

## **EAST AYRSHIRE COUNCIL**

### **EDUCATION COMMITTEE – 1 FEBRUARY 2005**

#### **FIT AYRSHIRE BABIES**

##### **Report by the Executive Director of Educational and Social Services**

## **1. PURPOSE OF REPORT**

- 1.1 The purpose of the report is to advise members of the Education Committee of the progress that has been made in Fit Ayrshire Babies, the proposals for the next five years and to seek approval for part funding the initiative.

## **2. BACKGROUND**

- 2.1 Fit Ayrshire Babies (FAB), a joint initiative between North, South and East Ayrshire Councils and NHS Ayrshire and Arran was funded through the Health Improvement fund (HIF) from April 2001 for three years. This cross sectoral, strategic approach has provided opportunities for joint planning, training and implementation.
- 2.2 FAB is based on a programme originating in New Zealand in 1990 entitled Kiwi Babies and the materials used by play@home in Fife.
- 2.3 FAB has raised awareness of the benefits of play, physical exercise and social interaction for children under the age of three years and their families. This has been achieved by involving babies, toddlers, parents/carers, childminders and professionals who work with families with young children through:
- Cross sectoral training
  - Workshops for parents/carers
  - Distribution of FAB books and FAB bags
  - Creating additional opportunities for physical play
- 2.4 Four hundred and four professionals have attended 22 in service training sessions. Approximately 182 parent workshops have taken place, 1,000 FAB bags are available on loan and 5,000 FAB books are in circulation.
- 2.5 FAB has also been recognised nationally as an example of good practice in “Let’s Make Scotland More Active”. In addition, FAB received the Delivering Excellence Award sponsored by the Scottish Executive at the COSLA Excellence awards in June 2004.

### **3. THE FUTURE FOR FIT AYRSHIRE BABIES**

- 3.1 At the prioritisation meeting of NHS Ayrshire and Arran held on 13 October 2004, the proposal to further develop and continue FAB was approved.
- 3.2 Over the next five years, FAB will therefore continue its focus on children 0-3 years, further develop the work started with 3-5 years and commence work in ante natal and post natal classes and groups and community parent and toddler groups.

### **4. FINANCIAL IMPLICATIONS**

- 4.1 The total cost of FAB per annum is £73,420. NHS Ayrshire and Arran have committed £43,380 per year for the next five years. The proposed contributions from Sure Start funds in the three local authorities in Ayrshire are based on population figures and are as follows:

• North Ayrshire	£11,440
• East Ayrshire	£ 9,600
• South Ayrshire	<u>£ 9,000</u>
Total	<u>£30,040</u>

### **5. LEGAL IMPLICATIONS**

- 5.1 A Service Level Agreement will be drawn up between NHS Ayrshire and Arran and North, South and East Ayrshire.

### **6. POLICY IMPLICATIONS**

- 6.1 The interagency, crosssectoral approach that FAB has adopted reflects the integrated approach and the proposed outcomes suggested in the consultation document for the Early Years Integrated Strategy. It also sits strategically within the Improving Health Theme of the Community Plan.

### **7. RECOMMENDATIONS**

- 7.1 It is recommended that Members of the Education Committee:
- (i) approve the annual contribution from Sure Start to Fit Ayrshire Babies of £9,600; and
  - (ii) otherwise note the contents of the report.

John Mulgrew  
Executive Director (Educational and Social Services)

JA/KG  
14 December 2004

## **LIST OF BACKGROUND PAPERS**

1. Fit Ayrshire Babies Evaluation Report 2004
2. Fit Ayrshire Babies DVD

Members wishing further information should contact Kay Gilmour, Head of Community Support, Tel: (01563) 576104 or Janie Allen, Principal Officer Early Years, Tel: (01563) 578125.

**IMPLEMENTATION OFFICER: KAY GILMOUR**