

A Community Based Approach to Improving Infant Mental Health



**Blackpool
Better Start**

CENTRE FOR EARLY
CHILD DEVELOPMENT



Melanie Farman

Development Manager

 @MelanieFarman

 melanie.cecd@nspcc.org.uk



What will I cover today



Context in Blackpool

£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

Systems Transformation



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Theory of Change



Reducing stressors

Drugs and alcohol

Mental ill-health

Relationships and domestic
abuse

Isolation

Building capabilities



Parenting (knowledge and
skills)

Parent-child relationship
(attachment and attunement)

Self-efficacy

Social cohesion



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1 INFANT MENTAL HEALTH IN BLACKPOOL



the emotional wellbeing of babies, sometimes called infant mental health, refers to how well babies experience, regulate and express emotions, and is dependent upon the quality of the relationship between infant and carers

- Parent Infant Foundation, 2020.



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1 INFANT MENTAL HEALTH IN BLACKPOOL



Blackpool Better Start approach to Perinatal and Infant Mental Health

1 INFANT MENTAL HEALTH IN BLACKPOOL

Our community approaches

Universal Baby Steps

Baby steps is embedded across the Town as the universal antenatal education programme

Community Connectors

Peer support of our local parents – our Health, Community and Dad Connectors

Health Visiting

Newborn Behavioural Observation
Neonatal Behavioural Assessment Scale.
Behavioural Activation.
Trauma Informed Approaches

Engaging Dads

Peer Support
Workforce Development
Engagement
Volunteering



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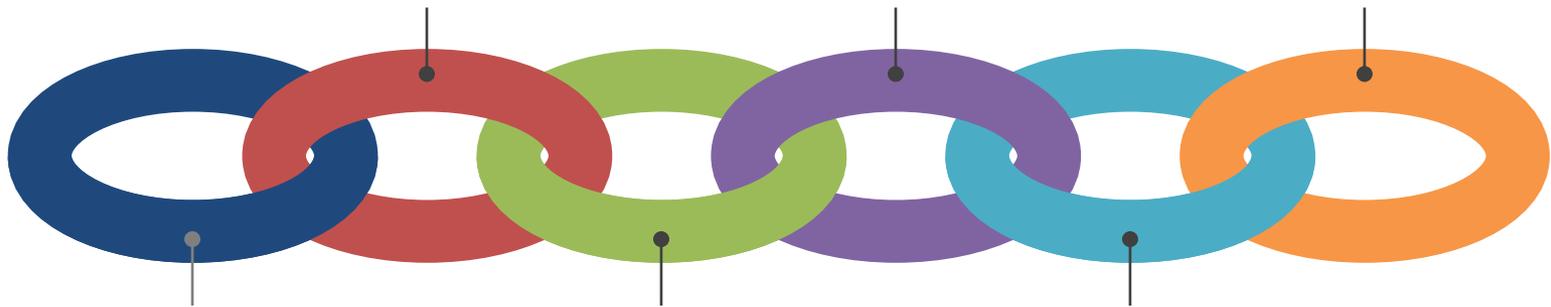
Universal antenatal education – Baby Steps

← **Strengthening** →

Changes for me
and us

Giving birth and
meeting baby

Caring for baby



Development of
unborn baby

Health and
wellbeing

Who is there for
us – people and
services

← **Relationships** →

Community Connectors



Sally Pye



Sarah Peers



Stacey Baron



Susan Gorst

Dads' Connectors



Jonathon Porter



Reece Whelan

Health Connectors



Emma Hobbs



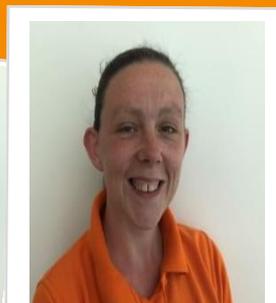
Jade Lord



Katie Whale



Nichola Dawson

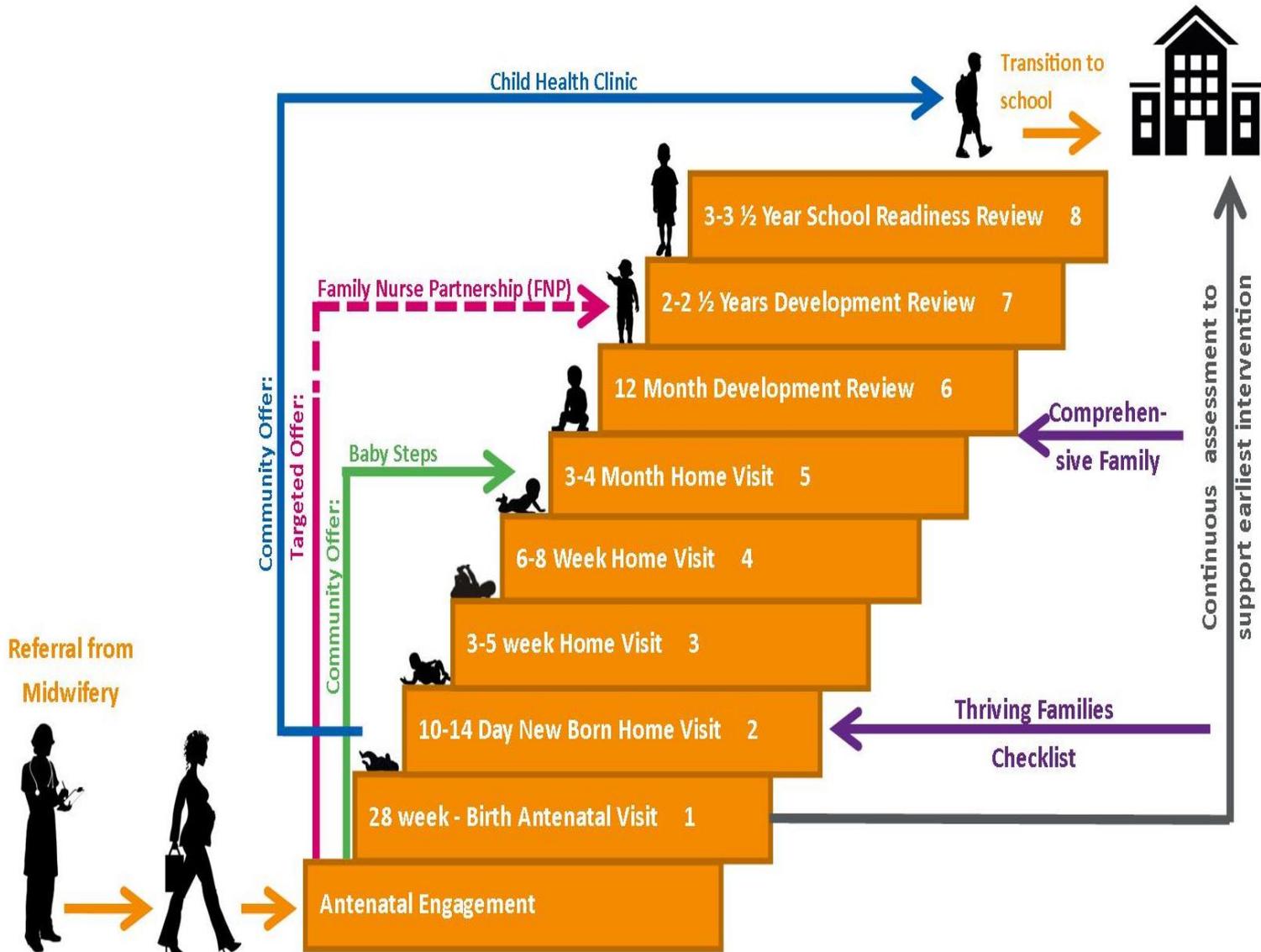


Simone Moore



1 INFANT MENTAL HEALTH IN BLACKPOOL

Enhanced Health Visiting Service – Promoting Infant Mental Health

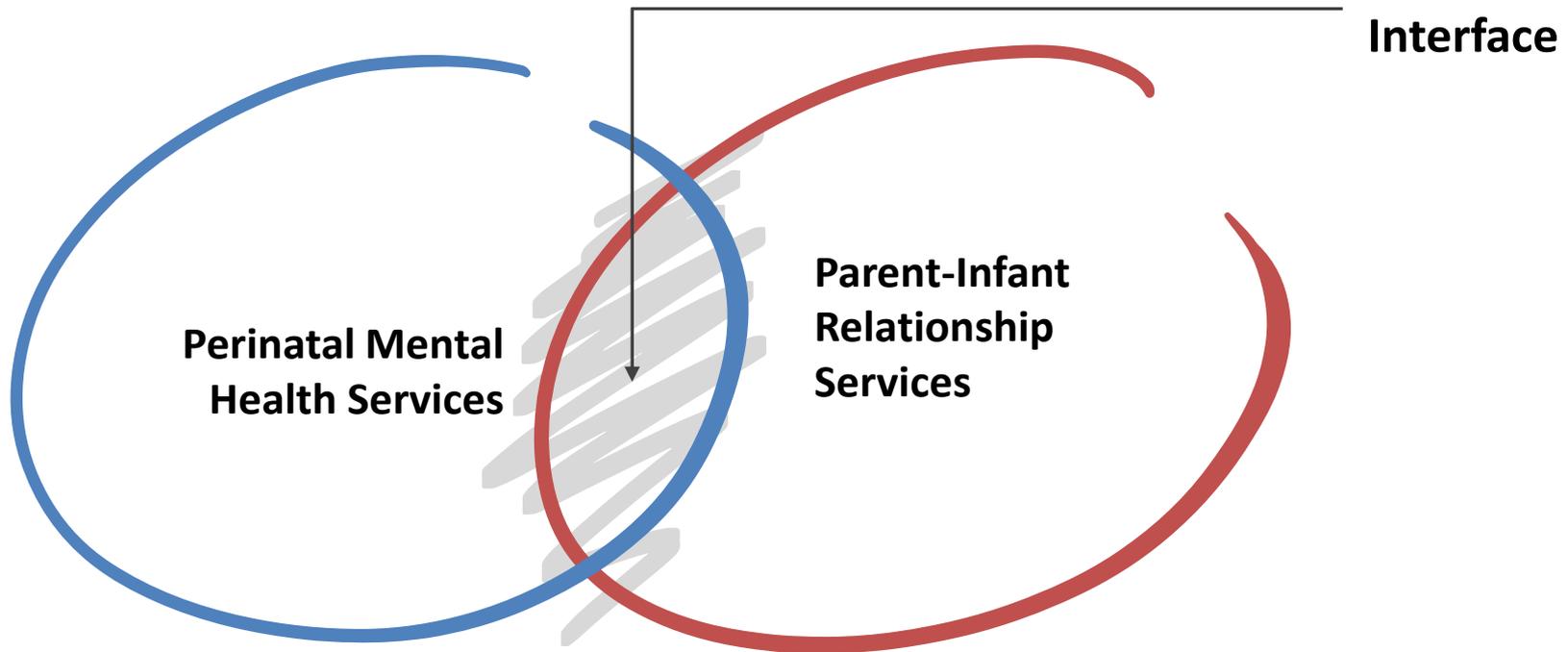


Engaging Dads



**INTERFACE BETWEEN
PERINATAL AND
PARENT INFANT
SERVICES**

The interface matters

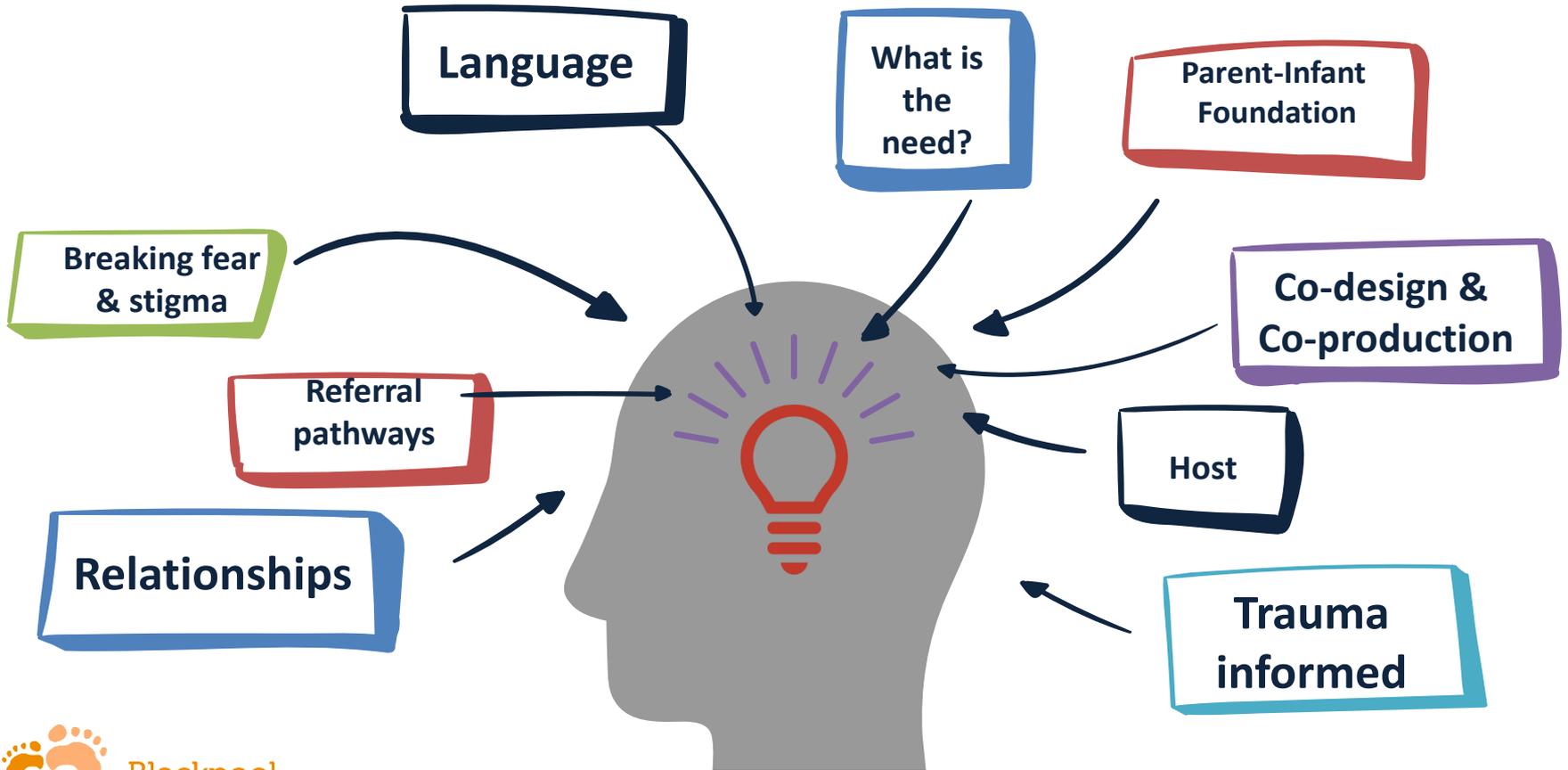


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3 DEVELOPING A PARENT INFANT RELATIONSHIP SERVICE IN BLACKPOOL

Emerging parent – infant service



4 THE IMPORTANCE OF CO-DESIGN AND CO-PRODUCTION



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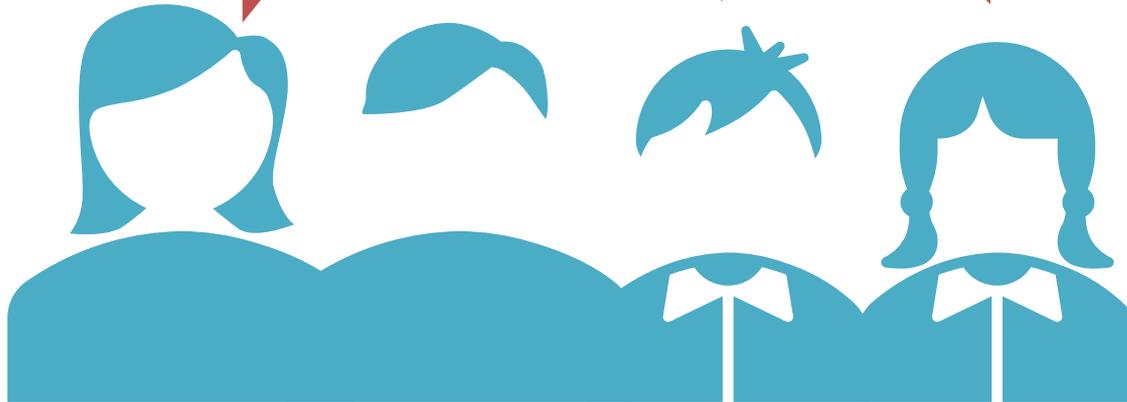
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Thank you

Thank you for listening

Email: betterstart.cecd@nspcc.org.uk
Website: www.blackpoolbetterstart.org.uk
Twitter: [@CECDBlackpool](https://twitter.com/CECDBlackpool)

Melanie Farman
Development Manager
[@MelanieFarman](https://twitter.com/MelanieFarman)
melanie.cecd@nspcc.org.uk



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#Includinginfants
in children and young
people's mental health