

Better Start Bradford Innovation Hub

Older Yet Wiser

End of Contract Report

August 2022

This is a report provided by the Better Start Bradford Innovation Hub (BSBIH) for the Better Start Bradford (BSB) and the Older Yet Wiser teams. The document provides an overview of the Older Yet Wiser project, its performance and findings from the implementation evaluation. The report provides a summary of data collected by the project over their two workshops, the first run in 2021 and the second in 2022. The design of this evaluation is described in more detail in the Evaluation Plan Summary, which was approved by key stakeholders from the BSBIH and BSB.

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Produced for Better Start Bradford

Executive Summary

Project Overview

Older Yet Wiser (OYW) is a universal project funded through Better Start Bradford's Innovation Fund. Delivered by ChildSide, the project is aimed at grandparents of children aged between 0-3 years old living in the Better Start Bradford area.

The project was originally developed in recognition of the influence grandparents have on children's development where they share in the care of their grandchildren. The OYW project assumes by attending practical and informative group-based workshops, grandparents with caring responsibilities will be able to contribute to their grandchildren's social and emotional wellbeing. The workshops aim to equip grandparents with helpful tools and resources which they can use with a grandchild, allowing them to help foster secure relationships in the early years of a child's development.

Each OYW course consists of 6 weekly workshops which provide key tools, tips and ideas, skills and structures for implementing new dialogue and language to facilitate open communication and emotional connections within the family, based around the child/parent/grandparent triad, supporting the whole family. OYW also runs a mini series, consisting of 4 weekly workshops aimed at grandparents whose first language is not English.

This report summarises the BSBIH's evaluation of the implementation of the OYW 6 week workshops. The report is based upon data collected by the project over the course of their delivery in the BSB area between 20th September 2021 and 7th April 2022. Due to the Covid-19 pandemic delivery of the mini-series and workshops could not commence in Year 1 of the contract.

In addition to describing the project implementation data, a qualitative evaluation of the workshops has been undertaken. This explores grandparents' experiences of OYW workshops and their perceptions of the impact of taking part on them and their grandchildren. Interviews with grandparents took place in February, April and May 2022. Follow up interviews are planned to take place 6 months after the first round to explore longer term impacts. This report presents some headline findings from preliminary analysis of the first interviews. A final report for the qualitative findings will be shared with BSB and the project in December 2022.

Project Performance Summary

Data



Data was made available on time for this project. Data provided was complete and of high quality. For this reason the rating for this project is **GREEN** for this progression criteria.

Recruitment



Recruitment targets relate to the number of grandparents enrolled. It was anticipated that 20 grandparents would enroll over the evaluation period. The actual figure was 17 (85% of the target) placing the project in **AMBER** for this progression criteria.

Completion



Completion targets relate to the number of grandparents completing an OYW course. It was anticipated that 70% of participants would complete during the evaluation period. The actual figure was 11 (131% of the target), placing the project in **GREEN** for this progression criteria.

Satisfaction



Targets for satisfaction related to the proportion of grandparents with a median score of 4 or more on the BSBIH Project Satisfaction questionnaire. 11 grandparents returned satisfaction questionnaire. 100% had a median score of 4 or more, this places the project in **GREEN** for this progression criteria.

*See Appendix (Page 10) for progression criteria cut-offs

Executive Summary

Key findings and recommendations

- Older Yet Wiser successfully recruited grandparents to workshops, and although fewer than anticipated grandparents were enrolled, the project demonstrated excellent retention rates with a high proportion of participants completing the project.
- If the project was to continue, the team should develop strategies to attract more referrals in order to optimise participation given that rates of transition from referral to enrollee and from enrollee to participant are good. The team could consider how they link in with the Neighbourhoods Project workers to better understand how they might reach local grandparents.
- Despite challenges around ensuring the COVID-19 social distancing rules were adhered to, the team were able to run every workshop, mini-series and session they had planned, face to face which was preferable for grandparents.
- Although we don't currently have an accurate picture of what the grandparent population in the Better Start Bradford area looks like, based on the demographics of the wider population the current cohort of participants appear over representative of those of an Asian/Asian British: Pakistani background, and under representative of other ethnicities such as White British and White Other. It is also clear that the vast majority of participants are grandmothers. If the project was to continue it is suggested that they consider ways to increase the reach of the project in relation to ethnicity and gender.
- The project is acceptable to grandparents in the Better Start Bradford area and appears to lead to positive impacts for families. Grandparents reported that they:
 - were motivated to take part because they wanted to better understand how thinking around parenting had changed since they raised their own children
 - very much valued the project and found the workshops and related resources very accessible
 - found it easy to implement learning at home and found their families were supportive of these changes
 - felt better able to understand and communicate with their grandchildren
 - benefited from the social network they built from taking part in the workshops
- Satisfaction with the project appears to be very high based on responses to both the BSBH Project Satisfaction Questionnaire and the OYW evaluation forms. Response rates to both were very high and scores overwhelming positive.

Project Performance

Data



Data was made available on time for this project. The few queries which arose were resolved quickly. The project worked closely with the BSBIH in developing the effective data capture spreadsheet. Data was complete and of high quality. For this reason, the rating for this project is **GREEN** for this progression criteria.

Recruitment



% of target met

Recruitment targets relate to the number of grandparents enrolled onto the 6 week workshop. This is defined as receiving at least one pre-course contact with a facilitator and completing a registration form. It was anticipated that the project would enroll 20 grandparents. With the aim that all 20 would go on to participate in the project (10 per workshop).

Over the delivery period 17 grandparents were enrolled onto workshops meaning the project met 85% of their target. This places the project in **AMBER** for this progression criteria. See page 5 for more information on participation.

Completion



% of target met

Completion targets relate to the number of grandparents who complete the 6 week workshop. Completion is defined as attending at least 4 out of the 6 workshop sessions. It was anticipated that 70% of participants would go on to complete the project.

Over the course of the two workshops, 92% of participants (n=11) went on to complete, meaning the project achieved 131% of their target. This places the project in **GREEN** for this progression criteria.

Satisfaction



% of target met

Targets for satisfaction related to the proportion of grandparents with a median score of 4 or more on the BSBIH Project Satisfaction questionnaire.

All of the 11 grandparents who completed the workshops completed and returned BSBIH satisfaction questionnaires. Of these 100% had median scores of 4 or more, demonstrating high levels of satisfaction with the project.

This puts the project in **GREEN** for this progression criteria. See the Satisfaction section in this report (page 9) for more detail around satisfaction scores.

Recruitment

Referrals

No. of referrals received

20

The ChildSide team undertook a number of community engagement activities to publicise the project and attract referrals.

A total of 20 referrals were recorded between July 2021 and March 2022. Of these, all were eligible and appropriate. 17 were unique referrals as 3 grandparents also attended the 4 week mini-series before the 6 week workshop.

45% were received between July - November 2021 ahead of the first workshop.

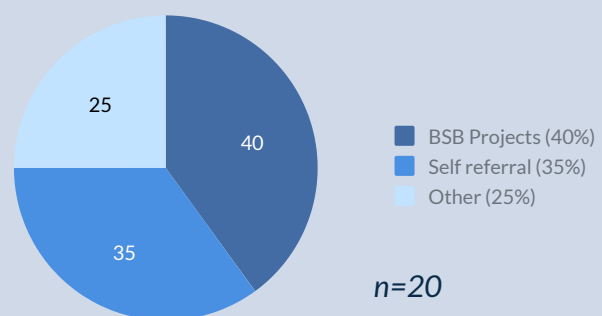
55% were received between February - March 2022 ahead of the second workshop.

Of the 20 referrals the majority were from BSB projects (40%) closely followed by self referrals (35%) highlighting the success of the project's community engagement activities.

The rest of the referrals came from the OYW team themselves or other sources.

It is worth noting that the project aimed to enroll 30 grandparents onto the workshops in the hope that 20 would go onto participate. This means the referral numbers were lower than anticipated.

% of referrals by referral source



How many grandparents were enrolled onto workshops?

100% of referrals enrolled

All 17 grandparents went on to enroll, defined as receiving at least one pre-course contact with a facilitator and completing a registration form. This represents 100% of unique referrals, it is lower than the anticipated 20 (85%) and not sufficient to reach the anticipated figure of 20 participants.

65% of enrollees received 3 pre-course contacts

The facilitators aim to offer each enrollee three pre-course contacts to encourage engagement. Of the 17 enrollees, 11 received all 3 pre-course contacts, 3 received 2 and the remaining 3 had 1.

A total of 42 pre-course contacts were recorded. Pre-course contacts were either conducted face to face (n=11, 26%), over the phone (n=12, 29%), by post (n=12, 29%), or by email or text (n=10, 16%).

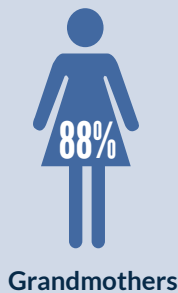
Reach & Participation

Who were the grandparents enrolled on the project?

Relationship to child

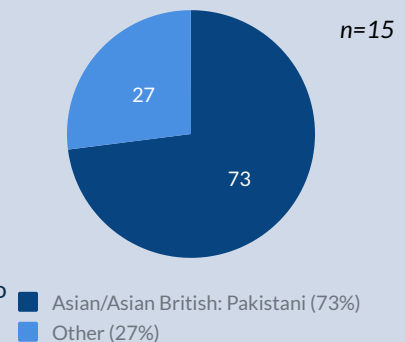
88% (n=15) of the grandparents who enrolled were grandmothers.

The average number of grandchildren for enrollees was 6.



Ethnicity

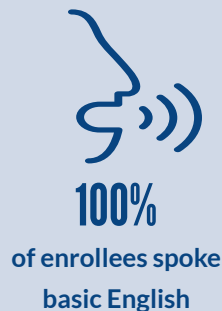
Ethnicity was recorded for 15 enrollees. Of 15 enrollees 73% were Asian/Asian British: Pakistani. The remaining enrollees (27%) have been grouped as Other as numbers were too low in each category to report.



Language

100% (n=17) of enrollees were recorded as being able to speak basic English.

<10 enrollees were recorded as needing an interpreter. Urdu and Punjabi were the most frequently recorded languages recorded other than English.



Creche

<10 enrollees were recorded as requiring a crèche space, of those that required creche all were provided with a creche place.



Travel support

Travel support (reimbursement for travel cost) was required for 15 enrollees. 11 participants were recorded as receiving travel support (100% of those who participated and requested it).



How many grandparents participated in workshops?

71%
of enrollees went on
to participate

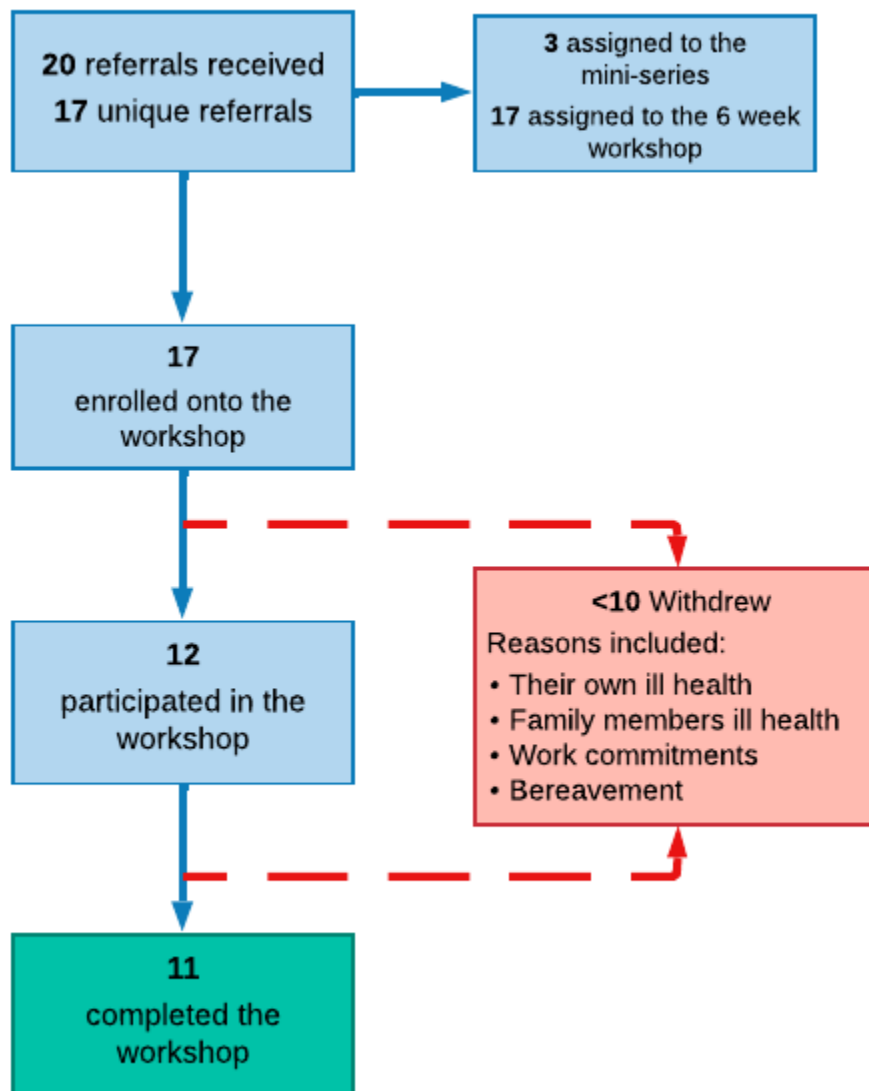
It was anticipated that 20 grandparents would take part across the two workshops (based on 67% of the anticipated 30 enrollees going on to participate). Given that fewer than 20 grandparents enrolled this was not achieved.

Participation in a workshop is defined as attending at least one session. Of the 17 grandparents who enrolled onto the workshops, 12 went on to participate. This represents 60% of the anticipated figure and 71% of enrollees. 5 grandparents withdrew before attending a session.

The 12 participants attended a total of 58 workshop sessions meaning grandparents attended 5 sessions on average.

As previously reported, rates of completion were high.

Participant Flow Diagram



Implementation

How many courses and sessions were delivered?

100%
of anticipated sessions
were delivered

OYW workshops are delivered over a series of 6 weekly sessions. Of the 2 planned workshops both were delivered face to face in community venues, each with 6 sessions.

It was also anticipated that the project would run one 4 week mini-series as a pre-cursor to the 6 week workshop. This was also delivered.

Across the 3 courses, it was anticipated the project would deliver 16 sessions, . OYW delivered all 16 sessions, achieving 100% of their target. An interpreter service was provided for all but one session.

Weekly gifts

The project aims to provide grandparents with a gift each week to encourage them to implement the principles they have learnt in the session. These weekly gifts include things like finger puppets or crayons linked to the specific topic covered in the workshop session that week. Over the evaluation period, all 12 of the participating grandparents received at least one weekly gift (100%). Across the 12 participants, the median number of gifts received was 6.



100%
of participants received
at least one weekly gift

Additional findings

What did grandparents say about the workshops?

At the end of each workshop, all participants were invited to take part in an interview to talk about their experiences of taking part. 6 grandparents agreed to take part and interviews were conducted either face to face or over the telephone. Below is a summary of some preliminary analysis of interviews.

Taking Part

- Most grandparents said they found the workshops accessible but some would have liked their venue to be more local. It is worth noting that due to COVID-19 restrictions venue options were very limited at the time.
- All grandparents valued the creche and transport re-imbusement offer and felt this was a contributing factor to them signing up. However for some the re-imbusement did not cover the full travel cost.
- There were many reasons why grandparents decided to take part in workshops, including: wanting to learn something new, wanting to see what it was all about, awareness of changes in ideas around parenting since raising their own children, and to wanting to get out and be more social. Some were also motivated by attending other parenting courses they had enjoyed.

Additional findings continued

What did grandparents say about the workshops?

Workshop content

- All grandparents were happy with the topics covered over the course and the course materials they received. They felt the resource pack was helpful as it gave them something to refer back to.
- Most grandparents didn't set out with any specific goals in mind at the start of the workshops but the course content met their expectations and they didn't feel there was anything missing. They also felt the content was appropriate and didn't challenge any of the messages that had been shared with them.

Changes in behaviour

- Grandparents felt that they had developed new skills and knowledge during the workshops and were keen to use these new techniques at home. They found the changes easy to implement. Some examples of strategies they had gone on to use were: not using 'baby talk', using the 'I Message' (which involves taking responsibility of one's own feelings) and praising their grandchildren's achievements. They also reported being able to use some for their skills outside of their grandparenting duties, for example in family conflicts or helping friends.
- Grandparents were keen to share the messages with their family and friends in order to pass on their learning and help family to understand the changes in their behaviour. Grandparents felt supported by their families in this, suggesting the messages were well received at home.

What grandparents liked most



All grandparents were very positive about OYW and many said they loved everything about the project. They felt very supported by the facilitators who were described as knowledgeable and good listeners who provided a safe space for sharing.

Suggestions for improvement



- Some grandparents would have liked to see more mixed groups in terms of ethnicity as they felt this would mean sharing more varying points of view in discussions.
- It was suggested to not run workshops over religious holiday's (e.g. Ramadan) as this makes it difficult to participate and may put some people off signing up.
- Some grandparents suggested a follow up workshop 6-12months after the course to refresh their learning and to support them to think about adapting as their grandchild gets older.
- Even though they were happy to offer interpretation help, one participant would have liked to have had an interpreter present rather than having to do this informally between those participating in the group. It must be noted that formal interpretation services were provided in both workshops.

OYW's own evaluation

The project asked grandparents to complete their own OYW project evaluation forms at the end of the workshops. They encouraged grandparents to reflect on three areas with a series of questions - it is worth noting that these questions were developed by the project and have not been validated. 10 participants completed evaluation forms. A summary of responses are shown below and demonstrate that responses to the evaluations were very positive.

Workshop Design & Content: The total possible score for this section was 40, and the median score for respondents was 40

Goals & Hopes Review: The total possible score for this section was 30, and the median score for respondents was 30

Impact: The total possible score for this section was 20, the median score for for respondents was 20.

Satisfaction

What did grandparents say about the support they received?



11 grandparents completed and returned the BSBIH Project Satisfaction questionnaires between 01/09/2018 - 30/06/2021.

100% of respondents had a median score of 4 or more

100% of respondents agreed or strongly agreed that the project was helpful to them

100% of respondents agreed or strongly agreed that they were satisfied with the support they received

100% of respondents agreed or strongly agreed that the project gave them useful information

100% of respondents agreed or strongly agreed that the project was easy to access

100% of respondents agreed or strongly agreed that they would recommend the project to family or friends

100% of respondents were happy with the project overall

"So helpful, Learnt so much. Very Friendly and warm environment. Comfortable in sharing the information with other friends and family. We need groups like this running in other areas."

"Very very happy to participate in this workshop it really help and give me more knowledge how to take care of my Grandchildren and to teach their parent what to do more so its help my mental health, and am so happy to recommend it to my friends in the future"

"It is an eye opener. Educative and challenging in a positive way.... A huge help for the whole family. Bringing 2-3 generations together there by enhancing quality of lives/life."

Appendix - Progression Criteria Cutoffs



For more information on how progression criteria and associated cut-offs have been developed please see Bryant, et al., 2019 Use of progression criteria to support monitoring and commissioning decision making of public health services: lessons from Better Start Bradford. BMC Public Health