

# Family Hubs & Start for Life



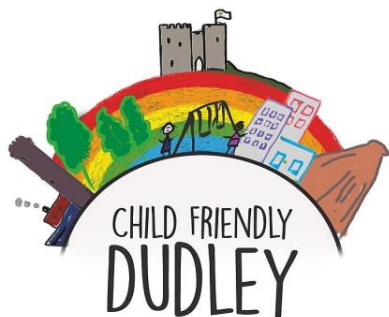
## Family hub practitioner

<https://youtu.be/UZKXxlEvf8>



## Midwife

<https://youtu.be/FZeyHtWE19M>

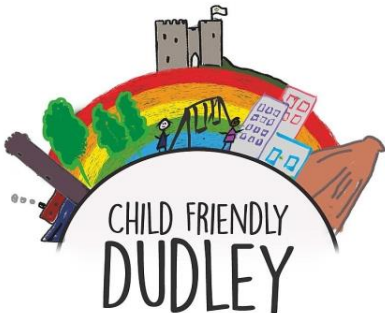


# Integrated workforce

5 Family Hub  
Practitioners from  
Maternity

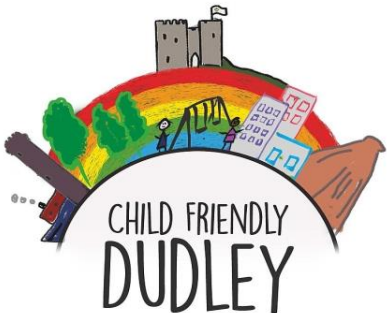
5 Family Hub  
Practitioners from  
Health Visiting

5 Family Hub  
Practitioners from  
Dudley Council



Based in 5 Family Hubs across the Borough

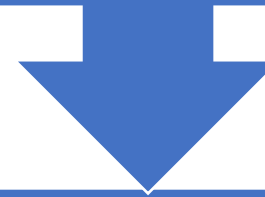
2 PIEW health visitors and 1 Infant Feeding Specialist Health Visitor embedded in 0-19 contract



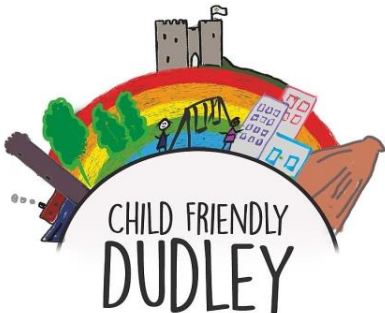
# Parenting Resource



Having a baby can be an amazing and joyful time, but at the same time, it might feel overwhelming and perhaps even scary. It can also be a confusing time, with contradictory advice from family members, friends and online.



From conception until a baby's second birthday, this is the go-to source of information



# Parenting Resource

- Used by the integrated workforce to support parents
  - Available digitally via Dudley Parenting Website and the Maternity Padlet
  - Available in hard copy and distributed at every maternity booking appointment



# Feedback

*'It's a great resource to give out at antenatal appointments. The parents love it' Maternity support worker*

*'It was given to me but my mum is pregnant too and she keeps taking it. She says she's forgotten a lot in 16 years' Feedback to Family Nurse*

*'Wow that lovely, what a great document for me and my partner. What beautiful pictures. Wish I'd had that with my first baby. Love it' Dudley Mum*

# DadPad

1701 downloads since 1<sup>st</sup> April 2023

## Top 5 Topics

- 1 Surviving without sleep
- 2 Holding and handling your baby
- 3 Washing your baby
- 4 Bathing
- 5 Safer Sleeping

# DadPad feedback

- Overall, how much has your confidence improved in relation to your baby and situation after you were given/used DadPad<sup>®</sup> app?
  - Greatly improved
  - Somewhat improved

All would recommend DadPad to other Dads

# Training offer

## Family Hub Practitioners are trained in

- Henry
- Infant Feeding support and breast pump
- VIG
- PIEW
- Literacy training
- Oral health improvement
- Making it real
- Triple G for Baby
- GCP2 and GCP2 antenatal Fatherhood Institute
- Level PIIOS
- Restorative Practice
- Five to Thrive
- Resolving Parental Conflict



New  
Development

Family Hub Spoke at  
Halesowen Leisure  
Centre

# Challenges



DATA CAPTURE



CONTRACT  
ARRANGEMENTS



STAFF  
TRANSITION



SUSTAINABILITY

Dudley borough local family hubs can be found at:

**Stourbridge** Forge Rd, Stourbridge, DY8 1XF 01384 818780

**Lye** Lye By-Pass, Stourbridge, DY9 8HT 01384 813954

**Brierley Hill** 18 Parkes Street, Brierley Hill, DY5 3DY 01384 813322

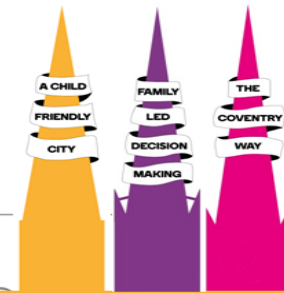
**Coseley** Bayer Street, Bilston, WV14 9DS 01384 813096

**Dudley** Selbourne Road, Dudley DY2 8LJ 01384 812440





# Coventry Family Hubs



	Coventry		West Midlands region	England	Period
Population by ethnic group (%of total population)	count	rate	rate	rate	2021
White: English/Welsh/Scottish/Northern Iri...	190,889	55.3%	71.8% ▼	73.5% ▼	
White: Other ethnicity	35,357	10.2%	5.2% ▲	7.5% ▲	
Mixed ethnicity	11,731	3.4%	3.0% ▲	3.0% ▲	
Asian/Asian British ethnicity	63,915	18.5%	13.3% ▲	9.6% ▲	
Black/African/Caribbean/Black British ethnicity	30,723	8.9%	4.5% ▲	4.2% ▲	
Other ethnicity	12,706	3.7%	2.1% ▲	2.2% ▲	

# Demograph y of Coventry

	Coventry		West Midlands region	England	Period
Children and young people	Count	Rate	Rate	Rate	
Looked after children Rate per 10,000 children aged under 18	724	92	90 ◆	71 ▲	2022/23
Obese children in year 6 (3 year total) % - obese children in year 6 (based on 1 year)	3,190	25.6%	25.2% ◆	22.7% ▲	2020/21-22/23 (academic) 2022/23 (academic)
Under 18 conception rate (1,000)	109	18.6	15.2 ▲	13.1 ▲	2021
Average Attainment 8 score		43.8	44.9 ◆	46.4 ▼	2022/23 (academic)
% NEET (inc not known) (16-17 year olds)	286	3.5%	5.2% ▼	5.2% ▼	2023
Students studying at local universities	67,015		242,640	2,342,785	2021/22 (academic)



	<b>69</b> Are school-ready	<b>95</b> Attend school regularly	<b>76</b> Have a healthy weight at 4-5 years old
	<b>4</b> Live in family need	<b>1</b> Is a child in our care	<b>6</b> Are young carers
<b>1</b> Girl is a teenage mother	<b>15</b> Have a long-term illness or medical condition at 15	<b>4</b> Have an allocated social worker	<b>30</b> Live in single parent households
<b>29</b> Live in absolute low-income households	<b>88</b> Are feeling optimistic about the future at least some of the time	<b>76</b> Are children aged 5 with no visually obvious dental decay	<b>95</b> Are in education or work-based training


# Coventry Family Hubs



## #IamEarlyHelp

The Early Help System is not a single service. It is a network of services, processes and interactions that aim to help children, young people and families at the earliest opportunity.

A strong Early Help System is made up of many different types of practitioners and services who operate as one.



COVENTRY EARLY HELP STRATEGY 2023 - 2025

The complex block features a yellow background. At the top, the hashtag '#IamEarlyHelp' is centered. Below it are two white text boxes with blue borders. To the right is a circular diagram titled 'Early Help system of support' with a central figure of a family and a child, surrounded by various colored circles representing different support services. At the bottom left, there is an illustration of a diverse group of people, including a man, a woman, a child, and a person in a wheelchair. At the bottom right, the text 'COVENTRY EARLY HELP STRATEGY 2023 - 2025' is displayed in a bold, sans-serif font.

8 family hub buildings and a virtual front door



**Coventry Family Hubs**

For more support visit one of our local family hubs centres

[Find your local Family Hub >](#)



**Coventry Family Hubs**

 <p><b>Start for life</b></p> <p><a href="#">View start for life &gt;</a></p>	 <p><b>Family support</b></p> <p><a href="#">View family support &gt;</a></p>	 <p><b>Help for adults</b></p> <p><a href="#">View adult support &gt;</a></p>	 <p><b>Help with SEND</b></p> <p><a href="#">View SEND support &gt;</a></p>
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**Pop in to a Family Hub to find out more!**

Our Family hubs offer free support and inclusive activities for families in Coventry.

Services include early years activities, family health, parenting, training, and various engaging sessions such as craft activities, toddler time, baby yoga, baby massage, sensory play, and more!

[Find your local Family hub](#)

 <p><b>Coventry events</b></p> <p><a href="#">Browse events &gt;</a></p>	 <p><b>Parenting support</b></p> <p><a href="#">View support for parents &gt;</a></p>	 <p><b>Mental wellbeing</b></p> <p><a href="#">View mental health support &gt;</a></p>	 <p><b>Care leavers</b></p> <p><a href="#">View care leavers &gt;</a></p>
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## “Coventry Families” the story so far..

- Family Hub Digital Solution - scope of concept established
- Beebot AI commissioned to develop and produce the portal
- Established project team and project plan to progress
- Phase 1 implemented – developing the platform & building the content
- Consultation with families & partners - feedback shaped portal
- Go Live.. & launch to partners and early help teams
- Support is provided to families to access the portal and the support needed.



## “Coventry Families” the concept..

- Consolidating all information including SEND offer in one place for easy access to information, advice and support.
- Integrating existing information from web/apps/partners and services to drive one experience for families
- Provide families and professionals with the ability to self-service their own support 24/7 365 days
- Enables a personalised service focussing on presenting needs
- Supports the digital offer that connects information, support and partners to support the local community.

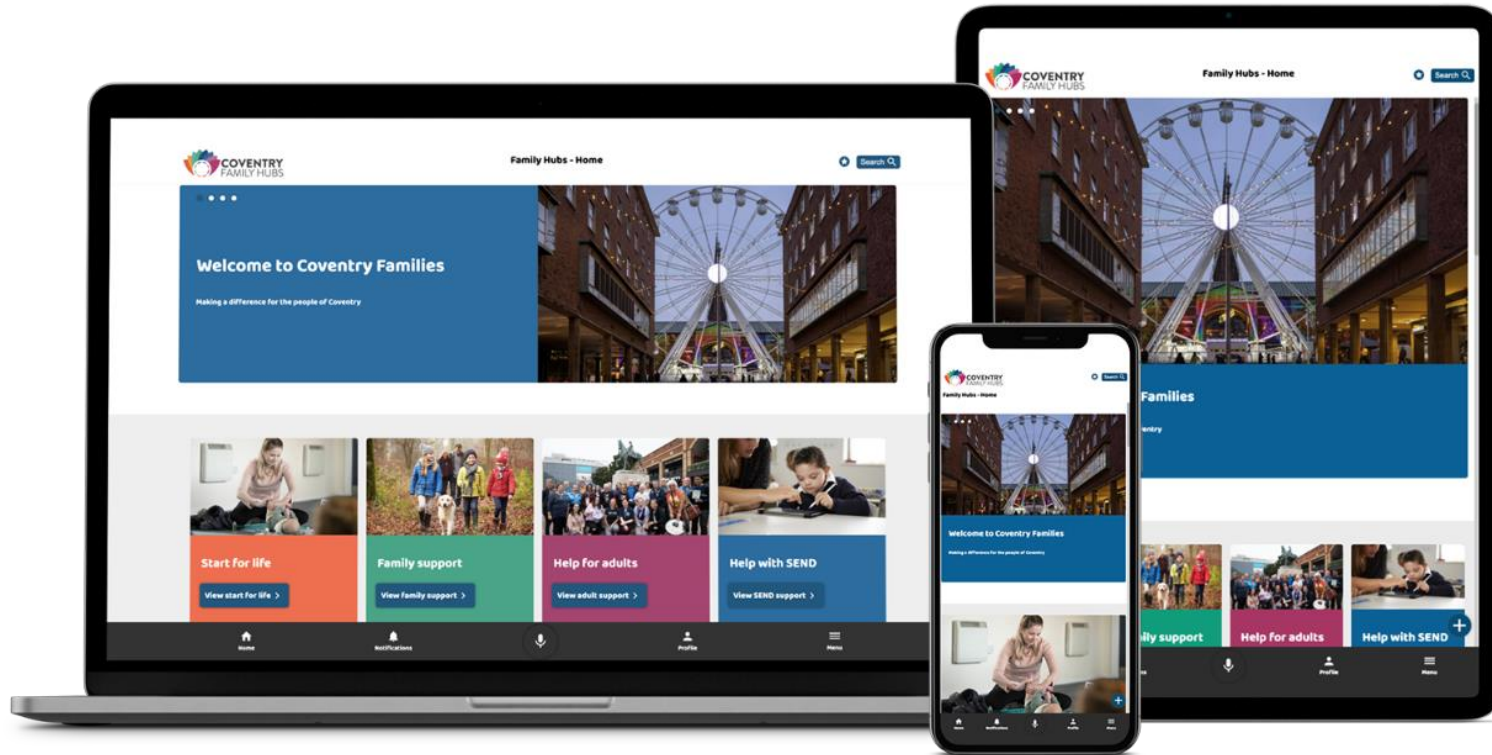


## “Coventry Families” the offer

- One Stop Support – Information, advice accessible in one place
- Local SEND offer - Integrated within the portal
- 24/7 access for all - 365 days a year
- Available on all devices
- Trusted Advice
- Access to information on a range of services
- Seamless Integration



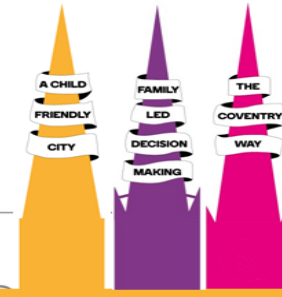
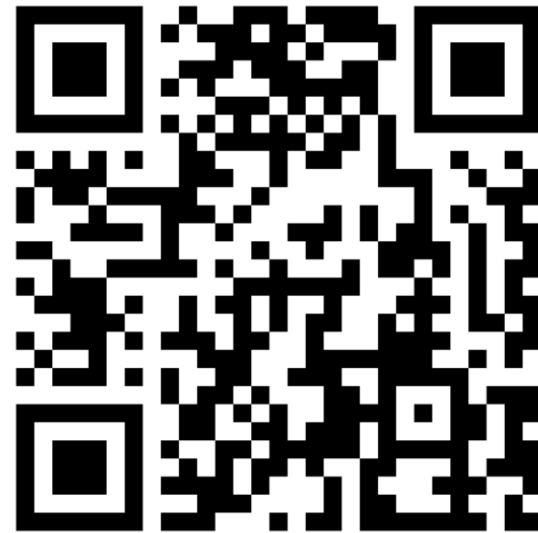
# Accessing “Coventry Families” is easy ..





# Coventry Family Hubs

[www.coventryfamilies.co.uk](http://www.coventryfamilies.co.uk)



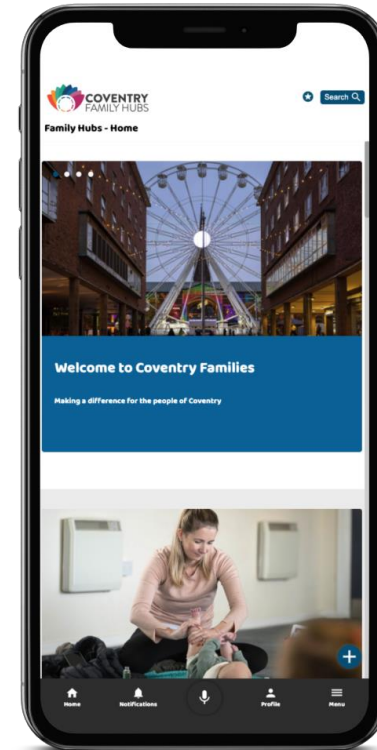
## What the data is telling us..

Users  
3.5k

Installed App Users  
429

Sessions  
6.78k

Page Views  
42.3k



Analytics June 2024 – September 2024



## Next Steps

- Platform Enhancement – further development of the portal linking to Family Hub registration process
- Development of Automated Care Pathways
- Advancement of the AI functionality that includes Notifications & Live Chat



Welcome to  
Sandwell Family Hubs

“ Our mission is **TO**  
**HELP ALL** Sandwell  
families **THRIVE** ,”



## The Story so Far

Childrens and Public Health worked together to deliver the Family Hub programme in Sandwell

We launched our 7 Family Hubs in July 2023

However, we knew this offer was not enough

We completed a full needs assessment to identify gaps in reach

This included a mapping exercise

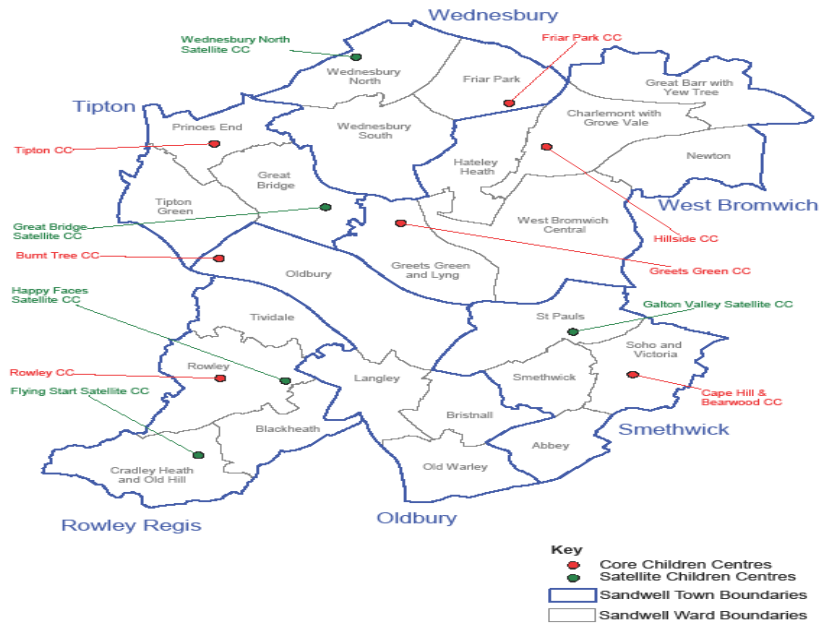
We engaged with partners from across all sectors

We now have 7 main hubs, 9 spokes and one mobile spoke

# Growth of Family Hub Model

## Children Centres and Satellites

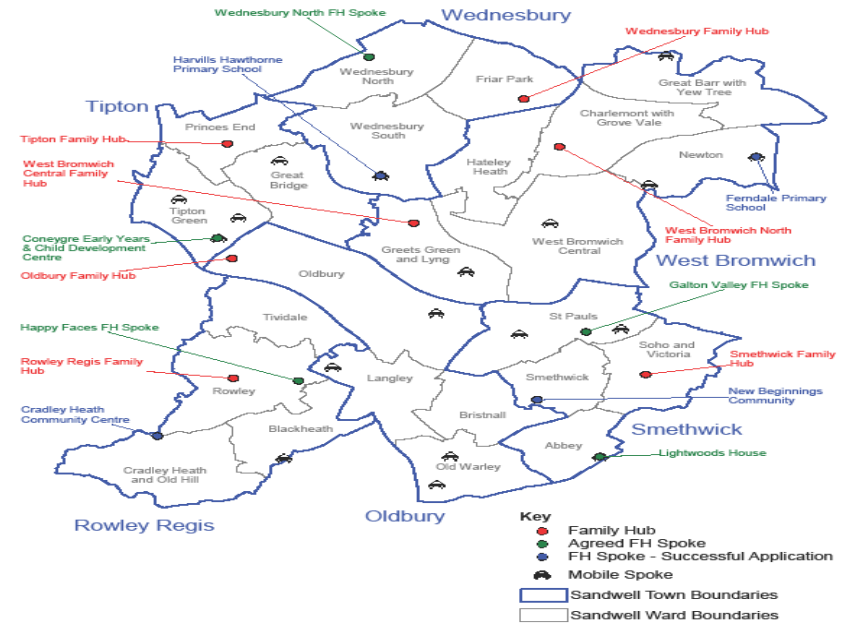
(as at 31 March 2023)



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## Family Hubs, Spokes and Mobile Spokes

(as at 30 June 2024)



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March 23 – 7  
Children

June 24– 7 Family Hubs, 2 satellites, 9 spokes, 14 mobile stops



Our aim for Hubs, Spokes and Network partners

Family hubs are a place-based way of joining up locally in the planning and delivery of family services. They bring




## Family Hub, Spoke and Network Definitions:



**Spoke**  
A  
welcomi  
ng  
inclusive

**Family Hubs**  
A welcoming  
hub for  
families:  
services  
available

Network Members  
**Are**  
organis  
ations  
in the  
network  
k who



Number of people  
seen at Mobile Spoke  
visits:

1811

Number of New  
Library members:

126

Number of families  
connected to  
services:

4

Number of  
organisations / places  
visited:

12

Number of Dads /  
Male carers seen:

82

Number of schools  
visited:

10

Number of families  
who have  
registered with  
Family Hubs:

53

Number of schools  
who have booked  
service/courses as  
a result of our  
visits:

3



# Working with.....



**Health Visitors**

**Cost of Living  
Advisors**

**Changes**

**Go Play**

**Midwives**

**Housing**

**Public Health**

**SPDC**

**Speech and Language  
Therapists**

**Decca**

**Youth Services**

**SPVU**

**Schools**

**Early Years**

**CAMHS**

**Sensory Teachers**

**Brooke**

**Libraries**

**Maternity Voices**

**Early Years SEND  
Outreach Workers**

**Black Country  
Women's Aid**

**Book start**

**Gateway**

— **Perinatal Psychologist**

**Neonatal Team**

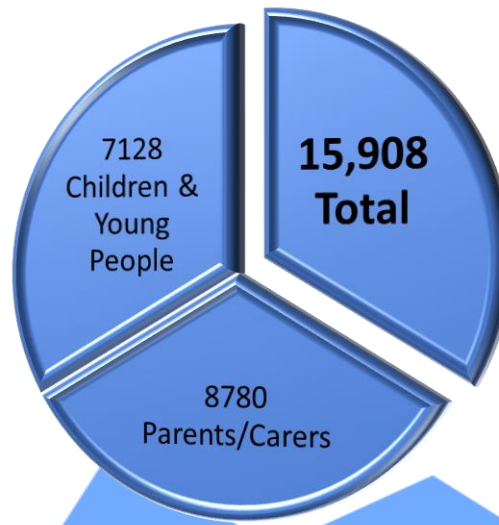
**National Literacy  
Trust**

## Community Network Model

- This model will operate in each of the Sandwell Towns
- The network includes a range of partners and stakeholders in the town that support babies, children and families.
- The network members include schools, library's, health, spokes, commissioned services and members of our voluntary sector.
- Network members will come together quarterly to share updates, challenges and good practice.
- Our network is a web of services for families, that connect together to ensure families can receive the support they need where they want to receive it.
- A data report based on individual towns will support priority setting and impact or interventions.

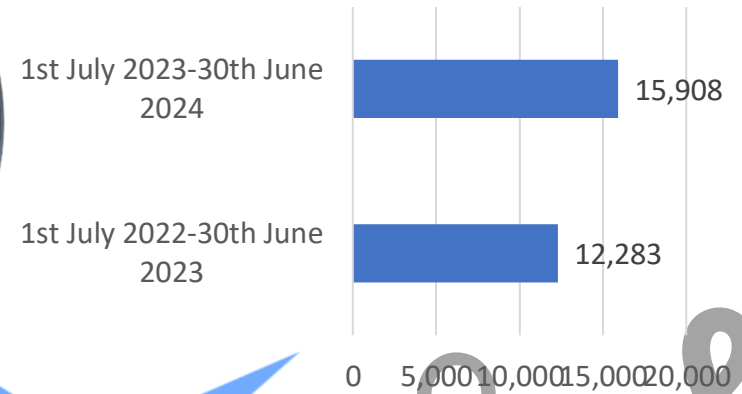
# Active Engagement Reach

- By increasing our partnerships (highlighted), more services have been accessible to families from Family Hub core sites, Spokes and community venues. Supporting reach to **15,908** parents/carers, children & young people From launch until end of June 2024.
- This means Family Hubs have impacted **7,128** children and young people and supported **8,780** parents/carers through active engagement with sessions and support provided by Barnardo's or facilitated within the Hubs.
- This is a growth from 12,283 (taken from July 2022-June 2023) of **3,625**.




A growth of **30%** active engagement in sessions/services since the introduction of Family Hubs

## Active Engagement with Services





# Next Steps for our Family Hub Model

- Embed and sustain spokes
  - Strengthen and Embed Family Hub Network
  - Strengthen parent and child voice in community network meetings
  - Continue to build and sustain partnerships
  - Explore and develop partnership agreements
- 



Thank you for your  
time we welcome  
your questions

Sandwell

**Family**

Helping Families Thrive

