

Children and Young People's Emotional Health and Wellbeing

Cornwall's HeadStart Kernow Programme 2016-2022

End of Programme Report | Executive Summary



“ We want people to **see the unseen, to hear the unheard and to help the ones that need it.** ”

- Amy Pearton, Chair of Young People's Board, 2016

“ ... everyone at HeadStart Kernow has kept the **Young People's voice and opinions at the heart** of the first couple of phases. We plan to keep it that way! ”

Foreword

This executive summary provides highlights from the HeadStart Kernow six year programme and is under-pinned by detailed evaluations. We are indebted to The National Lottery Community Fund for the opportunity to become one of the six strategic HeadStart programme areas in England (2016-2022).

Their significant investment and facilitative approach has enabled an enduring partnership in Cornwall between children's services, schools and voluntary sector organisations, to test and learn from a diverse range of initiatives and interventions designed to understand the risks to emotional and mental health of young people and work with them to make a difference. Our ambition was to take a whole Cornwall, whole system approach and I believe we have achieved our aims. There is more to do to ensure consistency, quality and availability of support for young people at the time they need it to prevent the risk of poor mental health; it is incumbent on all of us to maintain the commitment at a time when there are even greater risks to children and young people's emotional and mental health arising from the pandemic, conflict and poverty. Everyone working in the children and young people's emotional and mental health system, have come together over the last few years to innovate and share good practice to improve prevention and early intervention practice and resources. Young people have challenged and shaped HeadStart Kernow from the start ensuring that investments have been made in the areas of policy, practice and workforce development to support schools, families and practitioners meet need earlier in a way that works for young people. As Amy put it in her foreword to the HeadStart Kernow Strategy in 2016 *“we want people to see the unseen, to hear the unheard and to help the ones that need it.”* And that's what we have done.

The following quotations from young people over the past 6 years demonstrate HeadStart Kernow's integrity and the impact on those for whom the programme was established to support:

See the unseen

“ This class has helped me realise that I'm not alone and if anything it has made me feel better about myself. ”

- Young person, The Power of Youth Workshop Review blog

“ It's okay to feel the way you feel. You are not alone. ”

- Young people at Falmouth School, from 'HelloYellow' - a Youth In Mind film

“ Be yourself, there is only one of you, you are an individual, be proud. ”

- Young person, URAmazing - a StartNow campaign

Hear the unheard

“ I think it's really important that we make our voices heard because it is our future... ”

“ Young people are quite under represented; this is a way for young people to get their points across and to be heard by other generations. ”

- Young People Ambassadors - the Annual Conversation 2021

“ I feel like it's a really good thing to do, to help all the young people who are also affected by the whole pandemic. ”

- Member of Young People's Grants Panel

Help the ones that need it

“ I didn't think I'd even be here at this age, let alone be thriving! ”

- Young person supported by HeadStart Kernow Youth Facilitator support

“ This is the only support that has made any difference. I am looking forward to new things now and feel like I can do it. ”

- Young person supported by HeadStart Kernow Youth Facilitator support

“ Mental health is not something that can be cured overnight. Even after talking, you may still not feel fine. ”

- Young people at Cape Cornwall School, from 'It's OK not to be OK' - a Youth in Mind Film

“ The money really gives young people the opportunity to do things they maybe never got the chance to do... and get out of their little bubble. ”

- Member of Young People's Grant Panel

Where are we now and what next?

“ HeadStart has developed, tried and tested a whole system end to end approach – this must be sustained and built upon. ”

- NCB Stakeholder consultation 2021

From the very beginning of the HeadStart Kernow journey, a fundamental principle has been supporting and facilitating young people to be involved, empowered and heard. Young people are, and continue to be, at the heart of the HeadStart Kernow partnership approach.

“ I always think of HeadStart Kernow when I think about young people's voice. Their platform has grown enormously as a result of what HeadStart Kernow has done. ”

- Health and Education Colleague, Cornwall

The learning, expertise and resources from HeadStart Kernow will be integrated in the new Education and Community Health Service at Cornwall Council. This will contribute to the Council's outcomes (making Cornwall 'a brilliant place to be a child and grow up') and the One Vision Partnership Turning the Tide Strategy for child and adolescent mental health services. The Council's commitment to Children's Rights will be strengthened and will build upon the great work young people have achieved as part of HeadStart Kernow. There is much still to do in the field of prevention and early intervention and the impact, insight and intelligence generated as a result of the Lottery investment and the strong collaborative approach provides a solid foundation for the improvement of children and young people's emotional and mental wellbeing.

Heartfelt thanks to everyone involved over the last six years and we hope the legacy will go from strength to strength.

Kate Evan-Hughes

Service Director Education, HeadStart Kernow Senior Responsible Officer

Charlotte Hill

Head of Partnerships, Innovation and Wellbeing, HeadStart Kernow Strategic Lead

March 2022

This is **an executive summary** of the HeadStart Kernow end of Programme report, which is available separately. This summary provides a **general overview of the six year Programme** and **addresses eight specific questions** that The National Lottery Community Fund (TNLCF) have asked for a response to as their ambitious HeadStart Programme concludes in the summer of 2022. Cornwall is grateful for the **investment and opportunity to make a difference to children and young people's emotional wellbeing and mental health** as a result of their foresight and ambitious Programme objectives.

Background

Started in 2016, HeadStart Kernow is a £10.88m six-year Programme set up to explore and test new ways to improve the mental health and wellbeing of young people aged 10 to 16 and prevent serious mental health issues from developing.

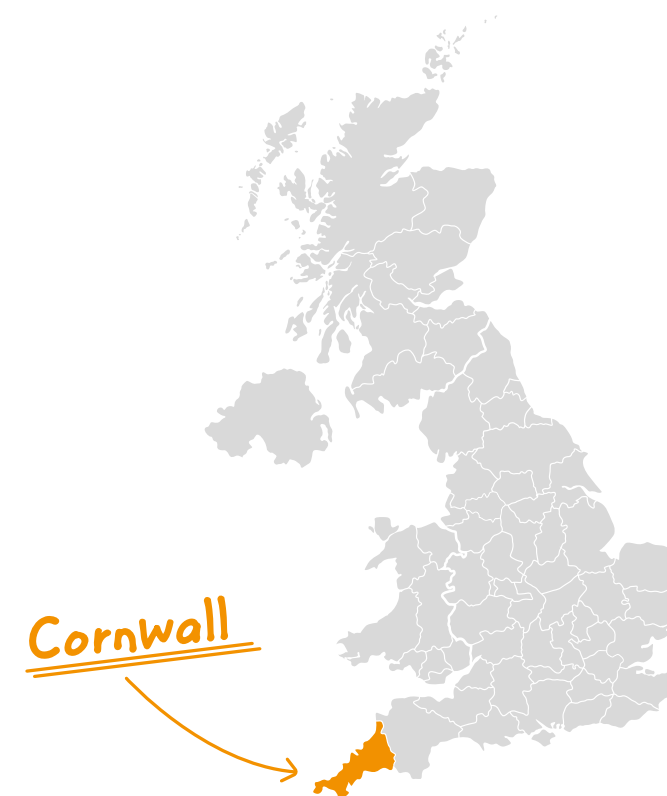
Cornwall is one of six local authority-led partnerships awarded funding from TNLCF's strategic investment Programme. The other partnership areas are Blackpool Council, Hull City Council, Newham Council, City of Wolverhampton Council and Kent County Council.

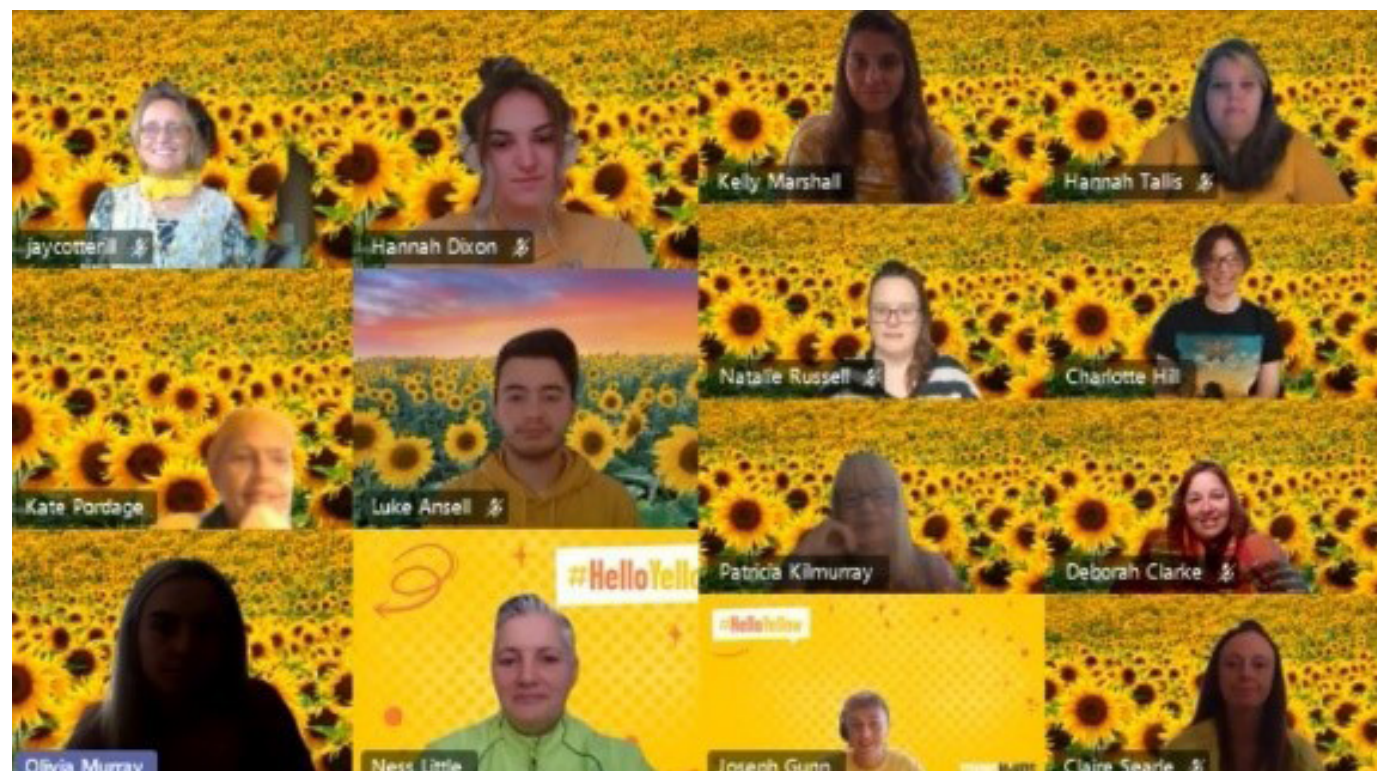
The HeadStart Kernow Strategy (2016-2021) set out the aims and ambitions for the Programme and this report reflects on the Strategy and how the Programme aims were achieved. In 2021 funding for the Programme was extended by TNLCF for an additional year to help meet the challenge of the coronavirus pandemic and to support the development of sustainability planning after TNLCF funding ends.



The changing context and embedding HeadStart Kernow's approaches

The Duchy of Cornwall is the second largest local authority area in the far west of the South West. It covers an area of 3,559 sq. km and has the longest coastline of all English counties at 697 km. It is an area characterised by varied landscapes including remote rural, coastal and environmentally sensitive areas, interspersed with villages and historic market towns. The Strategy set out why HeadStart matters to Cornwall. It continues to matter. Children and young people in Cornwall grow up in a county of contrasts with areas of visible wealth alongside significant levels of poverty and disadvantage which can be significant risk factors to good mental health and educational achievement. TNLCF investment has been vital for improving resources and support for children and young people's emotional health and wellbeing at a time of reduced funding for youth services and universal and early intervention services.





The HeadStart Kernow Programme has been managed by a small multi-disciplinary team who have delivered the Programme and commissioned services. When the coronavirus pandemic hit in 2020, the HeadStart Kernow team were well placed to lead the local multi-agency response to supporting children's emotional health and wellbeing. The pandemic highlighted the importance of embedding a whole-system approach with a focus on prevention and early intervention, and the 'test and learn' approach promoted by TNLCF enabled the HeadStart Kernow team to respond quickly by co-creating new resources for schools and other professionals, parents and young people.

Through the strategic Programme interventions, TNLCF adopted a relationship-based approach with a focus on 'test and learn' and delivering outcome, impact and learning. It has been refreshing and a privilege to work with a national funder in this way. Likewise HeadStart Kernow adopted a relationship-based approach in the delivery of the Programme, which has continued over the six year period. The team has invested in relationships with partners, stakeholders and young people and has encouraged them to also adopt this approach. On a strategic level HeadStart Kernow has developed relationships and collaborations in the Local Authority (across services), in the region (with stakeholders and partners) and nationally (with academics, other local authorities and organisations). These will have a lasting impact after the end of the Programme and places Cornwall in a strong position with the creation of the Integrated

Care System that '*removes traditional divisions*' (NHS, 2022). After the HeadStart Programme finishes, many relationships and collaborations will continue. These are described in more detail in the full report.

HeadStart Kernow has raised the profile of prevention and early intervention in Cornwall politically and strategically. The strategic context has been dynamic throughout the HeadStart Programme. A key ambition of the HeadStart Kernow Strategy was to build on the Council's strong track record of partnership working at strategic and local levels and to include the involvement of communities. Central to this was HeadStart Kernow's role in providing strategic leadership to embed the prevention and early intervention agenda. This has been embedded into key local strategies: the Education Strategy, the One Vision Plan and the NHS 'Turning the Tide' Plan (Children and Adolescent Mental Health Services (CAMHS) transformation). Going forward, the HeadStart Kernow approach remains relevant to the advent of the Integrated Care System and place-based service delivery.

The pandemic highlighted the importance of embedding a whole-system approach with a focus on prevention and early intervention

HeadStart Kernow has also supported the implementation of national agendas to promote wellbeing and attainment such as the development of Mental Health Support Teams (MHST) in schools (DfE, 2017). The HeadStart Kernow team provided support to Cornwall's bid to become a MHST trailblazer area in 2019. When the new Ofsted requirements in the 'personal development' category came in, the HeadStart Kernow team played a central role in embedding emotional health into the Personal, Social, Health and Economic (PSHE) education curriculum and developing resources. The significance of the HeadStart Kernow Programme is highlighted in Cornwall's 2020-21 Director of Public Health annual report in that the emotional health and wellbeing of young people is identified as a priority during the recovery from the pandemic. The report includes a recommendation to '*extend interventions which promote the emotional health and wellbeing of children and young people such as the Headstart Programme which provides a whole school approach to support young people's physical and emotional health and wellbeing at school*'.

Throughout the Programme the Strategic Lead positioned HeadStart Kernow in the wider governance arrangements for children's emotional health provision. In 2021 the HeadStart Kernow team played a central role in the development of a new early intervention service in Cornwall called Best Start in Life. The Council's new Business Plan (2022-26) includes priorities to make Cornwall 'a brilliant place to be a child and grow up' with ambitions for youth voice, prevention and early intervention for example, being included in the preparations for the G7 Summit which took place in Cornwall in the summer of 2021 that provided a platform for young people to participate and voice their priorities to world leaders.

HeadStart Kernow has supported young people to play a significant role in the Programme: strategically, operationally and in research. HeadStart Kernow has been a driver in Cornwall Council for youth voice and views 'working together with children' as fundamental to meeting the requirements of the UN Convention on the Rights of the Child. The HeadStart Kernow team have supported projects throughout the Council to embed this approach, including the Annual Conversation and the Climate Emergency. In working with young people, HeadStart Kernow has also taken a solution-focused and assets-based approach. The team has supported young people to attend in-person conferences and workshops with other HeadStart partnership areas, which has often proved a challenge due to the geographical isolation of Cornwall. Cornwall has benefitted from the increased

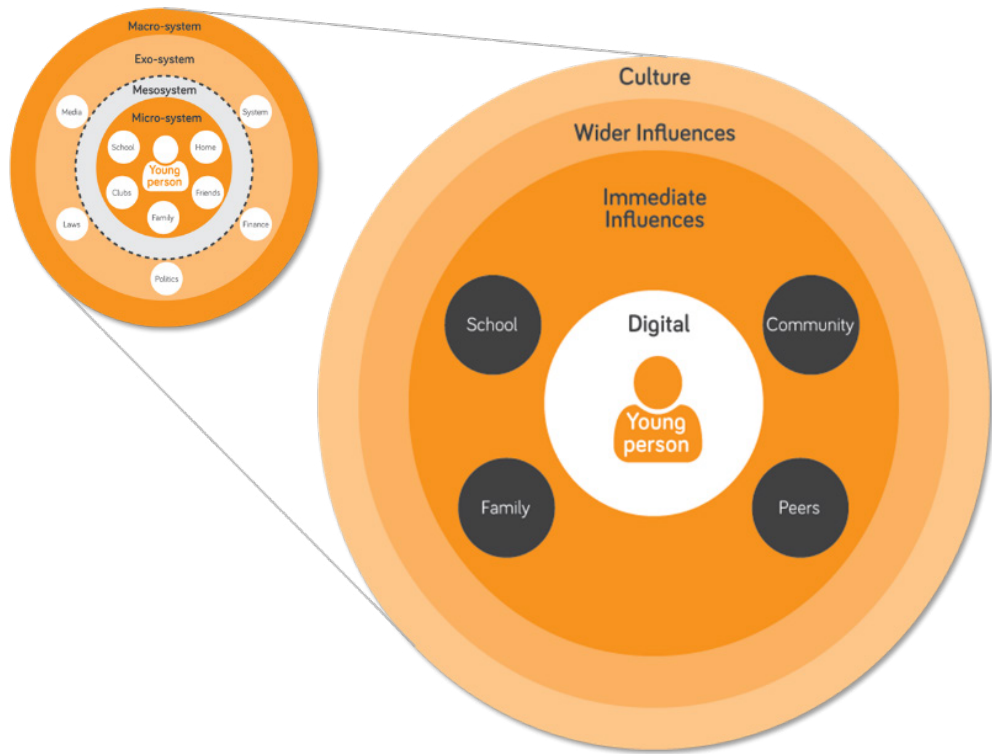
use of digital technology during the pandemic and has developed learning on new digital engagement methods, which resulted in two learning reports and contributions to an academic journal. The HeadStart Kernow team has also enthusiastically engaged in the support provided by the Child Outcomes Research Consortium (CORC) (funded by TNLCF) to develop innovative ways to meaningfully engage young people in research and evaluation. The HeadStart Kernow team has fully embraced the tenet that putting children and young people at the core of research about their own emotional health and wellbeing is key to ensuring results that *actually work* to support children's emotional health and wellbeing. It is also a principle of good ethical practice. HeadStart Kernow has supported 3,018 young people to be involved in co-production. In addition, HeadStart Kernow has supported 58 parents and carers and 297 professionals to engage in the Programme by informing the co-design of resources.

TNLCF has encouraged and enabled the HeadStart Kernow team to take a 'test and learn' approach, which means using learning to shape and improve the Programme. The 'test and learn' approach created a virtuous circle where learning generated in the Programme informs the Programme, academia and also feeds back into policy and practice. A key advantage of the 'test and learn' approach is that, as the HeadStart Kernow Programme delivered against its original Strategy (and outcomes were met), the Programme could adapt and continue to deliver against the overarching mission and vision. The 'test and learn' approach enabled HeadStart Kernow to very quickly adapt and respond with the advent of the coronavirus pandemic. The Programme was also able to incorporate a Parent Offer when this became highlighted as a key area of need.

HeadStart Kernow has supported young people to play a significant role in the Programme: strategically, operationally and in research.

‘Test and learn’ does not mean HeadStart Kernow did not take evidence-based approaches. The evidence-based approaches used in HeadStart Kernow are:

- The HeadStart Strategy was designed around the principle of resilience and focused on an asset-based approach rather than a deficit model.** This has been delivered by embedding a Whole System Approach (to build resilience into the system) and in support for young people (to build resilience on an individual level). As more research became available about the risk factors to good mental health and the effect of Adverse Childhood Experiences (ACEs), the HeadStart Kernow Programme then adopted a trauma informed approach. The importance of being trauma informed has become prominent over the course of the HeadStart Programme with the Public Health England (2020) report ‘No Child Left Behind’ highlighting the importance of addressing Adverse Childhood Experiences.
- A driving influence of the HeadStart Kernow Programme was Uri Bronfenbrenner’s Ecological Systems Theory (1979).** This theory stresses the importance of a child’s ecology (the wider environment in which they grow up). It recognises that young people do not grow up in a vacuum but that their development is heavily influenced by multiple layers of the surrounding environment including community, family, school, cultural values, laws and customs. A key addition to this model was the result of early work with young people who added the digital environment to the model, reflecting the impact of technological advances to their experience of growing up. The importance of the ecological approach is seen in how HeadStart Kernow has supported Contextual Safeguarding in Cornwall.



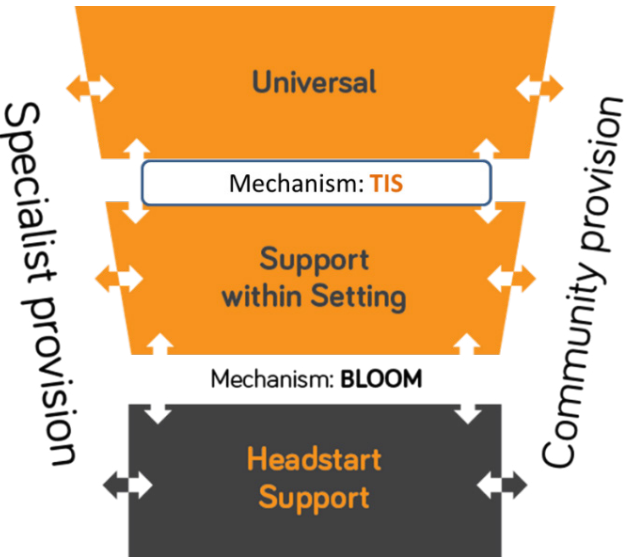
Simplified Bronfenbrenner’s Ecological Systems Theory developed by HeadStart Kernow for the Strategy (2016).

- The HeadStart Kernow approach to emotional and mental wellbeing sits in the ‘Getting Advice’ and ‘Getting Help’ quadrants of the THRIVE Framework for System Change** (Wolpert et al., 2019). Its core purpose is to support young people to thrive: it undertakes preventative work to provide advice and signposting to children and young people on their emotional health and wellbeing; and early intervention support for children and young people who need it.
- The HeadStart Kernow Strategy promotes a whole system, whole school, and community-based approach expanding to including a ‘whole family’ approach influenced by HM Government’s Supporting Families Programme (HM Gov 2012 to present).** As a result, the HeadStart Kernow Programme was designed to cover the whole of Cornwall, with children in every primary school, secondary school, special school and alternative provision setting benefitting, as well as community groups. It was important to Cornwall that all children of primary and secondary age would benefit, not just the target 10-16 year olds. TNLCF were supportive of this approach. This resulted in a complex and inter-related Programme, which the HeadStart Strategy represented by way of a funnel (right). The Programme elements worked together and are inter-related. At the same time HeadStart Kernow took a place-based approach, recognising that different geographic areas have different needs and circumstances and that a bottom-up approach allows local communities to influence and engage in the interventions provided in their community.



The THRIVE Framework for System Change.

Overall, the HeadStart Kernow Programme took a commissioning approach to delivery which enabled it to build capacity within voluntary and community sector organisations. This also **enabled the generation of intelligence and learning to inform system improvement and future specifications for services aimed at supporting children and young people’s emotional and mental wellbeing.**



The HeadStart Kernow Funnel showing, in diagrammatic form, the varying levels of support a young person needs from ‘Universal’ (at the top) to ‘Support within Setting’ and targeted ‘HeadStart Support’ (at the bottom).

Research, evaluation and learning

The local HeadStart Kernow evaluation and learning work was delivered by researchers employed by the Council and support for the evaluation was provided by colleagues in the Council's Public Health team, CORC and the National Children's Bureau (NCB).

The whole of the HeadStart Kernow team has been involved in aspects of the evaluation work. The HeadStart Kernow local evaluation had two main aims: to measure the effectiveness of the approach to improve the community and school environments for mental wellbeing (as set out in the HeadStart Kernow Strategy); and to demonstrate the impact of prevention and early intervention on individual, practitioner and setting levels. Early on in the Programme HeadStart Kernow developed a Theory of Change to provide an evaluation framework for the Programme and to identify outputs, outcomes and impacts.

The Theory of Change set out the overarching vision and priority areas for HeadStart Kernow:

The emotional wellbeing and mental health of all children and young people is improved because they can easily access the right support when they need it and HeadStart Kernow's priority areas:

- A whole setting approach is embedded and the existing workforce are competent and confident in their approach
- Young People understand emotional health and wellbeing and are confident in finding support when needed
- Community groups understand emotional health and wellbeing and are supported in their role
- Families and carers understand basic emotional wellbeing and know how to find support

The emotional wellbeing and mental health of all children and young people is improved because they can easily access the right support when they need it

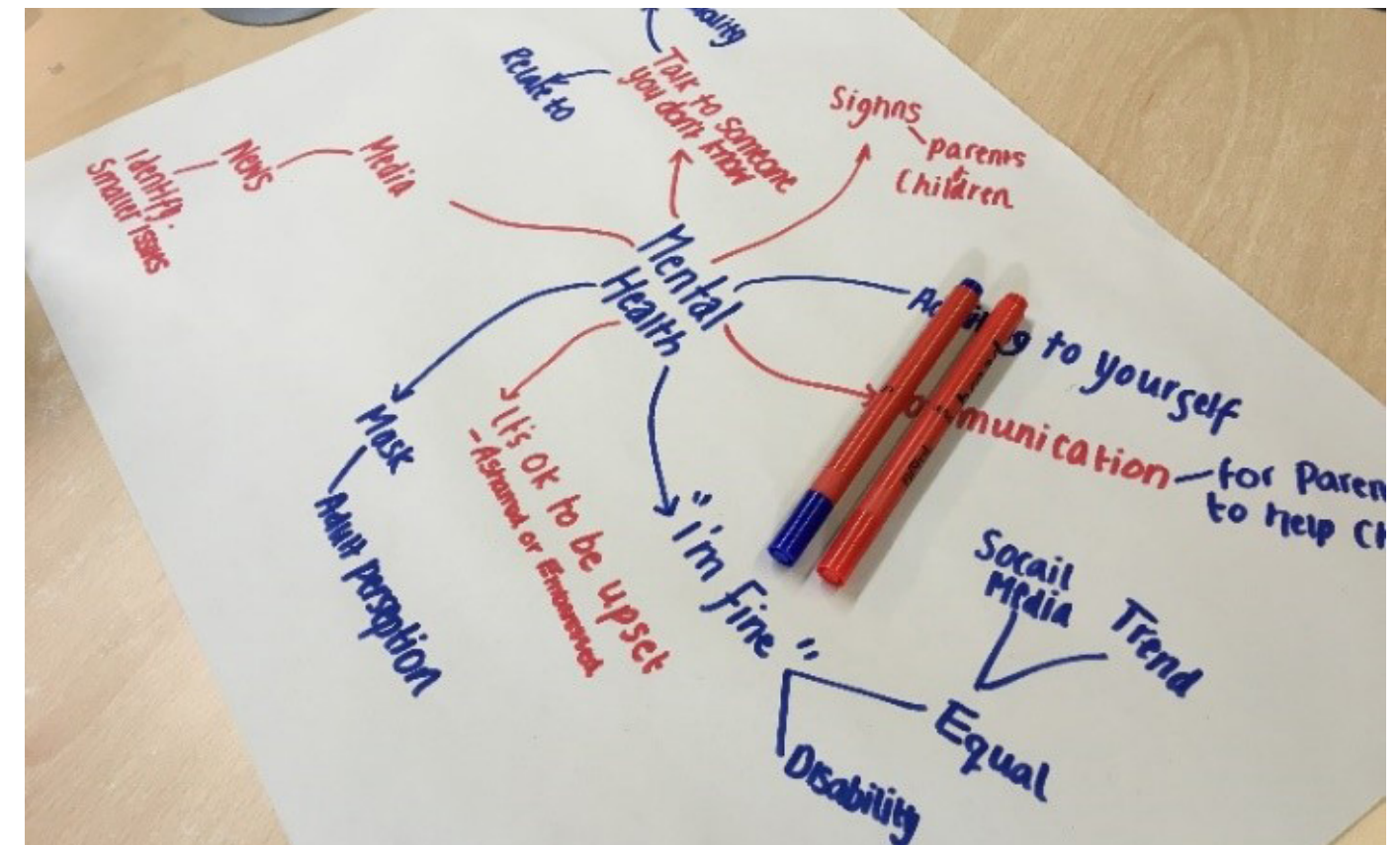
The HeadStart Kernow activity areas can be categorised into several work-stream areas: whole system approach; working together meaningfully with young people; engaging with academia; whole school approach; workforce development; parents offer; online resilience; and community development.

These were designed to achieve the following outcomes:

- Embedding children and young people's emotional health and wellbeing across the system
- Access for children and young people to support when/where they need it
- Workforce development and offer of practitioner supervision to support wellbeing
- Involving children and young people meaningfully
- Whole school approach to emotional health and wellbeing
- Improved understanding of emotional health and wellbeing (professionals, young people and parents) leading to reduced stigma
- Parents better able to support young people's emotional health and wellbeing
- Improved access to a range of resources and information designed to support self-care

These outcomes contribute to TNLCF's four overarching objectives for the whole HeadStart Programme: improve emotional well-being; improve engagement in school and academic attainment; reduce the onset of diagnosable mental health disorders; and reduce engagement in risky behaviour.

Over the course of the HeadStart Programme there was a growing understanding locally, and in academia, of the difficulty of measuring the impact of prevention and early intervention approaches. As the Programme progressed, the importance of qualitative data became more apparent. TNLCF was keen to develop learning from the Programme. HeadStart Kernow found that qualitative data was of particular value as it is able to illuminate 'why' and 'how' change happened.



Cornwall supported the national evaluation in a number of ways. Between 2017 and 2021 the Wellbeing Measurement Framework (WMF) survey was completed in secondary schools by pupils and captured direct indicators of young people's wellbeing and mental health. Year 7s were tracked as part of a longitudinal study as they progress through secondary school from Year 7 in 2017 to Year 11 in 2021. Year 9s were surveyed each year as a fixed age comparison group. The aim of the national evaluation is to measure the effectiveness of interventions by linking WMF data with locally 'Who Got What' intervention data and will report on this separately.

Like the other HeadStart partnership areas, there were challenges in Cornwall in collecting 'Who Got What' data. Locally the HeadStart Kernow team relied on Outcome Star data to measure the effectiveness of interventions. Outcome Stars use person-centred, strengths-based and co-production approaches and therefore align with the principles of the HeadStart approach. In 2018 The Learning Partnership (LPCo), commissioned by HeadStart Kernow to deliver the Facilitator intervention, piloted a new Outcome Star developed by Triangle Consulting with Action for Children that is specifically designed for use in early intervention services that aim to prevent the onset or development of mental illness, and to fill the gap before a mental illness is diagnosed. This is now used widely in the UK to measure the effectiveness of early intervention support.

The WMF has been invaluable to the HeadStart Kernow Programme, and participating schools, although perhaps not in the way originally envisaged by TNLCF or the national learning team. Cornwall considers the WMF to be a useful survey tool to develop understanding of emotional and mental health needs of young people. HeadStart Kernow produced a case-study with the Evidence Based Practice Unit (EBPU) to outline how the WMF data is used locally. The team also produced a journal paper based on the emotional wellbeing of young people who self-identified as Young Carers and, going forward, is using the WMF for a new Medical Research Council (MRC) funded programme called ATTUNE to understand the mechanisms and mental health impacts of adverse childhood experiences to co-design preventative arts and digital interventions. More information on ATTUNE is available through the Falmouth University website.

A comprehensive evaluation of each of the workstreams has been undertaken, with the resulting reports published on the HeadStart Kernow website. The suite of allied reports demonstrates the effectiveness of an early intervention, professional consultation and partnership model set within the wider ecology of children's services in Cornwall. The suite includes a report on the cost benefit analysis of the Bloom model and approach that was developed and led by HeadStart Kernow.

Sharing learning

HeadStart Kernow is keen to share learning from the Programme as the findings are of local and national value for all commissioners and practitioners who are looking to improve mental health support for young people.

The learning from Cornwall gives insight into the application of approaches and support in a rural, geographically isolated region. In addition to releasing learning reports (of which the release of the comprehensive end of Programme report is a key part), the HeadStart Kernow team have worked with CORC, the NCB, TNLCF and Public Health England (PHE) to develop case-studies that are shared on their national websites. The HeadStart Kernow team have informed evidence-bases such as submitting evidence to the APPG (All-Party Parliamentary Group) investigating access and rurality impacts on Children in Care.

HeadStart Kernow has been keen to share learning so that the approach can be replicated by others without them having to incur the significant start-up/programme delivery costs. HeadStart Kernow has engaged fully, and throughout the six years, in the partnership sharing workshops facilitated by TNLCF and CORC with the other five HeadStart areas in Blackpool, Hull, Wolverhampton, Newham and Kent. The team has supported the other HeadStart areas replicate learning from HeadStart Kernow in their models. In addition, the HeadStart Kernow Team has supported local and national conferences and learning events, providing information, presenting and leading workshops. These include presenting at the Council for Disabled Children conference (July 2021), the National Children's Bureau conference (October 2021), and the Children & Young People Now's fifth Safeguarding Children in the Digital Age conference (January 2022).

The Start Now website has been visited by

40,338 individual users



HeadStart Kernow has made a large number of physical and virtual resources available free at source to help enable universal provision. HeadStart Kernow has two websites that host resources: **the HeadStart Kernow website (www.headstartkernow.org.uk)** is targeted at professionals and **the Start Now Website (www.startnowcornwall.org.uk)** is co-produced by and for young people. Since launch, the HeadStart Kernow website has been visited by 38,664 individual users with a total of 195,289 page views. The training calendar and pages, virtual ring binder and digital resilience pages have been most frequently visited. The Start Now website has been visited by 40,338 individual users with 153,501 page views. The 'Online Wellbeing Action Plan' and 'Connect' pages have been most frequently visited.

The HeadStart Kernow team have made the resources available under Creative Commons licenses. For example, the HeadStart Kernow Online Resilience Toolkit has been released that allows other people to make non-commercial use of it, so long as they give appropriate credit, and do not distribute modified material.

Programme value

HeadStart Kernow received a total of £10,882,360 for the six year Programme. The original Programme (2016-2021) was £9,383,360 and Lottery provided an additional year of funding to help meet the challenge of the pandemic.

This was spent on a Universal and Targeted offer to embed a Whole System approach to prevention and early intervention. **Actual and committed spend includes (will not add up to total due to rounding):**



£2.91m has been spent

on **Universal Delivery** costs including Programme management costs, evaluation, central Programme costs and communication campaign. **£95k on Start Now**

£3.10m has been spent

on **Targeted Delivery** costs including locality co-ordination, Primary Phase Offer (Workforce Development), Secondary Phase Offer (Secondary School Support, Community Development)

£161k

has been spent on the **Digital offer**



£1.5m

on **Transition Support Facilitation**



£241k

on the **Parent Offer**



£118k

on **Bloom**



£2.42m

on **community facilitators**



£191k

on **Young People co-production**



Headline reach figures

The HeadStart Kernow Programme has delivered impact across the system in Cornwall. **The infographic on the next page highlights some of the reach of the Programme.** Additional reach (e.g. number of views of HeadStart Kernow websites, downloads and listens to podcasts) is provided in the relevant sections of the summary. The information provided here is correct up to the end of March 2022 (the submission date of this executive summary). The Programme will continue until the end of August 2022 with the potential to support many more young people.

HeadStart Kernow Reach Figures: Programme Totals 2016-2022

Support for Young People: Universal



87,000
children and young
people supported¹

**Children and
young people
supported**

3,018 engaged in co-production

5,090 benefited from
community projects²

37,044 Connect Cards distributed

Support for Young People: Targeted



4,246
children and
young people
supported³

804 Bloom

907 Facilitator
support

2,535 Thrive/
TIS trained
practitioner
support

Support for Parents



618
parents
supported³

260 Facilitator
support

300 SPACE

58 engaged
in co-production

Support for Professionals



1,100 trained
in Thrive/TIS

4,500 joined a 3hr TIS overview

230 supported through
TIS supervisions

190 trained in Digital
Resilience Tool

146 trained in SPACE

1,100 received WER training

297 engaged in co-production

505
unique settings/
organisations
supported

220 primary schools

31 secondary
schools

18 other
school settings

181 community
organisations

55 non-community
settings⁴

Settings Supported

1. Estimated number of children and young people in primary and secondary schools in Cornwall that have benefitted from at least one source of HeadStart support
2. HeadStart Kernow Young People's Mental Wellbeing Legacy Fund
3. Double counting risk
4. e.g. Council services, NHS, Police, Fire

Young people's communication campaign

The Communications Campaign is a key strand of the Universal Offer of the HeadStart Kernow Strategy and includes a plan to reduce stigma around mental health and engage young people, families and communities.



HeadStart Kernow's approach is working together with young people to help them to navigate to, and negotiate, resources. This creates resilience and long term outcomes for them as resilience is 'a negotiated process that enhances wellbeing and social responsibility' (Professor Michael Ungar).

The Start Now website was co-designed with young people to be the main repository for information for children and young people, to raise awareness of emotional health and wellbeing, and to signpost to information and advice to prevent the onset of mental health problems. The HeadStart team co-created a large number of resources for young people, including: a Resilience Framework for Cornwall; adapting the 5 Ways to Wellbeing; the Wellbeing and Resilience Action Plan; Transition Mission and Youth in Mind films (YIM). A YIM film called 'A True Story of Bullying Online' led to the creation of the Connect Card. These are credit size cards that can be kept in a phone case or key fobs that have QR codes. These are scanned by the young person to quickly access

'Connect', which has games/competitions and links to local services. 37,000 have been distributed to date.

Start Now is particularly valued by stakeholders in Public Health for how quickly it can provide a vehicle to respond to developments, such as the coronavirus pandemic. The team ran an online survey called RUOK? to engage with how young people in Cornwall are feeling. This came with the messaging that 'It's OK not to be OK' and that there is support and advice available.





“ One child said it was the only time during the first Lockdown that anyone had asked him how he was. ”

A key aspect of the HeadStart Kernow Strategy was empowering young people to design their own wellbeing solutions by seed-funding projects and creating an endowment fund. Over the course of the HeadStart Kernow Programme more than £170,000 has been awarded to young people, which includes additional match funding for some schools, through the Young People's Wellbeing Ideas Fund and Start Now Peer Support Fund. This has supported a wide range of school-based initiatives including LGBTQ+ awareness raising, establishing student wellbeing groups, implementing peer support, support for transition into Year 7, developing mental health ambassadors and a digital wellbeing training package developed by pupils for teachers, parents and other pupils. HeadStart Kernow also established the Young People's Mental Wellbeing Legacy Fund to make more money available to community groups supporting young people's mental health. A Young People's Grant Panel assesses the applications and makes awards. Since the first round of funding, HeadStart Kernow has awarded £123,000 to thirty-nine community projects in Cornwall. The fund offers grants linked to the Five Ways to Wellbeing for young people to try new activities, access green spaces and meet new people, for example, as well as therapy-based interventions.



Workforce development and wellbeing

In the HeadStart Kernow Strategy 'Workforce Development' sits within the 'Universal' and 'Support within Setting' parts of the HeadStart funnel.

In total over 1,100 professionals across Cornwall completed the 10 day workforce development training that gave participants an understanding of the neurology behind children and young adults behaviour, Adverse Childhood Experiences and the TIS 'Protect, Relate, Regulate and Reflect' model including PACE (Play, Acceptance, Curiosity and Empathy). The offer was delivered across all primary, secondary, special schools and Alternative Provision Academies (APA)s. Many practitioners were also trained in the voluntary and community sector.

Training was very popular and some schools requested additional places, which was accommodated where possible. However, some schools (particularly small ones) could not release staff to undertake the 10 days of training so they were encouraged to join a three hour overview. Over

4,500 staff across Cornwall joined Whole School training sessions. A series of online webinars have now also been made available to all professionals in Cornwall to provide ongoing learning about being trauma-informed. During the pandemic, training moved online. The pandemic also had an impact on the roll-out of the consultancy visits designed to enable schools to reflect on how far they had implemented the training in achieving 'trauma informed school' accreditation.

During the course of the Programme, HeadStart Kernow introduced supervision for practitioners. HeadStart Kernow found that the provision of additional resources was key to the success of the delivery of the Workforce Development work-stream. 230 staff have been supported through supervision and 294 wellbeing boxes have been provided to every

school in Cornwall. These were created with input from the Mental Health Support Team, Educational Psychology Team, CAMHS and TIS practitioners. During the lifetime of the Programme, HeadStart moved away from online screening tools due to the number of challenges and with the majority of schools relying on professional judgement and a mix of other established tools.

“ I think the children are generally more understanding of the ways their brains develop and can work differently. Often, they are focusing on their strengths and are much more open to using regulating and soothing exercises without feeling embarrassed. I’m hopeful that we can continue to create an environment where our children feel listened to and are able to trust and respond to the adults around them. ”

- HLTA, Primary School

“ One of the best trainings I have completed with widespread impact from my professional ability to personal experience and everyday life in general. I feel more confident to address issues relating trauma, feeling more empathic towards others (families I work with, colleagues, family and friends), more kind and self-caring to myself which supports my own wellbeing, understanding the power of empathic listening, huge role that neuroscience plays in our life [...] I feel this training has been a missing piece for me throughout my working career. ”

- Together for Families Keyworker at time of training

The local HeadStart Kernow evaluation of the workforce development work-stream found that training met its objectives and had an impact on the organisation, practitioner, children and their families. In 2020/1 HeadStart Kernow carried out a Workforce Development Training Survey, designed in collaboration with CORC. 29 practitioners provided 83 stories and 29 case-studies about how Workforce Development training has impacted on themselves and their settings, and also the children and families they work with. The details are presented in the main report and the accompanying learning report. There is an ongoing demand for training and it is viewed as being a key element to embedding a Whole School Approach in schools.

“ This training has transformed the way in which I look at behaviour. [...] As a Headteacher, it has meant that I am leading a team that shows we put mental health at the centre of everything - both for our children and staff. The TIS training has transformed me as a leader and as a practitioner. ”

- Headteacher, Primary School



Secondary support offer

The HeadStart Kernow Strategy outlined how secondary schools in Cornwall would be supported to undertake a ‘school audit’ to make an assessment of their support for children’s emotional health and wellbeing. Schools were provided with a small investment to pump-prime activity to improve support for emotional health and wellbeing. The local evaluation of the Whole School Approach consists of creating an evidence base of how schools adopted the approach, and the activities that the schools undertook in response to HeadStart Kernow’s support. A review of the HeadStart Kernow ‘School Stories’ indicates how schools have: developed policies and curriculum relating to relationships, wellbeing and mental health; developed staff roles with specific posts to focus on nurture, wellbeing, pastoral support and mental health; developed support centre and hub approaches to give emotional health and wellbeing a ‘home’ and make support more accessible to students; developed student voice and engagement projects.

Like the other HeadStart partnership areas, HeadStart Kernow found engagement with schools challenging at times. The HeadStart Kernow approach of pump-priming school-based activity enabled schools to appreciate the offer available to them and engage at a senior and strategic level. The complex environment that schools operate in required the team to consider

improving access to information and training. This includes developing a weekly wellbeing email to schools that comes from the Together for Families directorate in the Council, developing the Cornwall Wellbeing Hub (now with 738 members), and working with the Educational Psychology Service to develop and deliver a local offer integrating best practice across Cornwall in response to the DfE Wellbeing for Education Return Programme.

Schools have valued the access to training and support through HeadStart and the support of the Schools Lead to bring partners and organisations together to address issues (such as sharing best practice between schools and introducing what the other workstreams of HeadStart Kernow can do to help). The HeadStart Programme has ‘fast-tracked’ emotional health and mental health within schools. It has opened up conversations in schools and introduced a common language to help normalise and raise the profile of emotional health and mental health within schools. The HeadStart approach was to enable schools to take the lead in self-assessment and identifying where to make improvements, then to provide pump-prime funding to enable this. This has largely been successful but continued support for schools is required to maintain momentum.

Building online resilience

The HeadStart Kernow ‘digital offer’ was a key element of the Programme Strategy’s Universal Offer.

HeadStart Kernow developed the world’s first Online Resilience Tool, which provides a practical way for professionals and parents to assess young people’s online behaviour and helps them make decisions about whether that behaviour represents risk of harm. It is available on the HeadStart Kernow website along with podcasts and a free-to-access CPD certified training package. There have been 559 plays of the digital podcasts.

This resource is vital because children and young people said that professionals do not always understand or know how to deal with online issues. Children told us about their online lives and what they need help from adults with, namely: ‘listen, understand and don’t judge’. The Tool, and associated training, meets this specific need by increasing professional’s competence and confidence in this area. The Tool covers issues such as cyberbullying, the dark web, the deep web, pornography, online grooming, sexting and trolling. The format of the training (e-learning followed by group discussion) is particularly innovative and well received by participants to give them an opportunity to discuss issues and embed key learning. HeadStart Kernow developed parent resources and associated podcasts to make the tool more accessible to the parent audience. HeadStart Kernow has collaborated with South West Grid for Learning to map each behaviour outlined in the Online Resilience Toolkit with content on each of the 330 ‘Education in a Connected World’ statements, ensuring each behaviour in the toolkit is linked to relevant classroom activities and lesson plans.



“ Looking at safeguarding from the point of developing resilience instead of ‘prevention’, awareness instead of ‘prohibition’ makes the role of keeping children safe feel more manageable! I like the easily triageable options of not harmful/potentially harmful and harmful. ”

- Feedback from participant at HeadStart Kernow Online Resilience training

Parents and carers

The HeadStart Kernow Programme was extended to include an offer for parents and carers given the crucial role they play in the wellbeing of children and young people.

The inclusion of a parent offer in HeadStart Kernow has been of considerable value given the coronavirus pandemic and reports received through the Schools and Communities Group (practitioners and leaders of universal and early intervention emotional and mental wellbeing services) of increased parental anxiety. Building on the trauma-informed training delivered to the workforce, HeadStart Kernow developed a new educational programme for parents and carers called ‘Supporting Parents and Children Emotionally’ (SPACE) in partnership with Rock Pool CIC. The course builds knowledge and skills, increasing parental awareness and helps them gain a better understanding of adversity, trauma and how that has shaped them as individuals and as parents. During the pandemic lockdown a series of five SPACE factsheets were developed to help support parents. SPACE is featured in learning reports by the EBPU and NCB and the factsheets are shared with TNLCF. HeadStart Kernow have developed ‘SPACE Children and Young People’ in collaboration with children and young people. This will compliment SPACE and allows trained facilitators to work alongside children and young people in a way that aligns with trauma informed approaches.

During the pandemic, schools raised concerns about parent wellbeing, reduced home visits by professionals and the potential impact of this on children and young people. HeadStart Kernow worked in partnership to create a support guide for professionals called ‘Increased Vulnerability and Hidden Harm’, developed the Parent/Carer Wellbeing Series with Public Health, and worked with Creative Education to offer a free online resource to parents and carers. The Parent and Carers Wellbeing Series has been made available through a range of platforms, including Facebook where the posts have had a total reach of over 46,000 in all. The videos achieve a much wider reach through sharing of the original posts, and over 450,000 total views have been recorded across the whole series.

“ This session has changed my life ”

- A parent responding to a Parent/Carer Wellbeing Series session on gender identity



Children and young people were supported by signposting to activities during the pandemic. HeadStart Kernow chaired the Emotional Health and Wellbeing Partnership (EHWP). The group works together to share resources to support families during the pandemic, with funded activities offered to vulnerable and low income families. The group developed a series of booklets highlighting activities for children and families and distributed 1000 packs of resources. This was part funded by Arts Council England. HeadStart Kernow also worked with Cornwall Library Service to support the distribution of books enabling children and young people to take part in the summer reading challenge. The team worked with Real Ideas to distribute Let’s Create materials to families.

Bloom

The HeadStart Kernow Strategy identified Bloom as a mechanism by which young people would move through the ‘HeadStart Kernow Funnel’. Bloom is an innovative partnership approach between Cornwall Partnership NHS Foundation Trust, Cornwall Council, HeadStart Kernow and other services and organisations initiated by a doctor in primary care and piloted in Penwith district.

It is an early intervention consultation model for professionals, offering an holistic approach, across services, to support children’s emotional, social and mental wellbeing. The involvement in every Bloom Professionals Consultation meeting of a CAMHS Clinical Psychologist and a Primary Mental Health Worker is an important and unique feature of Bloom. Young people aged 0-18 years who live or are educated within Cornwall can be referred to Bloom by any individual or organisation. The meeting agrees a psychological formulation for the child / young person, and a plan of suggested positive next steps and actions to help them thrive including, where appropriate and possible, agreed community-based support. The meeting also agrees a Point of Contact who mediates the plan with the family.

A comprehensive multi-faceted evaluation of Bloom has been undertaken that finds that the Bloom model and approach: keeps the young person at the centre of the formulation of need; is needs-based and holistic; is flexible and non-prescriptive; is inter-professional; is supportive of parents and families, and professionals; is inclusive; allows a safe space for professionals to talk together holistically about the young person’s circumstances, presentation and needs; and leads to suggestions of appropriate support for the young person, including community-based support. The cost benefit analysis of Bloom found that the cost of the Bloom model per young person calculated through this work is £533. This compares to a potential saving of £19,881 to £33,472 for each of the young people who received support (NCB estimate).

Stakeholders agree, with one saying:

“ I think what we pay into Bloom, we reap back many times over. They are able to offer that really early intervention that could mean the difference between a young person never needing mental health services again, versus a young person’s mental health deteriorating, them having to come into specialist CAMHS. Having perhaps eight to ten sessions with one of our senior psychologists. Nursing time, admin time! You look at a whole treatment episode that a young person might have if they hadn’t have had that early intervention in Bloom and that consultation ”

- Senior Stakeholder

Cornwall shared learning from Bloom with colleagues at Headstart Newham in London when they were designing their response to the coronavirus pandemic and a spike in the number of referrals to their CAMHS services. They used the Cornwall Bloom model to form the basis of the Newham Multi Agency Collective (MAC).

Community and youth facilitators

The HeadStart Kernow Strategy included community and youth facilitators as a ‘bridge between family, school and community’.

HeadStart Kernow commissioned the voluntary and community sector to provide targeted early intervention support to young people aged between 10 -16 years old to support them with their emotional health and wellbeing to prevent the onset of mental ill health. The facilitators have advanced training in Adverse Childhood Experiences, and trauma-informed approaches. The contract was delivered by The Learning Partnership for Cornwall and the Isles of Scilly (LPCo).

The evaluation of the support used Outcome Star data and case-studies and highlighted key findings for commissioners that included the importance of a ‘Whole School’ and ‘Whole-Family Approach’ when supporting young people. By using a trauma-informed approach, Youth Facilitators were able to help young people understand their mental health, enabling them to manage how they responded to and overcame presenting issues. Youth and Community Facilitators were able to address a variety of different needs of the young person and their parents or carers by working closely with them and signposting them to additional support. Trust between the Youth Facilitator and the young person made the most impact on achieving positive outcomes. The provision provided support to community groups so that there is a common understanding of language and behaviour in supporting young people holistically. The provision adapted to the restrictions of the coronavirus pandemic and the LPCo and HeadStart Kernow teams published reports and case-studies on how HeadStart Kernow offered a continuation of essential support during this period.



“ I know that I can do this now and know that I can have a future. I think I’ve made good progress and feel I can start meeting my friends more and get back to school. ”

- Male, 15

Creative communities

In the extension year (2021-2022), **HeadStart Kernow has worked to extend existing provision and to create new opportunities for schools, young people and their families.**

HeadStart Kernow has commissioned FEAST and Arts Well and Real Ideas Organisation (RIO) to offer schools and young people's groups around Cornwall the opportunity to have free creative sessions with local artists. HeadStart Kernow is funding short-term residencies to support children and teachers to shape seasonal experiences into poems, songs, artworks, stories and recipes, supported by professional artists based in Cornwall. These will form the basis of a celebration of the Programme in summer 2022 and will provide ongoing expression of the importance of emotional and mental wellbeing to enable children and young people to learn and thrive.

Sustainability and legacy of the National Lottery Community Fund investment

In November 2019 the NCB undertook a consultation of key stakeholders, representative of the emotional and mental health system in Cornwall, that was reviewed and updated in 2021. In 2019 there was a recognition of the challenges in developing an evidence base and that evaluation is difficult when there are multiple strands to the work. At the time of the consultation most of the HeadStart learning reports were not yet produced. Likewise, the Bloom evaluation, the national evaluation and the reports from NCB were not yet available. As the Programme draws to a close there is now a wealth of learning and evidence of impact that can be used by organisations in the emotional and mental health system to inform future commissioning and service improvement plans.

In the NCB consultation stakeholders from all sectors raised concern around the impact on other services if the unifying function of HeadStart Kernow should go at the end of the funding period. Stakeholders mentioned HeadStart Kernow's role in supporting children and young people who do not meet the criteria for CAMHS and are unable to receive support from MHSTs or school-based support, and highlighted HeadStart Kernow was offering a holistic, community-based approach to mental health that works towards

addressing systemic issues. The 2020-21 Director of Public Health Annual Report highlighted risks should the activities and approach of HeadStart Kernow not be sustained post-Programme. The important role of HeadStart in Cornwall has been recognised by partners, families and most importantly schools and young people.

Cornwall Council acknowledges the impact of the TNLCF investment and, in the 2022-2026 Business Plan, has set making Cornwall 'a brilliant place to be a child and grow up' as a key priority objective. Consequently, the work of the HeadStart Kernow Programme will be embedded in the 'Best Start, Community Health and Wellbeing Service' of the Education and Community Health Directorate of Cornwall Council. In the wider system, HeadStart Kernow legacy projects, and early intervention in mental health, are specifically mentioned in the draft One Vision joint health, education and care programme of work with a commitment to ongoing financial support from NHS Kernow, Cornwall Foundation Partnership Trust and Public Health.

About this report

This report has been informed by independent evaluations and learning generated as a result of the delivery of the Headstart Kernow Programme and has been written by Natalie Russell (HeadStart Learning Lead) with the support of Rachel Ford (HeadStart Researcher) and under the strategic leadership of Charlotte Hill. Significant contributions have been provided by Claire Searle, Kelly Marshall, Kate Pordage, Hannah Tallis, Tracy Bowers, Ness Little, Ben Bolton and Deborah Clarke. Thanks are extended to former learning colleagues of the HeadStart Kernow team and our national evaluation partners. References are made where appropriate to other people's work. All errors remain the responsibility of the authors.

The report has been signed off by the One Vision Senior Responsible Officers meeting (Monday 14th March 2022), the Schools and Communities Group (formal sub-group of Turning the Tide CAMHS Strategy Group) (Tuesday 22nd March 2022) and the Education Reference Group (Wednesday 30th March 2022).

Thanks and acknowledgements

HeadStart Kernow would like to thank our funder, The National Lottery Community Fund, and colleagues in Cornwall Council, Elected Members and Children's Portfolio Holders who have supported the Programme. We have worked alongside and in partnership with community organisations, whose support has been significant and notable. We would like to thank our delivery partners who have come along on this journey with us.

Most of all, HeadStart Kernow would like to thank the children and young people of Cornwall who have worked with us to co-create, co-design and co-deliver resources, support and new practice. The Programme would not have been possible without them and the support of the primary, secondary, and special schools, Alternative Provision Academy, Multi Academy Trusts and the Cornwall Association of Primary Headteachers and Cornwall Association of Secondary Headteachers.

HeadStart Kernow would also like to thank the other HeadStart partnership areas, the Anna Freud Centre, the Evidence Based Practice Unit, the University of Manchester, the Child Outcomes Research Consortium, and National Children's Bureau. Without the support of a wide range of academic and professional colleagues, HeadStart Kernow would not have been able to deliver what it has.

Over the six years of the HeadStart Programme, we have worked closely with organisations and partnerships, including:

- Action for Children
- Active Cornwall
- Anna Freud Centre
- Arts Council England
- Arts Well
- Beach Guardian CIC
- Blackpool Council
- Boingboing
- Bournemouth University
- Brook
- Carefree Cornwall
- Child Outcomes Research Consortium
- Children and Young People Mental Health Strategic Implementation Board
- Children and Young People's Families Alliance
- Children's Trust Board
- City of Wolverhampton Council
- Cornwall Association of Primary Headteachers
- Cornwall Association of Secondary Headteachers
- Cornwall Community Foundation

- Cornwall Council: Elected Members and Portfolio Holders, Together for Families, Public Health, Community Health, Education Psychology Service, Early Help Hub, Local Family Partnerships, Education Welfare Service, Mental Health Support Team, Children's Rights Officer, Cornwall Outdoors, Cornwall Music Education Hub
- Cornwall Museums Partnership
- Cornwall Partnership NHS Foundation Trust: Child and Adolescent Mental Health Services
- Council of the Isles of Scilly
- Creative Education
- Eden Project Schools
- Education Reference Group
- Evidence Based Practice Unit
- Falmouth University
- FEAST
- Hall for Cornwall
- HeadStart Kernow Young People's Board
- Health and Wellbeing Board
- Healthy Cornwall
- Hinton House Publishers
- Hull City Council
- Joining the Dots Group (climate education workstream)
- Kent County Council
- Kernow Young Carers
- Making Space for Nature
- Motional
- Multi Academy Trusts
- National Children's Bureau
- Newham Council
- NHS Kernow Clinical Commissioning Group
- NSPCC
- One Vision Partnership Emotional Health and Wellbeing Partnership
- Packshare Ltd
- Parent Carers Cornwall
- Pentreath Ltd
- Pirate FM Education and Training
- Primary Care
- Primary schools
- Real Ideas Organisation
- Rock Pool Life CIC
- Safe Hands Thinking Minds
- Safer Cornwall Partnership
- Schools and Communities Group
- Secondary schools
- South West Grid for Learning
- Speak Up Cornwall
- Special Partnership Trust
- Spiffy
- Tate St Ives
- Tempo (Time Credits)
- The CHAOS Group
- The Learning Partnership for Cornwall and the Isles of Scilly
- The National Lottery Community Fund
- The Our Safeguarding Children Partnership
- Thrive
- Trauma Informed Schools UK
- Trelya
- Triangle Consulting
- TRM Academy
- UK Safer Internet Centre
- University College London
- University of Brighton
- University of Manchester
- Wave Trust (Alternative Provision Academy)
- WILD Young Parents' Project
- Young People Cornwall

We would also like to thank all those individuals who have provided support to the Programme.

References

A full reference list is provided in the main report. Below is a list of key references.

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More information

For more information about the HeadStart Kernow Programme and to access the full Programme report please see www.headstartkernow.org.uk

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Contact us

 www.headstartkernow.org.uk

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