

# Primary Care Early Years Worker

Abertawe Bro Morgannwg Health Board; Swansea; Penderi Network



**Project Lead / Contacts;** Sian Bingham, Head of Strategic Services City and County of Swansea and Gary Mahoney; Early Years Progression Officer

<http://www.swansea.gov.uk/article/11089/Swansea-Family-Information-Service?formid=2900>

A Primary Care Early Years Worker has been appointed working across the Practices in the Network focussing on Parenting Skills and identification of interventions for young children. The operative will work closely with post natal services / health visitors / early intervention team and Child and Family Clinics based within Primary Care to ensure that key parenting messages are getting across, effecting positive change through a health setting

## Rationale

The Swansea Early Years Strategy (based on research evidence highlighted in the Marmot Review) states that deprivation is strongly linked to health inequalities and this is evident both geographically and demographically across Swansea. There is almost a 23 year difference in healthy life expectancy for men and 15 years for women living in the most, compared to the least deprived areas of Swansea. Deprivation is strongly linked to educational attainment and for many educational indicators there are gaps of 20% or more between attainment levels of children who are eligible for free school meals as opposed to those who are not eligible.



## Project Details

The Link worker accepts referrals directly from GM Practices and works closely with post natal services/health visitors/the early intervention team and child and family clinics based within Primary Care settings to ensure that key parenting messages are delivered and effect positive change within a primary / community care setting

The project operates across the six practices in the Penderi and City clusters

Allow early intervention screening; identify children requiring additional support including possible safeguarding issues and Adverse Childhood Experiences

- Support for new parents - including teen mothers; promote positive parenting
- Focus on early speech and language development
- Signpost to other services and sources of support for parents/young children
- Reduce GP workload
- Advise / support parents on multiple e.g. speech and language development, fussy eating, importance of routines including sleep patterns, challenging behaviour
- Enhance community engagement for each GP practice
- Strengthen links between Primary Care and supporting agencies
- Enhance access to supporting agencies / projects such as Flying Start
- Support existing service provider's e.g. generic health visitors working outside Flying Start catchment areas

## Intended Outcomes

Engagement of parents and carers in order to encourage:

- Promotion of the 'Swansea Way' parenting campaign
- Positive development of early speech and language skills to allow children to meet their early developmental milestones
- A holistic view of solutions to parenting issues and barriers that parents face
- Seamless community engagement links with practices as appropriate
- A focus on safeguarding and a reduction of Adverse Childhood Experiences
- Promotion of 'best start' messages. This would need a flexible approach and the ability to tailor the sessions to the specific needs of the children present at each session
- Potentially there could even be then opportunity to develop some outreach work through this role.
- Family Play supports parents and families to promote play and attachment

The Early Language Development Team support families to build and enhance skills and to better enable them to help their child to meet their developmental milestones.

**Partners;** Primary Care; Flying Start; Swansea County Council; ABMU HB;

### Time-frame

A pilot project starts in early 2017 with a duration time of 18months – 2 years

**Future Development Planned;** currently providing support to 3 of the 5 GP clusters in Swansea. Cwmtawe, Llchwyr, and Penderry. There are 2 full time posts covering the 3 clusters. We have also had it confirmed that all 3 clusters are re investing for a further 12 months from 1st April 2019.

### Commissioning / Funding

The post is funded 80% by the GP Cluster; 10% by ABM University Health Board and 10% by the City and County of Swansea.

### Evaluation / Reporting

Support received from 1,000 Lives Team in PHW to assess cost benefit

### Supporting Documentation;



Early Years.mht



Evening post article 2nd feb 17.zip



Early Years Worker Project.zip

Acknowledged; Information provided by Debra Morgan ABMU UHB

### Similar projects; The Monmouthshire Acorn Project;

<http://www.monfis.org.uk/parenting/local-support-services-for-parents/acorn-project> aims to improve parenting skills and confidence in disadvantaged families. It is funded by Families First, a Welsh Government initiative which aims to reduce child poverty. The project works with families in need who have one or more child aged 4-11 across Monmouthshire, and also with families who have one or more child aged 0-3 in areas that are not covered by the Flying Start initiative

The Acorn Project is based in North Abergavenny, Overmonnow, West End, and Thornwell. The project provides: parenting programmes , parenting support, learning support, mobile childcare provision and support to access services. For more information on the services offered or to request a referral form contact The Acorn Project on 01873 735020 or e.mail [acorns@monfis.org.uk](mailto:acorns@monfis.org.uk)