

End of contract report - February 2018

This is a report of the implementation evaluation provided by the Better Start Bradford Innovation Hub (BSBIH) for the Better Start Bradford (BSB) and project team, to aid BSB in decision-making regarding re-commissioning. The document provides an overview of the project's performance and findings from the implementation evaluation including an interpretation of these findings by the BSBIH. 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.

Version 1; 26/02/2018

Approved by:

Role	Name	Date
BSBIH Programme Manager/ Principal Research Fellow	Josie Dickerson	26/02/2018
BSBIH Social Emotional Development Lead	Tracey Bywater	26/02/2018
BSBIH Fidelity and Implementation lead	Maria Bryant	26/02/2018
BSB Head of Programme	Gill Thornton	
BSB Implementation Manager	Jill Duffy	



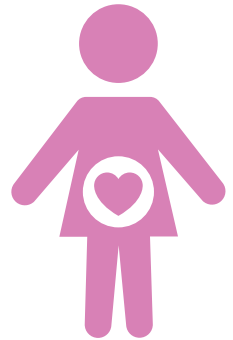
End of contract report - executive summary

Project overview

Welcome to the World (WTTW) is a 9 week (8 weeks of content and an introductory week) antenatal course intended to support parents to be in the transition to parenthood. Intended outcomes are improved parental wellbeing with less anxiety/depression; confidence in infant care; improved sense of attachment; improved couple relationship; greater intention to breastfeed.

WTTW is a universal antenatal project within the BSB programme. During the period covered by this evaluation, WTTW was delivered by Children's Centres as part of their contractual core offer to families. BSB aimed to enhance participation by supporting the work of a coordinator, developing and distributing publicity materials and supporting additional voluntary sector provision.

An implementation evaluation and a pre and post evaluation were planned for this intervention.



Project performance summary

Three progression criteria were agreed for WTTW: reach, recruitment and implementation.

The target for reach was to engage a representative number of families from each of the three main ethnic groups in the Better Start Bradford area. WTTW was in amber for Asian: Pakistani (86%) and White: British (79%) women, and was in red for the reach of White: Other (45%) women.

The target for recruitment was 200 women enrolled (i.e. attending at least one session) per year. WTTW was in red for recruitment achieving 39% (78/200) of the target.

That target for implementation was 25 courses delivered per year. WTTW was in the red for implementation with 60% (15/25) of intended courses taking place.

Other key findings

Attendance

In total 86 participants enrolled in the course, of whom 77 were recruited (attended at least two weeks). Note that this is different to the progression criteria as the progression criteria only apply to women. 41 (48%) completed the course (attended at least 6 sessions).

Content/Fidelity

Of the 15 courses delivered, 8 (53%) ran for the expected 8 or 9 weeks.

Before and After Evaluation

Only 27 participants completed questionnaires before and after the course. This number is too small for meaningful analysis.

Recommendations

Recommendation 1: Develop implementation

WTTW has struggled to implement the project as planned. Courses have struggled to attract enough participants and been delivered over too few weeks to be implemented with fidelity. Only 53% of courses were delivered over the full 8/9 weeks, suggesting some loss of programme content. Only 13% of courses (2) had an average attendance of over five people, which is the minimum number required for a programme as defined by Family Links' Head of Programme Quality. For future implementation of WTTW and other group based parenting programmes processes need to be developed to ensure that the intervention is implemented successfully and with fidelity.

Recommendation 2: Understand recruitment

Levels of participation in WTTW is low, this is the case across all ethnic groups. The reasons for low attendance remain unknown. It is not clear if recruitment figures reflect a lack of demand for the project amongst the target audience, barriers to accessing the project facing the target population or a lack of awareness of the project by the target population.

Future evaluation efforts should understand why expectant parents are or are not accessing WTTW.

Recommendation 3: Simplify data collection

The concerns around the possible sensitivity of the measures used to assess WTTW led to the development of a burdensome system of monitoring paperwork.

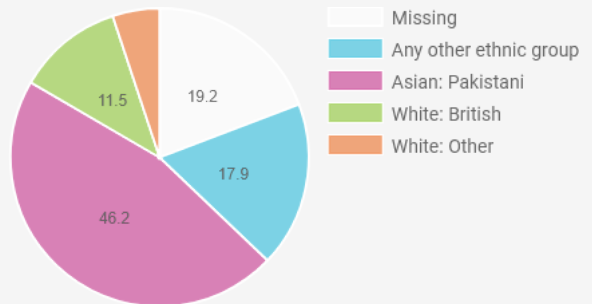
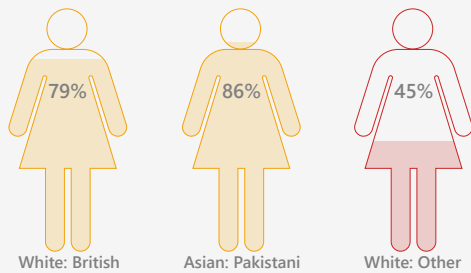
Any future evaluation of a recommissioned WTTW would need to simplify this system and ensure before and after measures were regularly completed as a part of usual service delivery.

End of contract report - executive summary

Reach

What proportion of the target group were recruited to the intervention?

Ethnicity of Women enrolled for WTTW compared to the BSB population



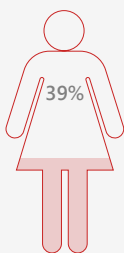
The target for WTTW was to engage women from a representative sample of ethnic groups in the BSB community in proportion to their numbers in the maternity population. The figure indicates how the proportion of women who attended at least one session of WTTW compares to the ethnic mix of women in the BSB maternity population.

Reach is a comparison of the ethnic group of women who enrolled (at least one session) rather than the numbers who were anticipated in SD. As 78 women enrolled and the target for Asian: Pakistani women was that 53% of women would be Asian: Pakistani the target is 41 women which is proportionate to the number who actually enrolled. The progression criteria shows that 86% of the anticipated number of Asian: Pakistani women were recruited, i.e. 36. This is amber on this part of the progression criterion. For White: British women 79% of the target (of 15% of enrolees to be of this ethnic group) was achieved, i.e. 9/12 (note this is rounded for the sake of exposition). This is amber on this part of the progression criterion. For White: Other women 45% of the target (of 11% of enrolees to be of this ethnic group) was achieved, i.e. 3/7 (note this is rounded for the sake of exposition). This is red on this part of the progression criterion.

Recruitment

How many women enrolled for WTTW?

Women enrolled to WTTW compared to anticipated number



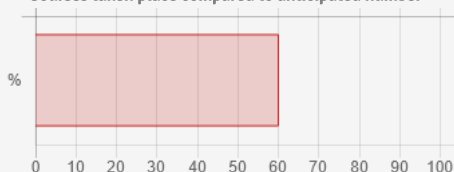
The target for WTTW was to enrol 200 women. Enrolment is defined as having attended at least one session. The target related only to women, so whilst WTTW has a capacity of 250 parents in SD the 20% of project participants were anticipated to be men. 78 women enrolled in WTTW during 2017. This was 39% of the target of 200 and WTTW was in red on this progression criterion.

This is further explored in the participant flow diagram.

Implementation

Was the project implemented as planned?

Courses taken place compared to anticipated number



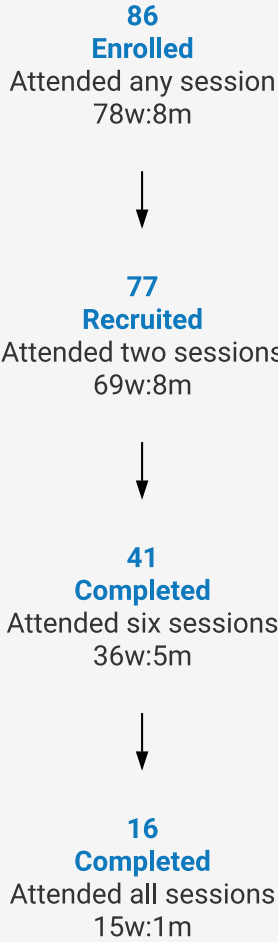
The target for implementation was that 25 courses would take place across a range of providers in the Better Start Bradford area. 15 courses took place in 2017 in the Better Start Bradford area. This was 60% of the target and puts WTTW in the red on this progression criterion.

The shortfall is further explored in the content section of the report.

End of contract report - other key findings

All courses

Total number of participants at all courses

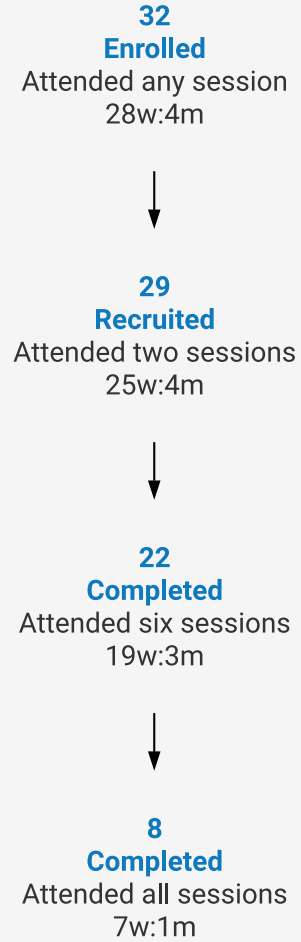


Whilst only 18% of participants who attended one session attended all sessions that were offered, 46% attended at least six sessions making them completers as defined by Family Links' Head of Programme Quality.

In service design it was anticipated that 20% of participants would be men. Around 10% of participants were men, which, because of the under recruitment to WTTW was 16% of the number of men anticipated to attend in service design. Too few men attended to compare differences in number of sessions attended by women and men.

Courses with nine sessions

Number of participants at courses with 9 sessions



37% of enrolled and 37% of recruited participants were recruited to courses which took place over nine weeks 53% of participants who completed six sessions and 50% of participants who completed all sessions they were offered were enrolled on nine week courses.

This is not evidence for a preference for nine-week courses, it could suggest that courses with a high level of retention ran for the full nine weeks (and those with fewer attendees closed down early, or got through the content earlier).



End of contract report - other key findings

Data quality

In the early part of 2017 it was anticipated that WTTW would be a pilot project for SystmOne and due to the delays in roll-out of the system, data from e-start was used to facilitate monitoring of the intervention. Data quality was poor and a great deal of time was invested by the IH data team and Trident facilitators to reach an acceptable standard. Unfortunately data was not recorded on additional BSB recruitment/engagement activities to recruit expectant parents to WTTW, therefore it is not possible to explore or establish whether these activities enhanced participation in WTTW. In addition satisfaction data was not collected, therefore it is not possible to assess the satisfaction of participants with WTTW. The planned pre and post evaluation was not executed because pre and post data was only available for 27 participants, which did not give a sample size large enough for a comparison of outcome measures before and after taking part in WTTW for participants. The planned evaluation was only partially executed because of these limitations in the available data.

WTTW was the first project to use the BSB privacy notice for data sharing. No opt outs for consent have been received.

Satisfaction

How satisfied were participants with the intervention?

Satisfaction of parents to be with WTTW has not been consistently monitored across BSB and no data has been available to share with IH to evaluate this.

Pre & post outcome measures

Total number of participants at all courses

Due to identified sensitivities in asking participants to complete measures of depression and anxiety in a group based setting, the collection of pre and post measures has been coordinated by Innovation Hub. Questionnaires are completed by parents using an ID number and returned in sealed envelopes to the IH for data entry. An ID sheet is completed by group leaders to ensure that participants can be matched between the start and end of the course. This ID sheet would enable IH to link outcome measures to particular participants.

Between April 2017 and November 2017 224 sets of pre and post paperwork were supplied to parent group leaders via the project coordinator/Trident facilitator. 46 sets of paperwork were partially or completely returned to IH relating to;

- 22 mothers who completed pre and post measures
- 17 mothers who completed pre measures only
- 1 mother who completed post measures only
- 5 fathers who completed pre and post measures
- 1 father who completed pre measures only

68 participants were eligible for the pre and post measure paperwork, i.e. started after 1st April 2017 and attended at least one session. At least some paperwork was returned for 67% of potentially eligible participants. Only two ID sheets were returned so it was not possible for the data team to match individuals to their scores on their outcome measures. This sample size is too small for an assessment of if there is any change in the main outcome (PHQ-8) between the start of the course and the end of the course.

Content

Were WTTW courses delivered as planned?

Centre	Target	Planned	Taken place	Participants
Barkerend	3	3	3	22
Burnett Fields	3	3	3	17
Canterbury	3	3	3	15
Community Works	3	3	1	4
Mortimer House	3	3	2	14
Tyersal	3	1	1	4
Woodroyd	3	2	2	11
Voluntary sector	4	0	0	0
Total	25	18	15	87

The BD5 cluster offered an almost full programme of courses, whereas Bradford East planned fewer courses and fewer courses took place. Despite the differences in the number of courses that took place both BD5 and Bradford East recruited a similar number of expectant parents to their courses.

Dose/Duration

Did the courses run for the anticipated time?

1 course ran for 6 weeks; 6 courses ran for 7 weeks; 8 courses ran for 8 or 9 weeks (as outlined in the SD document).

Recruitment

What recruitment procedures were used to attract individuals to the intervention?

In the original service design a key focus was recruiting participants to WTTW and many of the questions in the evaluation plan sought to understand what was being tried to recruit parents to be to WTTW. Unfortunately no data has been shared with the IH which allows for the assessment of recruitment to WTTW. This was raised in Q1 review, Q2 review and Q3 review but has not been resolved.