

Blackpool Better Start

Centre for Early Child Development

A Better Start

£45m for **BLACKPOOL FAMILIES**

10⁺
YEARS



9,000
BABIES



CLAREMONT, TALBOT, BRUNSWICK,
BLOOMFIELD, PARK, VICTORIA, CLIFTON

7 WARDS
IN BLACKPOOL

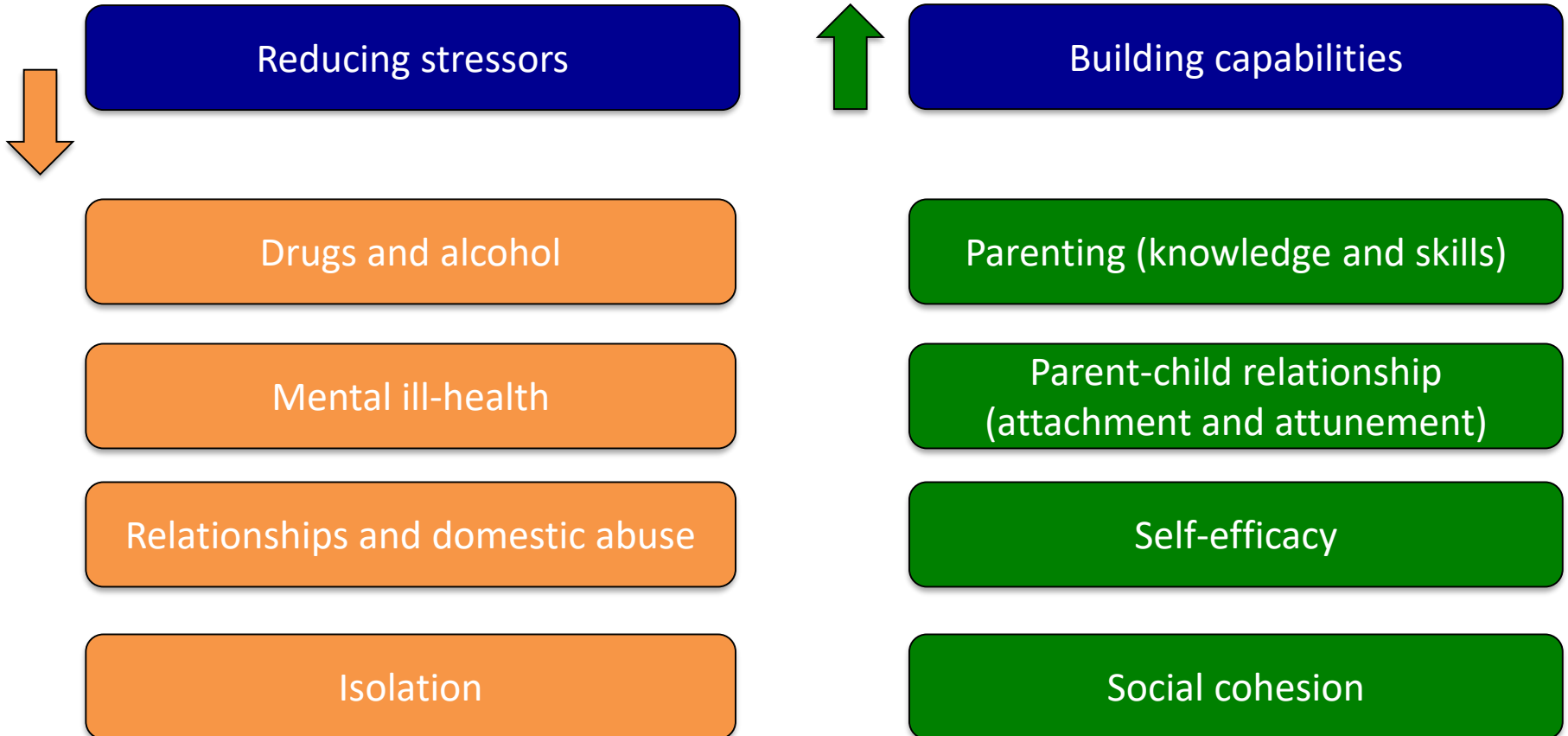


**Diet and
Nutrition**

**Speech and
Language**

**Social and
Emotional**

Focus of Intervention Strategy



What We're Doing...



Campaigns

Media campaigns to promote understanding on issues, using out of home paid media, social media campaigns, poster campaigns, buses, taxis, ad vans.

Core Story of Early Child Development

Better Start Call to Action

Alcohol Exposed Pregnancies

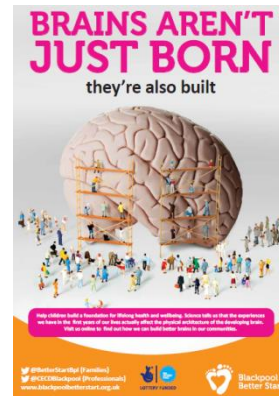
Big Little Moments Campaign

Diet and Nutrition

Speech and Language

Trauma Informed Approaches

Maternal Obesity



BLM #5 Making Time to Play - subtitles.mp4



Parks and Open Spaces

Renovating **22 Parks & Open Spaces** in co production with community and local organisations

- Community Gardens
- Play and garden areas in Children's Centres
- Early Years Natural and Play Areas



Early Years Park Rangers:

- Trained in Forest school and Brain Science
- Developing Community & Parent skills



Transforming Blackpool

The Town We Want

- Resilient Community's
- Stronger Third Sector



Volunteer Academy

- Community Voice
- Dads4Life
- Investing in Volunteers Status

Workforce of the Future

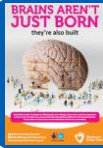
- Apprentices
- Further and Higher Education
- Early Years and Education



NSPCC Better Start Short v1.mp4

What We Need...

Whole Town
Approach



Support
Campaigns



Workforce
Development



Support Events



Third Sector
Support



Empower Parents



What Can We Offer You.....

Information, Support and Guidance

www.blackpoolbetterstart.org.uk

Procurement through local businesses

Strengthen third sector capacity

Strengthen Early Years Provision

Training and Development for Staff and Volunteers

Partnership

Contacts



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