

Birkenhead Constituency Committee
Public Health Innovation Fund 2014-15 allocation £50,000

The Public Health Innovation Fund allocated £50,000 to Birkenhead projects.

The Constituency Committee identified three projects for funding:

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| • St Paul's Catholic Primary School Community Hub | £25,000 |
| • Wirral Well Project | £5,394 |
| • Homestart Breast feeding project | £15,000 |

St Paul's Community Hub

The Birkenhead Constituency Committee was given the Public Health Innovation Fund budget allocation to deliver against specific priorities identified by Public Health. It was agreed by the Committee to utilise the funding to focus on one priority of 'Reducing the Impact of Child Poverty'. It was agreed to develop a community hub at a local primary school based on a model that has been delivered in two other hubs in Wirral, Leasowe and Woodchurch, through the Child Poverty Working Group.

St Paul's Roman Catholic Primary School in Beechwood was successful in their tender to develop a community hub focussing on school readiness. The Committee made recommendations around the operating of the hub.

The Head Teacher has submitted an action plan for the project and they have recently received their first tranche of funding. A monitoring visit has taken place on 24.6.15.

The project is underpinned by the Asset Based Community Development (ABCD) principles. The St Paul's team has been invited to attend ABCD training and the steering group which is made up of Beechwood Big Local (lottery funded partnership) representatives is encouraging the development of the project encouraging ABCD Community Connectors as a key part of promoting the project.

The project is focussed on improving speech and language for children aged two. Speech and language therapist hours are delivered through the project and include involving parents in 'chatter matters' workshops. Building on that, the community hub is offering 'Stay and Play' sessions run by Homestart volunteers. The hub has attracted additional funding from Wirral Life Long Learning and Family Learning Services for family trips.

The project has installed a climbing frame and birdfeeder to enhance outdoor play. They are also working directly with Catholic Children's Society to support families in parenting projects.

The St Paul's team are collating extensive monitoring data through the Wellcomm system which measures progress of children in their communication. They also measure general school readiness and are capturing anecdotal evidence. They are working with Leasowe and Woodchurch community hubs to exchange good practice and also invite Bidston and Manor primary schools to access their services. As the project has only recently started an impact monitoring report will be undertaken at the end of 2015.

Wirral Well

Birkenhead Constituency Committee allocated £5,000 to the development of the Wirral Well website. The aim of the funds were to increase and develop the use of the Wirral Well website through improved and targeted promotion. The website (wirralwell.org) is designed to be an online directory for health, social care, well-being and local events.

The funding contributed to the development of the artwork and content which has been agreed through market testing with residents and the following products have been purchased to promote the website:

- Banner stands
- Leaflet Vinyl's for shop windows
- Fold out credit card
- Stickers

Work has been ongoing with Community Action Wirral to agree a broad marketing plan and marketing materials have been designed by the Council's in-house Graphics Section. Posters and cards are being delivered to libraries, community centres and GPs to promote the website to Wirral residents. The Wallasey constituency have also contributed to this project.

Increase Breast Feeding Project

£15,000 was allocated to increase Breast Feeding initiation rates in Birkenhead by developing an antenatal support programme. The antenatal project has now successfully completed its work.

One of the challenges highlighted with this service was low referral rates and ensuring all pregnant women were aware of the support available. A significant development to overcome this challenge is that the Hospital Trust midwifery service

has agreed to an information sharing protocol being set up between them and Home-Start Wirral which would mean that the provider would get the contact details of every pregnant Wirral woman and they contacted them at 28 weeks of pregnancy to offer them information/support. It has also been agreed that an information sharing protocol will be established with the Health Visiting Service and that they will do an automatic referral to Home Start when they do their antenatal visit. This is a positive step forward as very few antenatal referrals are received from Health Visitors.

The project uses new methods of supporting pregnant women referred to them around providing information to increase breast feeding levels. Homestart works with mums to be, to link them up with peer support buddies, who offer a supportive texting support system.

Homestart has provided quarterly monitoring information which shows a good take up of the services and extensive information of age, location and type of service. The Committee has requested that they come back to the next meeting to make a presentation about their project and provide an impact report.

The Constituency Committee requests to carry over £4,606 to 2015-16 to be allocated against Birkenhead constituency projects.