

**EYPP – Call for Evidence, Early Years Pupil Premium
Case Study 7**

What?	Born to Move - Kent
Why?	An increasing local and national trend of children starting school not developmentally ready for formal learning had been identified.
Where and when?	Workshops delivered to more than 1,600 staff in Kent, with 18,500 new babies benefiting from the project. Pilot study began in 2010 and the roll out is ongoing.
Who?	The project aimed to empower health visitors and children’s centre teams to work with parents and careers to motivate them to take a more active role in their child’s development from birth.
How?	<p>The project aimed to improve outcomes in self-esteem, communication, educational achievement and physical health. The aim was to help more children reach their potential by improving their physical, social and emotional skills in pre-school years so that more children start school with the fundamental movement skills and self-esteem to improve equity of life chances.</p> <p>The project was cost effective, delivering consistent messages to all families at universal contacts, with existing staff.</p> <ul style="list-style-type: none"> • Health visitor led workshops on active learning for 0-5s, with multi-agency colleagues had a positive impact on partnership working. • 60 Local district champions were trained to support sustainability across the country using a ‘train the trainer’ approach • Born to Move leaflets were discussed with every new birth contact and reinforced at every subsequent contact. • Health visitors led children’s centre teams in promoting three key messages: <ul style="list-style-type: none"> - the importance of awake tummy time from birth in preparation for crawling - eyes need to move too - chatter matters <p>Born to Move is now part of the essential training for health visitors and student health visitors in Kent and the workshop was offered as part of the training matrix for nursery staff in Kent.</p> <p>Born to Move app: the project app is being piloted with parents currently prior to launch on the app store in Spring to offer further parent support & advice.</p>

<p>The Evidence of Impact</p>	<p>Key results: The first measurable outcome was the number of babies crawling by the one year universal contact after the first year of input who had received the project messages consistently from health visitors, supported by early years. Across the pilot area district an improvement in crawling rate rose from 30% to 94% and impact has been sustained for the past 3 years. It has now been rolled out across Kent. A county wide audit of impact is currently underway The Millennium Study third review (UL 2006) noted that babies reaching their expected levels of development by the time they were one year directly correlated, across all social strata, to children being developmentally ready for school later. A paper is being written for publication on the impact of the project. Progress is being tracked by Kent Community Health Trust as an early Implementer site, the Early Intervention Foundation and Department of Health as an innovative evidence- based initiative.</p>
<p>Where to find out more</p>	<p>Julia Haynes, Fellow of the Institute of Health Visitors & Project Lead Health Visitor for the Born to Move Kent-wide Project - Julia.haynes1@nhs.net</p>