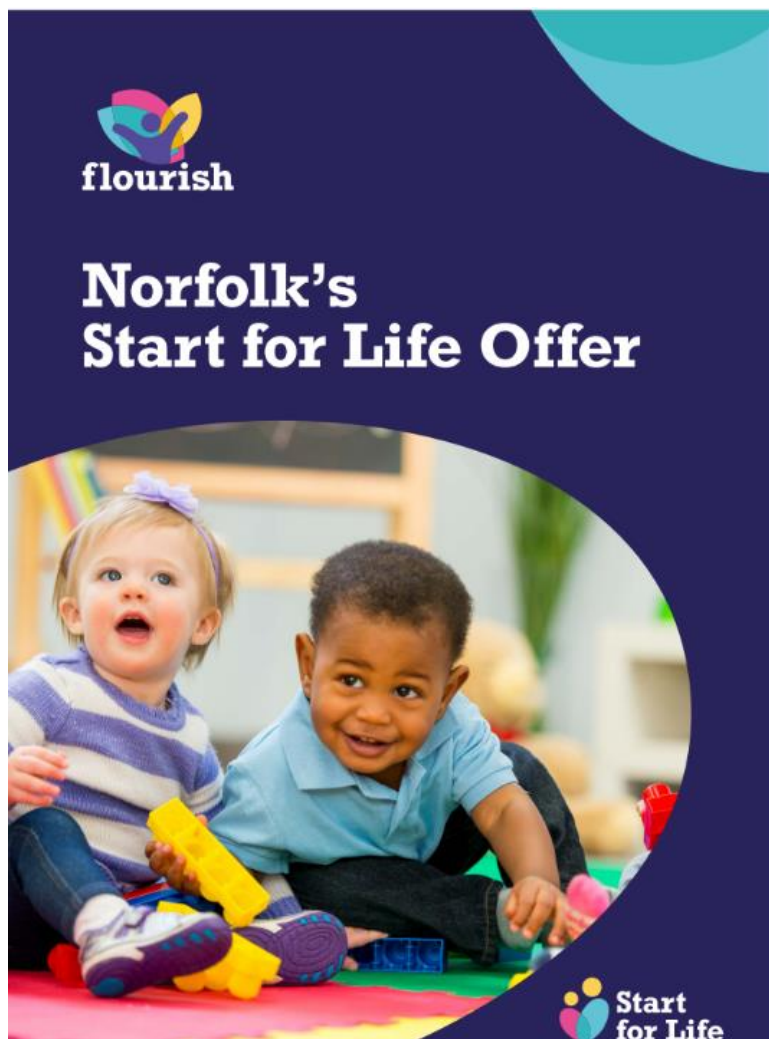


We have committed to having at least one family hub site in each of the 7 districts, including a site within each of the 4 largest urban areas of Norfolk.

We will utilise existing buildings where families already go, such as libraries, Early Childhood and Family Service bases (Children’s Centres), and health venues

District	Phase One – Location (June 2023)	Phase two – Location (Oct 2023)
Norwich	Norwich - Catton Grove ECFS Base	
East Norfolk	Great Yarmouth - Gorleston ECFS Base	
West Norfolk	Kings Lynn – St Augustine's Family Centre (Charity run)	
Breckland	Thetford - Kingsway ECFS Base	
Broadland		Hellesdon – Hellesdon Community Centre (Parish Council run)
North Norfolk		North Walsham – North Walsham ECFS base and Cambridge Community Services office (Split site)
South Norfolk		Long Stratton – Long Stratton ECFS base and Long Stratton library (split site)

# Start for Life



## Our Vision

*"All babies, children and families are supported and empowered to have a healthy, happy and safe start for life, ensuring they FLOURISH before birth and beyond."*

- Brings together an overview of service for families from pregnancy to the age of 2 in one place.
- Online and in print.
- The offer will be further developed within the wider family hub approach.
- Offer reviewed and updated.
- Can be used as a tool to support families.



# Start for Life

## Pregnancy

- Maternity Services
- A healthy pregnancy

## Birth to 2

- Health Visiting Services
- Vaccinations
- Infant Feeding
- Parent and Carers Physical Health
- Parental Mental Health
- Parent Infant Relationships
- Support for Young Parents
- Library Services
- Groups and Activities
- Healthy Start Scheme
- Special Educational Needs and Disabilities

Safeguarding

A photograph of a woman with her hair tied back, smiling warmly while holding a baby in her arms. A young child with curly hair sits next to her, looking towards the camera. They are in a home setting with a shelf of framed photos in the background.

The logo for 'Start for Life' consists of three stylized human figures in shades of blue, green, and red, followed by the text 'Start for Life' in a bold, sans-serif font.

## Norfolk's Start for Life Offer

Find out about the services available to support you, your baby, and your family from conception to the age of 2.

Scan the QR code to find out about the Start for Life offer, including:

- Midwifery services
- Health visiting services
- Infant feeding support
- Parental mental health support and parent-infant relationship support
- Parenting support

A standard black and white QR code located in the bottom right corner of the promotional graphic.





**Start  
for Life**

## **Parent and Carer Panel**



# Engagement of Fathers...

Multi-agency working group in place, developing more father inclusive approach

- Revised Comms materials to target fathers for Parent and Carer Panel (We now have 4 fathers on our panel)
- Scoping out of 'Father Inclusive' PNMH/PAIRS Training
  - Conference to launch good practice guide to the multi-agency partnership
  - Multi agency and bespoke single agency training, virtual and F2F
  - Development of an online Fathers Inclusive Community of practice with regular input to maintain social media presence, Webinars with guest presenters and good practice podcasts
- **Developing a grant scheme for organisations to bid for funds to develop PNMH father inclusive initiatives**

A promotional poster for 'Start for Life' with a dark blue background. At the top is a photograph of a man smiling and holding a baby. Below the photo is the 'Start for Life' logo. The main headline reads 'Calling all dads!'. The text below says: 'If you are a dad to be or have a child under the age of 2. Join the Norfolk Parent and Carer panel. We want to hear your experiences of services as a dad.' A QR code is positioned to the left of the text: 'Your opinions matter. Scan the QR code to find out more or email [familyhub@norfolk.gov.uk](mailto:familyhub@norfolk.gov.uk)'.A promotional poster for 'Start for Life' with a dark blue background. At the top is a photograph of a man and a woman looking at a baby together. Below the photo is the 'Start for Life' logo. The main headline reads 'Calling all parents to be and of children under two!'. The text below says: 'Join our parent and carer panel to help shape the development of services for families like yours.' A QR code is positioned to the left of the text: 'Your experiences and opinions matter. Scan the QR code to find out more or email [familyhub@norfolk.gov.uk](mailto:familyhub@norfolk.gov.uk)'.



# Co – Working and Integration



# Who are our core workforce



**Early Childhood and Family Service:** Action for Children are our commissioned provider of our 0-5 Early Childhood Family Service



**Healthy Child Programme:** Cambridgeshire Community Services our commissioned provider of the Healthy Child Programme



**Children's Services Community and Partnership Team:** District teams of Early Help Advisers and Early Help Community Workers





# How services and workforce come together through the approach

## Services

Services are accessed virtually online or digitally as part of the Start for Life and family hubs offer

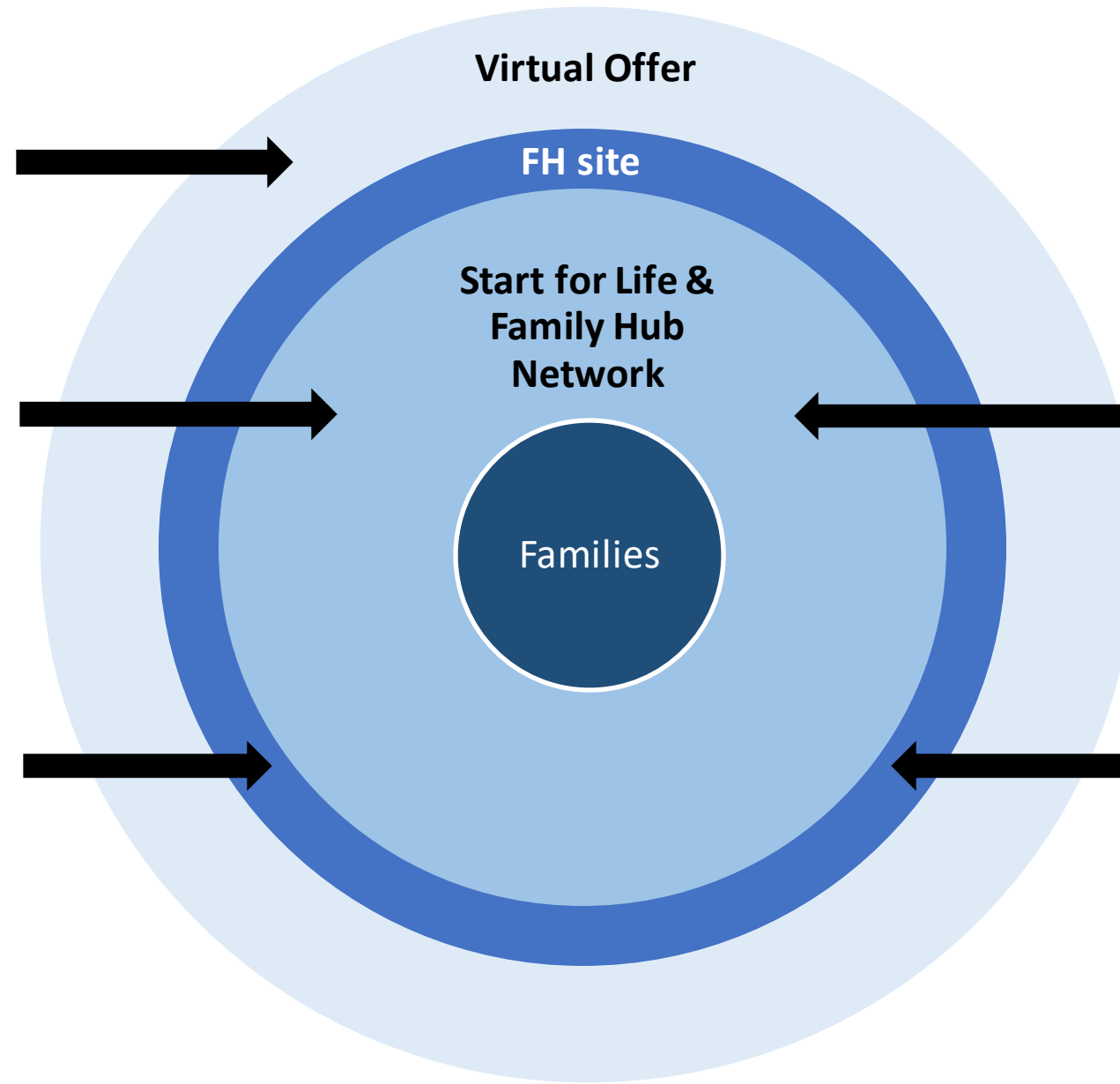
Services are accessed through the Start for Life and family hub network (e.g.. VCS organisations, via outreach, clinical and other settings)

Services are received physically or in person at a family hub site, from the relevant professional or practitioner

## Workforce

**Wider:** 'system' workforce contributing to our Start for Life and family hubs offer through prevention & early help

**Core:** Start for Life and family hubs workforce present within our designated family hub sites— may be directly co-located or very 'nearby'



# How families can access support

We want to enable families to self-help whenever possible. The starting point for families to do this is via the webpages, we have two access routes for this both containing the same information and links

[Family hubs in Norfolk - Norfolk County Council](#)



[Family Hubs \(justonenorfolk.nhs.uk\)](#)



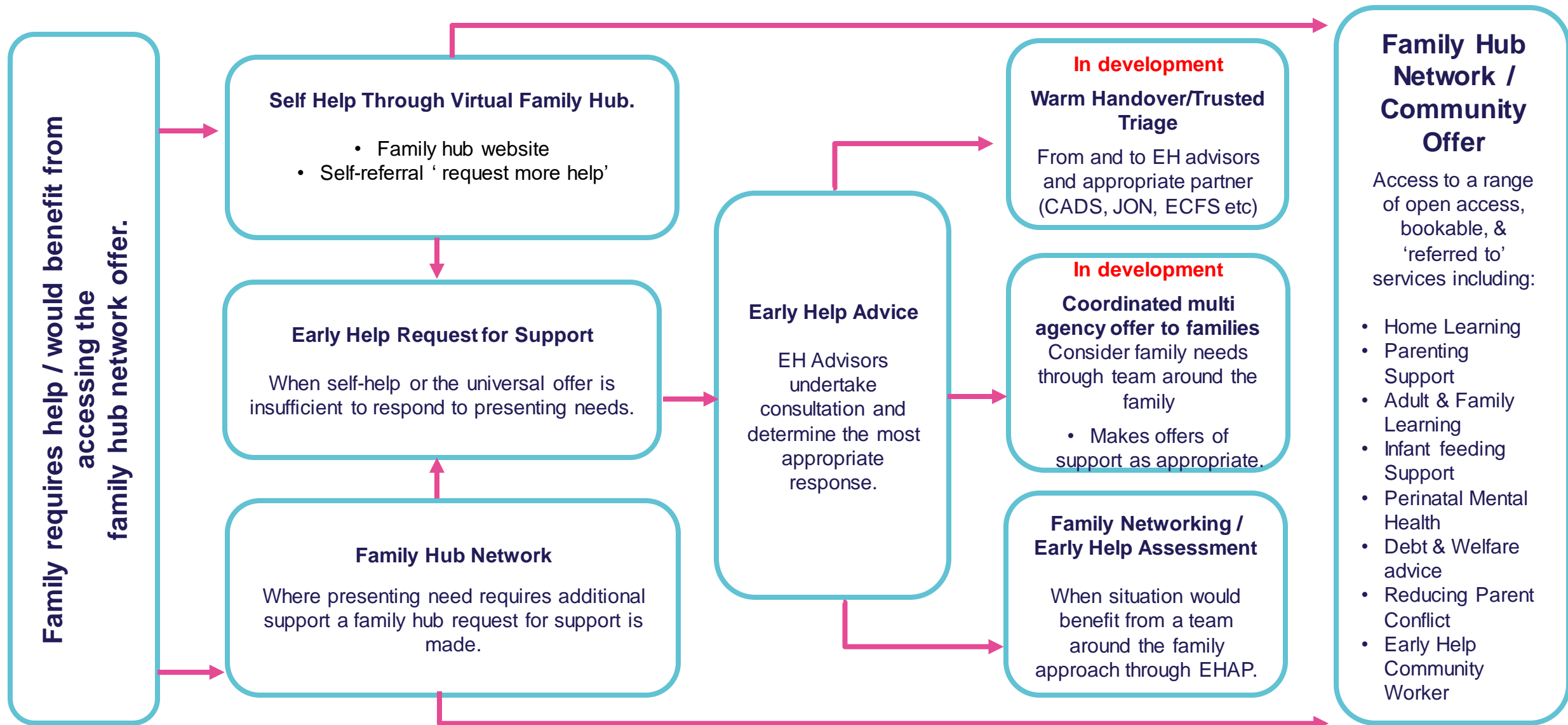
If families are unable to access the help they need from these online resources, they can request further support through the webpages

Contact us online

[Ask for family hubs help](#) 

If families are not able to access the webpages, they can walk into any family hub site and speak to an Early Help Adviser or they can speak to any professional who works with them and their children to ask them to help and a professional can use this same coordinated pathway a family can.

# family hub coordinated pathway



# Development of Promotional Materials





# How do families know about family hubs?

Social media messaging for

- Family Hub webpages
- Parent Carer panel recruitment
- Start for Life offer



## Expecting a baby, or have a child under 2?

We'd love you to join our parent/carer panel and help us shape services for children and families.

Find out more at

[www.norfolk.gov.uk/familyhubs](http://www.norfolk.gov.uk/familyhubs)

# How do families know about family hubs?

Posters and flyers being displayed in places families access services such as...

- GP surgeries
- Libraries
- Community venues
- Schools



## Parent or carer? Need advice or support?

There's lots of services to help in Norfolk and they're joining together in what's called Norfolk Family Hubs.

Visit [www.norfolk.gov.uk/familyhubs](http://www.norfolk.gov.uk/familyhubs) or [www.justonenorfolk.nhs.uk/family-hubs](http://www.justonenorfolk.nhs.uk/family-hubs) to out more, including information on:

- Parenting
- Health and wellbeing
- Pregnancy
- Money and work
- Learning
- Days out and activities.

From the minute you know you're having a baby, right up to your child's 19th birthday (25 if your child has special educational needs), Norfolk Family Hubs are here to help.

Norfolk.gov.uk

Just One Norfolk





# Parenting Support



# Parenting Support 0-2 : What our approach will mean for families



- Parents will have access to an increased amount of parenting programmes delivered face to face as well as digitally;
  - Including Solihull and Pathways to Parenting (antenatal classes)
- Parents and carers will be supported by the core Start for Life and family hubs workforce to navigate and access the parenting support available to them antenatally onwards
- All expecting parents will be able to access antenatal programmes, such as pathway to parenting, in person at a family hub site or other delivery venues - currently the universal offer is digitally only
- Parents and carers will receive consistent parenting support from practitioners across the system, with delivery partners, such as CS Community and Partnership Teams, ECFS, HCP, and peer volunteers all being trained in the Solihull approach
- Parents and Carers will be supported to develop their own networks of support, through having practitioners across the system trained in the Family Network Approach
- Families will have access to an increased amount of online parenting support resources such as webinars and self help guides
- There will be an increased amount of trained peer support volunteers available to provide parenting support on a one to one and group basis
- Families not currently accessing parenting support will be proactively engaged with the offer of support – parenting support will be offered in the way which provides the best opportunity for families to access this dependent on their specific needs





# Pathway to Parenting Activity

## True or False

Dads have biological changes during pregnancy

Because they have been carrying the baby during labour, mums are biologically more attuned to care for the infant

Both parents experience hormone changes once baby is born

Fathers produce prolactin (the hormone associated with lactation)

# Pathway to Parenting

Pathway to Parenting (P2P) is a programme for parents to be. It helps parents think about the development of their unborn baby and the first few weeks after birth. It includes how things may change when they become a parent and some of the practical skills parents might need to care for their baby.

Universal Pathway to Parenting will be available from January 2024 and families will be invited by the Healthy Child Programme (Health Visitor)

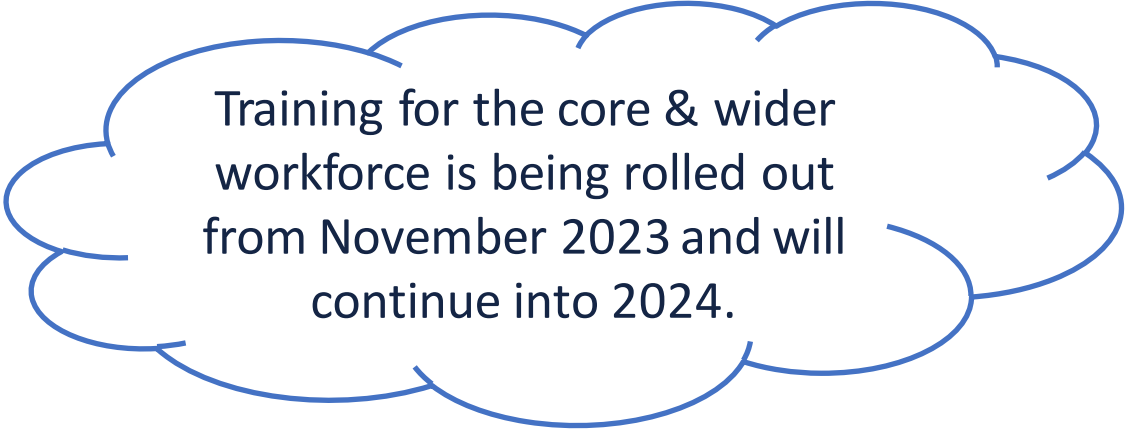
An Antenatal Programme underpinned by Solihull and is delivered across 4 sessions covering the following topics

- Becoming a parent
- Feeding and caring for your baby
- Preparing for labour and birth
- Keeping yourself and baby well

P2P will be offered face to face, there is a digital option via [Pathway To Parenting \(justonenorfolk.nhs.uk\)](https://justonenorfolk.nhs.uk)

Solihull will be providing training to the Core & Wider Workforce in the following programmes:

- 2 Day Foundation
- Parenting Group Facilitator
- 2 Day Antenatal Foundation
- Antenatal Group Facilitator
- 2 Day Foundation – Refresher
- Parenting Group Facilitator – Refresher
- Train the Trainer – 2 Day Foundation
- Train the Trainer – Parenting Group Facilitator



Training for the core & wider workforce is being rolled out from November 2023 and will continue into 2024.



# Early Language and The Home Learning Environment



“Parents are children’s first and most enduring educators. When parents and practitioners work together ... there is a positive impact on children’s development and learning.” Effective Provision of Pre-school Education

- Babies make billions of connections in their brains
- Interactions are the key to this development
- Research shows that when parents “tune in” with their child, listening, talking, singing, playing and reading together there are positive impacts...
  - Building connections in the brain
  - Speech and language development
  - Emotional development and wellbeing



# Evidenced Based intervention - PEEP

PEEP - Peers Early Education Partnership

Peep Learning Together Programme supports parents and carers of 0–5-year-olds by valuing and building on the home learning and relationships with their children, by making the most of everyday learning opportunities - listening, talking, playing, singing and sharing books and stories together

Peep groups are delivered by trained peep practitioners to:

- Support parents and carers with their children's learning
- Give parents and carers a chance to share ideas and activities together
- Value and build on what parents and carers already do



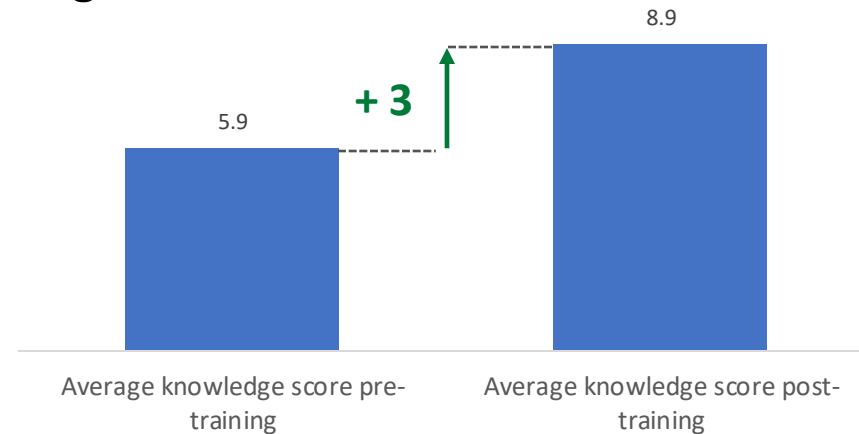
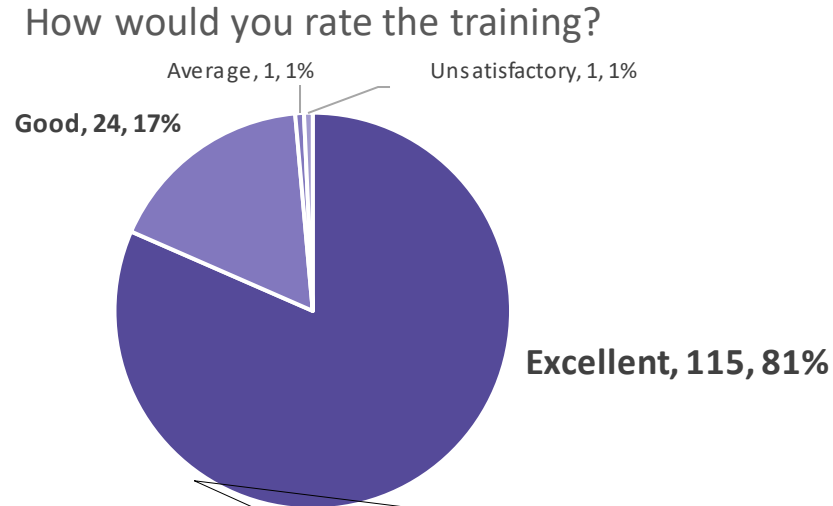
# Norfolk's vision for PEEP delivery

- Having support and understanding about Peep from managers
- Range of delivery methods, 1:1, groups etc to meet diverse needs of Norfolk's families
- Train the trainer model – becoming sustainable beyond funding period
- If you're interested to know more or want to attend training email [familyhub@norfolk.gov.uk](mailto:familyhub@norfolk.gov.uk)

As of 30<sup>th</sup> June 2023:

- PEEP have received 141 feedback responses from the 8 sessions (93% return rate)
- 81% rated the training as **Excellent**

- 90% felt their knowledge of supporting parents/carers with their children’s learning increased through the training, with the average ‘distance travelled’ score of 3



- Such friendly hosts who put me at ease from the beginning. Their knowledge and passion shines through!
- The training was extremely informative and very useful and relevant to my work. I feel Peep will empower the families I work with to support their children’s learning at home.
- It would have been useful to know how our county wanted to use the training before we attended.
- Not sure quite how it fits in our service but really valuable learning to then pass to others when signposting
- Particularly pleased with the resources supplied, explained brilliantly and the practical sessions were not too intimidating



# Our Plan

We have secured some funding from the Healthy Young Minds fund from the Norfolk Community Foundation to pilot four baby Peep groups across the county. Each group will be run by a family Service Co-ordinator and volunteers.

The first of these will be in the Great Yarmouth District



- Name – **Baby Peep**
- Venue – **Gorleston Library**
- Dates - **1<sup>st</sup> November and run for 6 weeks concluding the 6<sup>th</sup> December**
- Time – **10:30am – 11:30am**
- Referral Route – Email [emma.cooke@homestartnorfolk.org](mailto:emma.cooke@homestartnorfolk.org) or call **07860832549**

The peep model will also be being used as a tool to support families on a 1:1 basis in their homes and our aspiration will be to embed the model long term within the Home-Start Norfolk offer with the support of our volunteer workforce.



## COME ALONG TO OUR BABY PEEP GROUP



**peep**  
supporting parents and children to learn together

Peep is for parents and carers with children from birth to five. We share ideas and activities that support your child's learning and development in everyday life - talking, singing, sharing books and playing together.

**WHERE:** Gorleston Library (Carnegie Room upstairs)

**DAY & TIME:** Wednesday 1st 8th 15th 22nd 29th November and 6th December. 10:30 - 11:30

**START DATE:** Wednesday 1st November, 10:30-11:30

To book your space, email [emma.cooke@homestartnorfolk.org](mailto:emma.cooke@homestartnorfolk.org) or call 07860 832549



[www.homestartnorfolk.org](http://www.homestartnorfolk.org)



**HOME  
START**  
Norfolk



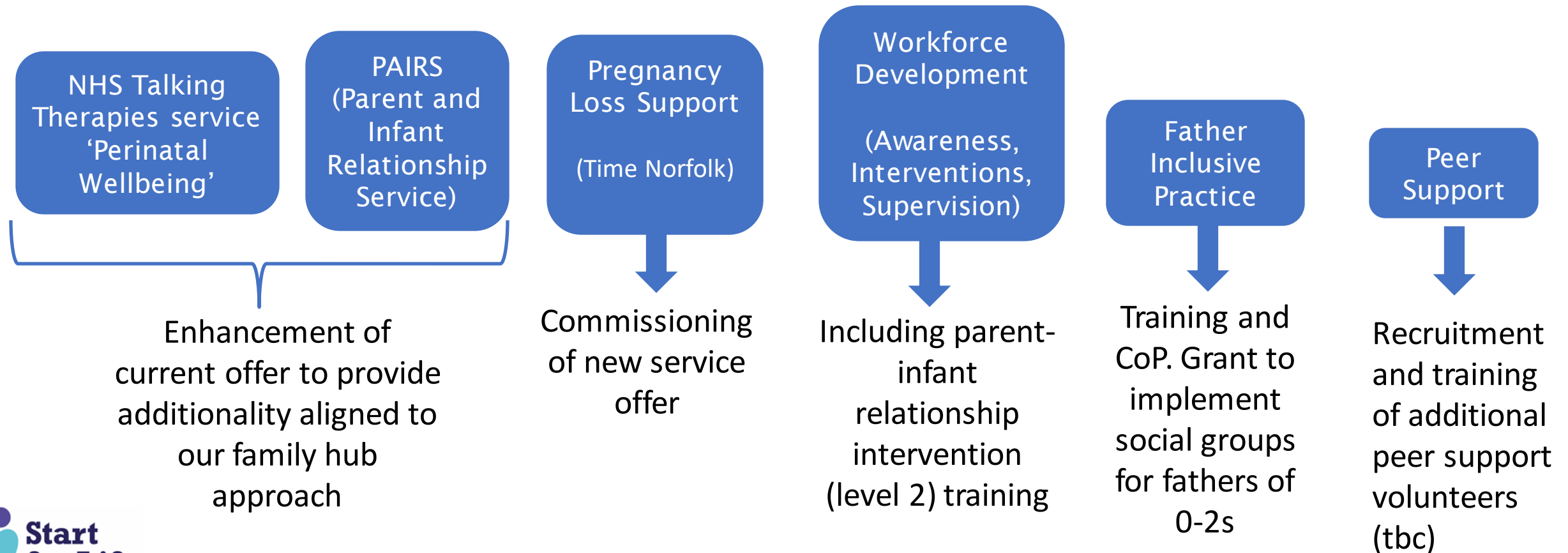
# **Perinatal Mental Health and Parent Infant Relationships**

# Why is this a Priority?

- It is widely recognised that what happens in the first 1001 days of life are incredibly important.
- An infants brain develops fastest and are at their most adaptable in the womb and during the early years of life with many millions of neural connections made.
- **Infants experience their world in an environment of relationships**, and it is these relationships, and the warmth and love they receive from their primary care givers that affect virtually all aspects of a child's development
- **One in Five** mothers experience a mental health problem during pregnancy or after they have given birth, with the most common needs around depression and anxiety, with the most effective support including fast access to psychological therapies (the number is likely to be far higher if we consider the MH needs of fathers and co-parents).
- **Perinatal Mental Health difficulties cost England £8.1 billion** annually, equivalent to £190million for an averaged sized ICS with nearly 75% of this cost attributed to the impact of adverse events on the infant/child.
- A child's **early relationships shape how they perceive themselves and others**, they are also pivotal in influencing how children learn to regulate their emotions and controls their impulses.
- This **ability to 'self-regulate'** is strongly associated with good mental wellbeing, good physical health and health behaviours as well as socio-economic and labour market outcomes.
- Conversely, if a child's emotional environment causes them to feel unsafe for fearful, particularly in the absence of at least one buffering, protective relationship, this elevates 'toxic stress' within the child which can be a predictor of poor outcomes throughout the life course
- 60% of infants are thought to have secure attachment with their care givers however **for the other 40% there is a real need (and opportunity) to target support** to ensure these early relationships can flourish.

# Additional Funding

- The largest proportion of our grant funding is directed towards developing improved Parent-Infant Relationship and Perinatal Mental Health Support (circa £2mil).
- Five key strands have been identified to utilise this funding over 2023/24 and 2024/25





## 'Perinatal Wellbeing' Expansion (NHS Talking Therapies)



*The local NHS Talking Therapies Service (known locally as 'Wellbeing') offers evidence based talking therapies, such as cognitive behavioural therapy (CBT), guided self help, counselling for depression, interpersonal therapy and couples counselling for individuals aged 16+ with mild-moderate common mental health needs e.g. anxiety and depression.*

*Locally there is a dedicated perinatal pathway within this service offer which can fast track parents expecting a baby or with an infant with mild-moderate MH needs.*

Additional funding through the Start for Life Offer will ensure:

- Additional capacity within this pathway is offered, alongside better alignment and liaison of these practitioners within family hub sites to improve access to perinatal mental health evidence-based interventions in local communities
- Establish greater alignment to the family hub offer in each district to support wider family hub workforce to identify perinatal mental health needs and support with interventions such as MH module in Pathway to Parenting course.
- Expand existing perinatal pathway to support parents with children up to 2 years (historically this was up to 1<sup>st</sup> birthday)
- Target additional support for fathers and co-parents (e.g. creation of webinar targeted at fathers) and support partner assessments for specialist perinatal teams.
- This pathway can be accessed by Professionals: [www.wellbeingnands.co.uk/norfolk/professionals/referral-form/](http://www.wellbeingnands.co.uk/norfolk/professionals/referral-form/) or Self Referral [www.wellbeingnands.co.uk/norfolk/get-support/register-with-our-services/](http://www.wellbeingnands.co.uk/norfolk/get-support/register-with-our-services/)

# Parent and Infant Relationship Service Expansion (PAIRS)

*PAIRS is a therapeutic service which works with the strengths of the parent or primary caregiver to overcome difficulties and to help build a more positive relationship with their infant.*

*PAIRS offer specialist therapeutic work with families experiencing mild to moderate difficulties in their early relationships or where infants' emotional wellbeing and development is particularly at risk.*

PAIRS will provide enhanced liaison to the Family Hubs and core family hub workforce. This will include:

- Having a practitioner with specialist attachment expertise will be aligned to each family hub site, to provide targeted evidence-based, person – centred mild to moderate support. **Expansion of current team by 4fte clinical posts – and uptake of 3/6 Video Interactive Guidance Training places.**
- Providing support to the family hub workforce who will be delivering parent-infant relationship interventions (the workforce trained to level 2) to ensure better alignment with the PIMH service including **development of interfaces, and shared support.**
- Consultation, supervision, and reflective practice for non-specialist staff (family hub workforce)
- **Build on Level 1 training** to the core family hub workforce in awareness of parent infant mental health and parent infant relationship difficulties and how early difficulties can be identified e.g. upskilling on MORS to HV and ECFS staff.

This pathway can be accessed via self-referral: <https://www.justonenorfolk.nhs.uk/mhsupport> or through professional identification through health visiting screening where a direct referral to ECFS or PAIRs team is recommended where best pathway can be discussed.

# Video Interaction Guidance (VIG) – 6 Places; Level 2

**Practitioners within our specialist parent infant team (PAIRs) and the newly developed ‘intervention delivery team’ in ECFS will be expanding their current offer of VIG by increasing system capacity.**

VIG is a strengths-based, effective, brief intervention for parents of children across all ages. VIG aims to promote enhanced sensitivity, and capacity to mentalise, in both client and practitioner. VIG has a strong theoretical base: attachment, co-operative intersubjectivity, mediated learning, mentalization, and positive psychology. VIG is client-centred – moving at the clients’ pace, with their goals in mind.



VIG is powerful and emotionally moving: Client’s voice their surprise and pleasure in what they see. The VIG practitioner and client together notice and build on the client’s strengths. VIG relationships are built on respect, trust, hope, compassion, co-operation and appreciation



VIG is effective in helping parents move to a new narrative about themselves as a parent, about their child, and their relationship with their child. This is key to secure attachment in the child



# National Training Offer: Triple P – Baby – 15 Places – Level 2

The newly developed Intervention Delivery Team which will sit in ECFS are also being trained to delivered Triple P Baby (this may also be extended to wider family hub workforce such as health visiting over time). Triple P Baby is an evidence based modular programme which can be delivered in group, or 1:1 formats.

Triple P for Baby aims to prepare parents for a positive transition to parenthood and the first year with baby, promoting sensitive and responsive care in the perinatal period. Parents actively participate in a range of exercises to learn strategies to develop a positive relationship with their baby, promote their baby's development and help teach their baby new skills and behaviours. Eligible families are likely to be identified by health visiting, midwifery or early childhood teams across Norfolk.

- Session 1: Positive parenting
- Session 2: Responding to your baby
- Session 3: Survival skills
- Session 4: Partner support
- Session 5-7: Implementing parenting routines
- Session 8: Programme close and reflections on goals/maintenance.





# Infant Feeding

# Infant Feeding Support: What our approach will mean for families

- Parents and expecting parents will be supported by the trained core Start for Life and family hubs workforce providing information regarding the infant feeding support available, including out of hours infant feeding support
- Expecting parents will receive consistent advice on the benefits of breastfeeding through our antenatal class offer
- Mothers will be able to access breast feeding friendly areas within each family hub site and have access to free loan of breast feeding equipment
- Drop in infant-feeding support sessions/groups will be held within each family hub site
- Parents will be able to access 1-1 face to face infant feeding support delivered by people with appropriate levels of accredited training, for example UNICEF Breast Feeding Initiative (BFI), within each family hub site
- Parents will be able to access infant feeding groups within their own communities – these will be targeted towards the most deprived areas in Norfolk and for those least likely to breastfeed
- Families will be directed and able to access a greater number of accredited breastfeeding friendly environments in Norfolk through the Norfolk breastfeeding friendly scheme
- Parents will have greater access to tongue tie assessment, through having an increased amount of practitioners trained on this and more practitioners trained to undertake procedure reducing waiting times
- Parents will have access to a greater number of peer support volunteers who have received UNICEF/BFI standards training



# The Norfolk Start for Life Breastfeeding Offer



## Community Offer

- Health Visitor information, advice and support.
- Dedicated infant feeding team
- Tongue Tie assessment and access to procedure.
- Community Groups.



## Maternity Offer

- Dedicated Infant Feeding Teams
- Peer Supporters
- Maternity Voices Partnership
- Some support groups – Seagulls Great Yarmouth
- Tongue Tie assessment and access to procedure.
- Breast pump loans.
- WoW Bus Community Engagement

## Telephone and Video Call Support.

Just one Number 0300 300 0123  
Parentline 07520 631590



## Family Hub Delivery Site Offer

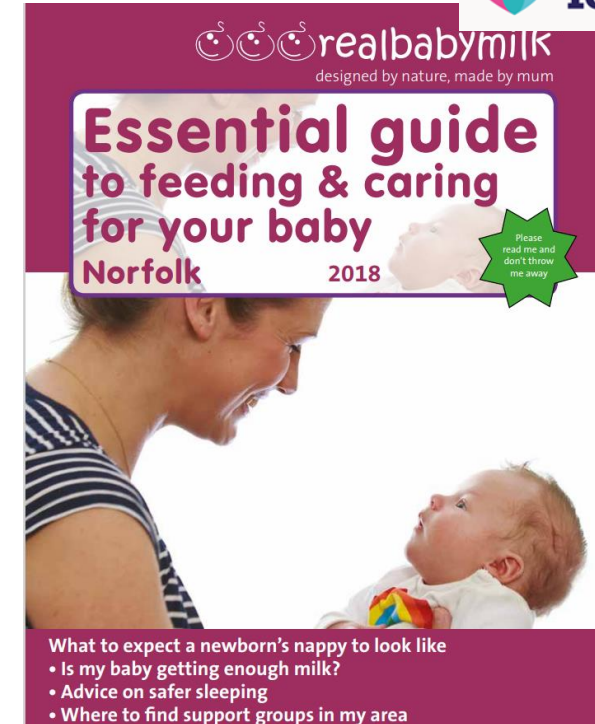
- Breast Pump Loans
- Email: [ecfs-families@actionforchildren.org.uk](mailto:ecfs-families@actionforchildren.org.uk)
- All family hub sites are Infant Feeding Friendly
- Access to advice, information and sign posting.

## Online Information and Support

- Infant Feeding ([justonenorfolk.nhs.uk](http://justonenorfolk.nhs.uk))
- Norfolk and Norwich University Hospitals NHS Foundation Trust » Feeding and caring for your baby ([nnuh.nhs.uk](http://nnuh.nhs.uk))
- Infant feeding ([jpaget.nhs.uk](http://jpaget.nhs.uk))
- The Queen Elizabeth Hospital King's Lynn NHS Foundation Trust: [maternityservices \(qehkl.nhs.uk\)](http://maternityservices.qehkl.nhs.uk)
- Start for Life Breastfeeding - NHS ([www.nhs.uk](http://www.nhs.uk)) - information and digital tool.

# How you can support improvements in Infant Feeding.

- Ensure you attend infant feeding training opportunities
- Work proactively to support parents to access digital, community and targeted infant feeding offers.
- Use local and national resources to support infant feeding and healthy nutrition in pregnant women, babies and children up to the age of 2.
- Engage in infant feeding projects as they roll out.
- Be aware of and support personal choices.



## Useful links and resources:

- Better Health Start for Life Introducing Solid Foods | Better Health Start for Life | Campaign Resource Centre (dhsc.gov.uk)
- Better Health Start for Life Breastfeeding | Better Health Start for Life | Campaign Resource Centre (dhsc.gov.uk)
- [How you can Help Support a Breastfeeding Mum... - YouTube](#)







# **Delivery of new interventions**

# Start for Life Additionality



ECFS have been commissioned to deliver additionality under their current parenting support offer for families where there is a child 0-2.

This will include:

Targeted Support\* (referral needed)

- Solihull for families where there is a child with emerging or diagnosed SEND
- Solihull for families where English is an Additional Language
- Parenting Programme for parents/carers with Learning Disabilities

Universal Support (no referral needed)

- Pathway to Parenting (P2P) \*\* (An Antenatal Programme underpinned by Solihull)

\*Targeted Support will be offered face to face and only offered virtually if this is deemed appropriate.

\*\* P2P will be offered face to face, there is a digital option via [Pathway To Parenting \(justonenorfolk.nhs.uk\)](https://justonenorfolk.nhs.uk)

# Start for Life Additionality

ECFS additionality will also support other work streams in the Family Hub Programme offering the following targeted interventions for families where there is a child 0-2.

## Parent Infant Relationship and Perinatal Mental Health Support

- Triple P Baby
- Video Interactive Guidance (VIG)

## Early Language and the Home Learning Environment

- PEEP

## Domestic Abuse Support

- Power to Change
- Grow Together


# How do I refer families?

Universal Pathway to Parenting will be available from January 2024 and families will be invited by the Healthy Child Programme.

We will be accepting referrals for targeted support in January 2024 via the link below

[Contact Family Hubs - Norfolk County Council](#)

## Contact us online

Ask for family hubs help 





# Questions



# Please let us know what you think



<https://forms.office.com/e/nFDzqZWk4i>

