

# SureStart



**Giving Every  
Child the  
Best Possible  
Start in Life**

# SureStart

#surestartworks



Partnership working is at the root of  
What makes Sure Start work

## What is Sure Start?

Sure Start is a Programme targeted at parents and children under the age of four living in the most disadvantaged areas. It brings together health, family support and early education services which are designed to support children's learning skills, health and well-being, and social and emotional development. Services are offered both in the home and in group based settings.

## What are the Aims of Sure Start?

### The Aims of Sure Start are to improve:

- The ability to learn by encouraging stimulating play, improving language skills and the early identification and support of children with learning difficulties;
- Health by supporting parents in caring for children and promoting children's health and development;
- Social development by supporting the development of early relationships between parents and children, good parenting skills, family functioning and early identification and support of children with emotional, learning or behavioural difficulties.

## The Key Principles of Sure Start are:

- Co-ordinate, streamline and add value to existing services for young families in local communities, including signposting to specialised services;
- Involve parents;
- Avoid stigma;
- Ensure lasting support;
- Be sensitive to particular families' needs; and
- Promote participation of all local families.



## Core Elements of the Sure Start Programme are:

- Outreach and home visiting services, to make contact as early as possible in a child's life and draw families into using other services;
- Family support including befriending, social support and parenting information, both group and home based;
- Good quality play, learning and childcare experiences for children (both group and home based);
- Primary and community health care and advice;
- Speech language and communication support;
- Support for all children in the community recognising their differing needs.

## The Policy Outcomes of Sure Start are:

- Improved language skills.
- Early identification of developmental delay.
- Improved access to services.
- Enhanced parenting skills.
- Effectively integrated services.



# Sure Start Services Summary

## DID YOU KNOW?

In 2016/17 Sure Start services across NI were accessed by 20,480 children, 19,000 mums and 2,300 Dads!

Sure Start delivered 169,146 individual group based sessions and 68,643 home visits.

Sure Start users this year came from 146 countries – a celebration of the diverse nature of the programme and our modern society!

## ANTENATAL SERVICES

- Antenatal Parenting Programmes
- Antenatal Home Visits
- Ante Natal Reflexology
- Antenatal Yoga
- Antenatal Physical Activity Programme
- Fathers to Be Support
- Antenatal Pilates
- Antenatal Drop In Clinic
- Breastfeeding Antenatal Support
- Hypnobirthing
- Preparation for Birth
- Maternity Equipment Loan Scheme

## CHILD DEVELOPMENT SERVICES

- Speech and Language Therapy – *Group Based and Home Based Support & Assessment*
- Developmental Programme for 2-3 Year Olds
- Play Development Programmes
- Physical Play Programmes
- Occupational Therapy Support
- Home Based Support from the Multi-Disciplinary Team
- Songs and Rhyme Programmes
- Play Development Workshops for Parents
- Arts & Crafts Programmes
- Crèche Support

## FAMILY TIME

- Parenting Programmes
- Play Development Programmes
- Physical Activity Programmes
- Family Support Groups
- Family Support Home Visits
- Oral Health Workshops
- Health Promotion Workshops
- Family Fun Events
- Father and Family Saturday Services
- Multicultural Groups

## POSTNATAL SERVICES

- Breastfeeding Support
- Postnatal Drop in Groups
- Parenting Programmes
- Postnatal Home Visits
- Fathers Support
- Baby Massage
- Baby Reflexology
- Baby Yoga
- Play Development Programmes
- Weaning support
- Solihull Programmes

## PARENTS SERVICE

- Parenting Programmes
- Physical Activity Programmes
- Family Support Groups
- Family Support Home Visits
- Fathers Support
- Health Promotion Workshops
- Life Long Learning Opportunities
- Antenatal Programmes
- Postnatal Programmes
- Multicultural Groups

# Staffing across the Sure Start Programme 2016/17

**1232**

STAFF IN SURE START  
PROJECTS ACROSS  
NORTHERN IRELAND

Developmental Programme 2 -3 year old staff	<b>345</b>
Early Years Staff	<b>252</b>
Managers	<b>41</b>
Health Visitors	<b>34</b>
Midwives	<b>33</b>
Family Support Staff and Team Leaders	<b>265</b>
Admin, Finance and HR	<b>106</b>
Speech and Language Team	<b>45</b>
Occupational Therapists	<b>5</b>
Other Support Staff	<b>69</b>
Public Health Nurse and Health Assistants	<b>31</b>
Other AHP and Social Work	<b>6</b>



# 16/17 High Level Statistics for Sure Start NI

**31,000**

0-3 YEAR OLDS  
REGISTERED WITH  
SURE START

**36,627**

FAMILIES  
REGISTERED WITH  
SURE START

SURE START  
WORKS IN THE TOP

**25%**

MOST DEPRIVED  
WARDS IN NI

**39**

SURE START  
PROJECTS

**9,357**

FATHERS  
REGISTERED WITH  
SURE START

**35,266**

MOTHERS  
REGISTERED WITH  
SURE START

**112,394**

SURE START  
ACTIVITIES  
DELIVERED

**169,146**

INDIVIDUAL GROUPS  
BASED SESSIONS  
DELIVERED TO  
FAMILIES

**81%**

OF ELIGIBLE  
CHILDREN  
REGISTERED

**64%**

OF REGISTERED  
FAMILIES HAVE  
ACCESSED A SERVICE

**68,643**

HOME VISITS  
DELIVERED  
TO FAMILIES

**4,654**

FAMILIES SIGNPOSTED  
TO A RANGE  
OF SERVICES

**SURE START USERS THIS YEAR  
CAME FROM 146 COUNTRIES!!!**

# SureStart

## What Parents Say About Sure Start

*Absolutely outstanding. These services really helped me prepare mentally and as a result I felt in control during labour.*

*Having attended Hanen, Nurturing and Incredible Years, I can honestly say Sure Start have shaped and improved how both my husband and I interact with; and how we parent our children. The teaching of strategies and coping skills has been invaluable.*

*"The Sure Start programmes are important when being a parent. I would not have been able to do it without the parenting groups, they were an important part of understanding my children and providing important help and support to me."*

*My own confidence has grown.*

*Sure Start have given me the tools to parent in such a way that I understand my children and the communication within our family has been fantastic.*

*I would have been lost without the Sure Start team when I had my son.*

*Sure Start helped my knowledge of child development*

*My Child loves his development programme, his speech and motor skills have come on brilliantly. His Social skills have also improved greatly*