

4Children



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4Children - Outreach



Analysis 37 Ofsted reports:

- Evidence that the universal principle of children's centres not damaging chances of most vulnerable families
- Research found 22 (57%) children's centres providing "good" outreach, 12 (32%) "acceptable" and 4 (11%) "failing" to contact most in need families
- Survey of 1,500 by 4Children showing strong support for children's centres with 1 in 4 worried about centres being cut
- 4Children running Shout out for Sure Start campaign – key message protect and develop children's centres for all families
- 4Children runs 24 children's centres across the country and a 11 nurseries

4Children - Methodology



4Children examined references to Outreach in the children's centres inspected so far by Ofsted to determine efficacy of outreach services:

- Centres categorised into groups of Ofsted ratings
- In order to meet Good rating, centres praised for outreach work with little or no criticism
- Evidence demonstrates strong outreach services are being developed
- Children who most need children's centres are increasingly accessing them
- Centres learning and developing, with evidence that where problems highlighted centres responding and learning, with good evidence of working together to learn and share best practice
- "Joined up" across area responses being developed with innovative approaches to increase numbers of families accessing centres

4Children- Outreach Best Practice



- **Palfrey Sure Start, Walsall** – “Centre acts as a conduit to pull services together so that hard to reach families effectively supported, barriers removed and new initiatives introduced.....Outreach Workers excellent in developing community cohesion, targeting disadvantaged groups and contacting those who are traditionally less visible members of the community.”
- **Brackley Sure Start Children’s Centre, Northamptonshire** – positive impact on improving health a well-being – strong partnership with health – initial referrals made by midwives and health visitors
- **Redcar Coast Sure Start Children’s Centre** – strong relationships with local community, with deep understanding of the needs of local families
- **The Cherry Tree Children’s Centre, Knowsley** – good multi-agency working, early individual needs assessments, effective targeting of outreach and early support
- **Airedale Children’s Centre, Wakefield** – last two years doubled numbers of users, especially most excluded, through strong promotion locally, focus on benefits to families

4Children Starting Points



- All families benefit from a universal Sure Start Children's Centre with targeted outreach activity and family support programmes to reach and access in the most vulnerable and disadvantaged families
- Vulnerable families need to feel that children's centres are places that they are welcomed to and will be supported in – breaking down the barriers
- Vulnerable families need high quality universal places to help improve their lives, help them support their children and not to be stigmatised by only being offered targeted “in need” services
- Vulnerable children benefit now as well as into the future by having access to high quality universal places to play, socialise, access health, educational and family support services
- Universal access helps raise aspirations for vulnerable families – key social mobility benefit
- Universal access key for families on the margins of poverty, the just coping families not entitled to benefits or support as falling below the “threshold”

4Children – Improving Outreach



- Children's Centres need a clearer view on what is meant by outreach and family support
- They need to agree outcomes and evidenced based best practice
- DCSF (DoE) June 2009 scoping study found that children's centres vary in understanding of why and how outreach works; how to measure impact and outcomes

4Children- Outreach Best Practice



Reach beyond traditional boundaries of public services

- Outreach part of the continuum of services, links with universal health **key**
- Deliver universal public health supported by assertive outreach- evidence significant impact physical and mental health – improved outcomes
- Key part of child protection and safeguarding system - prevention, early intervention, practical support
- Think whole family with child at core
- Involve parents and community, shape, decisions and give feedback
- Avoid stigmatising – tailor make , with high aspirations
- Be tenacious, supportive, respectful, non-judgemental
- Know local community, build community as well as individual trust
- Own solutions, no buck-passing, true integrated team working
- Culturally aware, sensitive and responsive
- Build in outcomes focus, measure qualitative and quantitative impact