

## Best Start Communications & Engagement Plan Summary 2021 – 2025

**Vision:** For every child in Nottinghamshire to have the best possible start in life, because we know that a good start shapes lifelong health, wellbeing, and prosperity.

### Purpose of the Communications and Engagement Plan:

- To embed a partnership approach to develop and share information to provide the best start to children from conception to the age of 5 (with a particular focus on pregnancy and under 2s).
- Working towards greater engagement with families to help shape priorities, plans and service delivery.
- To outline how internal and external audiences will be informed of services, interventions, campaigns and strategic plans specific to the work of the Best Start Strategic Partnership.
- Communications will comprise of the dissemination of key messages including the purpose of the Best Start Strategy and local priorities.
- We will ensure that all communications are clear, consistent, inclusive, and informative. Engagement with key stakeholders, particularly parents and expectant parents, is central to our approach, based on consultation and ultimately co-production.
- As our plan develops, we will agree targets to enable us to measure our activity effectively.

### Target Audiences – bespoke, consistent messages for specific audiences:

- Expectant parents, parents, potential/future parents, the general public
- Commissioners and service providers who offer a contribution towards the Best Start ambitions.
- County and District/Borough Councils

### Best Start Strategy Ambitions:

Ambition 1: Prospective parents are well prepared for parenthood

Ambition 2: Mothers and babies have positive pregnancy outcomes

Ambition 3: Babies and parents/carers have good early relationships

Ambition 4: Parents are engaged and participate in home learning from birth

Ambition 5: Parents experiencing emotional, mental health and wellbeing challenges are identified early and supported

Ambition 6: Children and parents have good health outcomes.

Ambition 7: Children and parents are supported with early language, speech and communication.

Ambition 8: Children are ready for nursery and school and demonstrate a good level of overall development

Ambition 9: Children have access to high quality early years provision.

Ambition 10: Parents are in secure employment.

**Communications:** Consistent key messages linked to Best Start Ambitions 1-10 plus awareness of the strategic partnership group's functions and activity.

**Engagement:** Aspirational plans moving from consultation to co-production, ensuring that our plans and priorities are shaped by people that may benefit from them.

### Communication and Engagement Channels and Resources:

As a partnership we will make best use of the following tools and resources:

- Engagement activities to include a range of tools such as focus groups, consultation exercises, feedback, mystery shopping, questionnaires etc.
- Linking with established engagement groups, forums and public engagement bodies such as Healthwatch.
- Best Start webpages.
- Notts Help Yourself website.
- Health for Under 5s website.
- Partner organisation websites and social media channels- Facebook, Instagram, Twitter etc
- Nottinghamshire Citizen Space
- Families Information Service
- Partnership Customer Service Teams
- Multi-agency frontline professionals
- Proactive targeted communications e.g. newsletters, briefings.

More information:

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[Giving Children the Best Start in Life | Nottinghamshire County Council](#)