

## Session 4:

# Growing Social & Emotional Wellbeing: Strengthening Early Relationships and Attuned Practice



Blackpool Teaching Hospitals  
NHS Foundation Trust

Ready   
Generations



  
Parent-Infant  
FOUNDATION





**Family Hub**

Darwen | Little Harwood | Livesey | Shadsworth



**BEST START IN LIFE**



**NHS Blackpool Parent-Infant Relationship Service**

# Building Early Relationships: Developing a Regional Hub-and-Spoke Parent-Infant Relationship Model Across Blackpool and Blackburn with Darwen

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Blackpool Teaching Hospitals

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# **WHY** - Building on Blackpool PaIKS

## **Success**

- Outcomes and Learning
- Shaping the Model



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# **Return on Investment**



For every **£1** invested in a parent-infant relationship team an estimated:

**£13**  
saved in public costs  
(health, social care, education and criminal justice)

**£59**  
created in social value  
Including social and emotional benefits like quality of life and potential future earnings.

Based on research from LivPIP (2017); World Health Organization (2018); King's College London (2022); London School of Economics (2021); Hughes K et al (2020); Early Intervention Foundation (2016); Building Bonds and Attachment Service (Marsland L, 2022)

# HOW - Joint Working – Collaboration at the Heart

- Partnerships
- Co-location and Shared Supervision
- Integrated Delivery



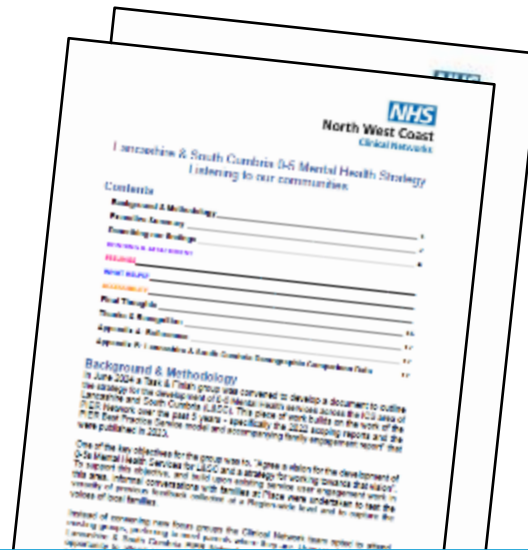
# WHAT

## Lancashire and South Cumbria Strategy for 0-5s Mental Health

- A long-term vision for relationship support across L&SC
- Ethos for development of the whole system
- Consensus and commitment



Blackpool strategy



Engagement report



L&SC strategy

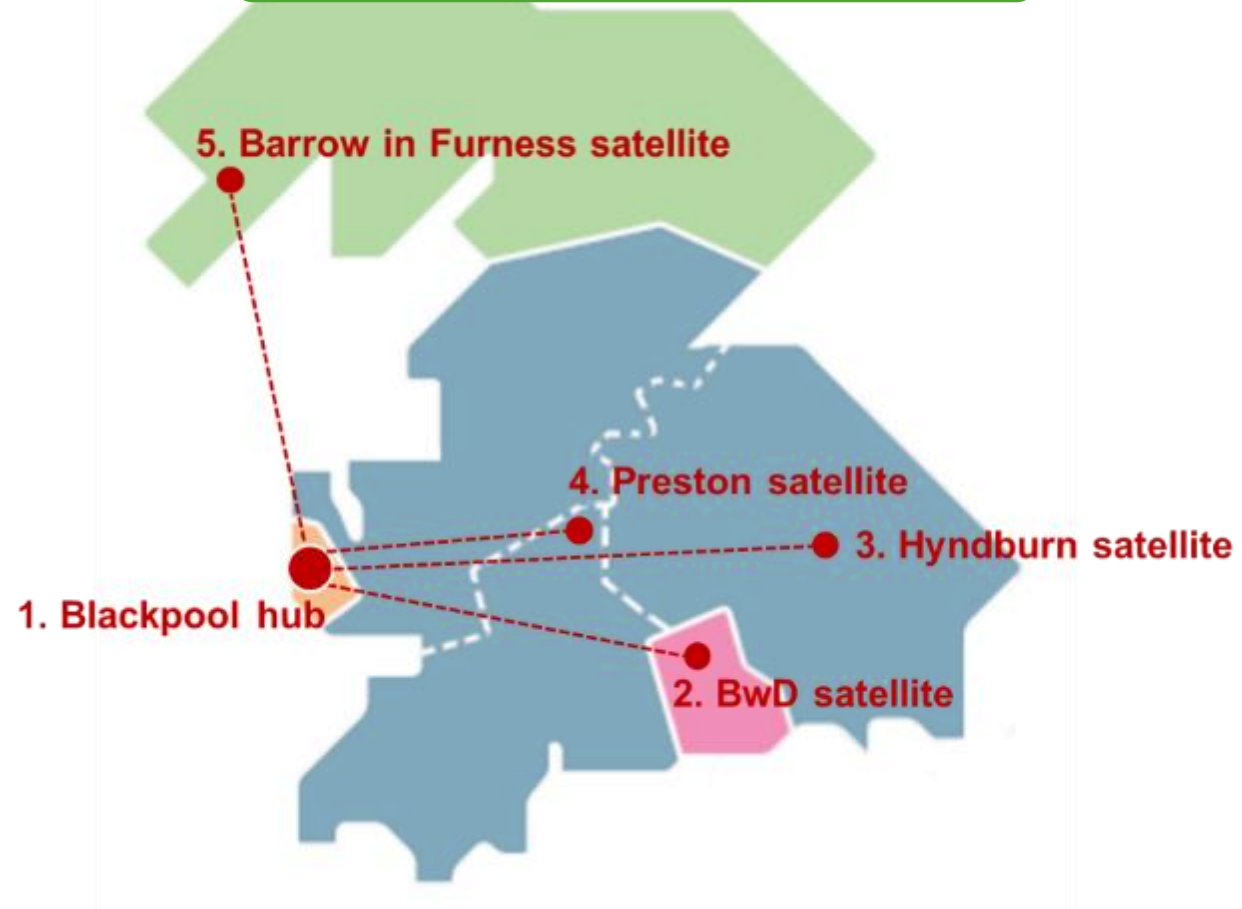
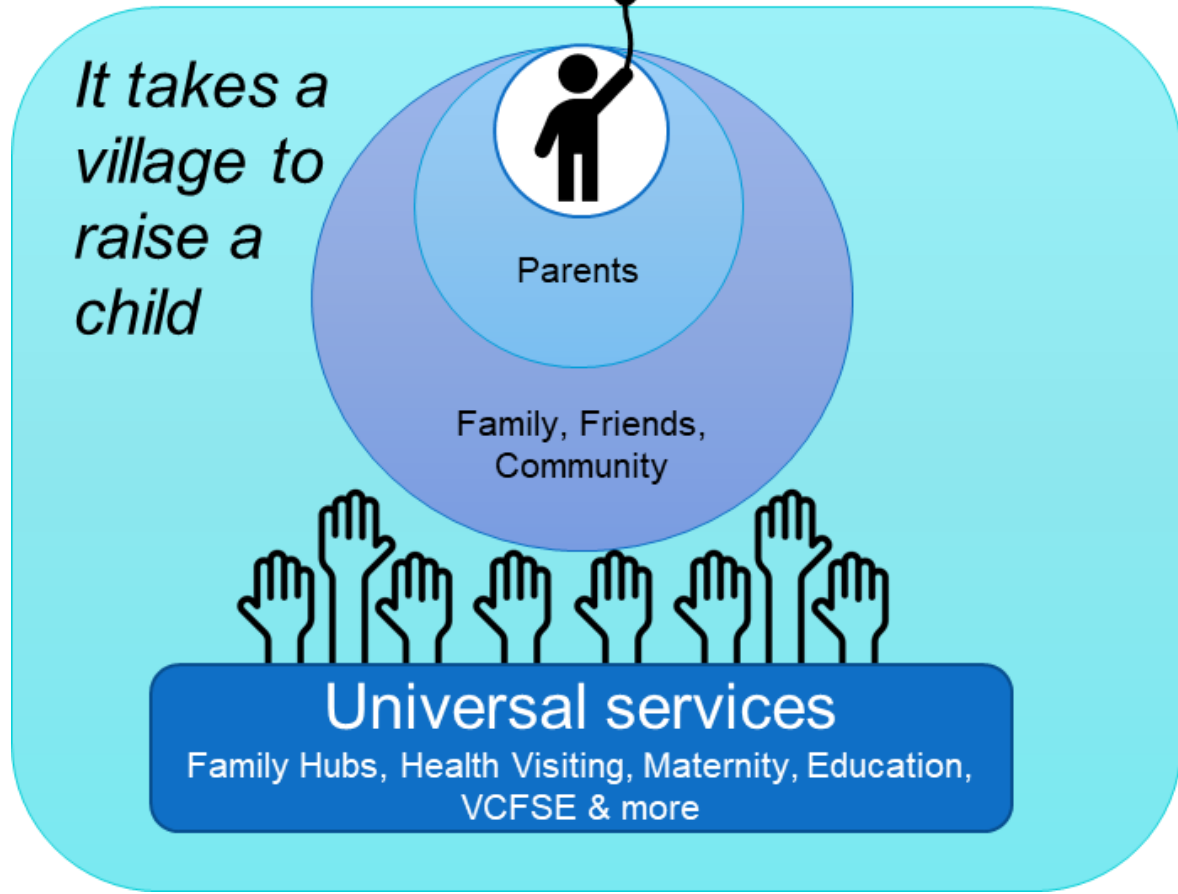
[Read the strategy online here](#)

# Approach



Developing universal support and the H&SC system

Developing specialist 0-5 Mental Health support across L&SC



# Funding the Expansion of PaIRS



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- Initial Funding – Blackpool Better Start
- Informing ICB Decisions
- Challenges of non-recurrent funding



Greater Manchester  
Mental Health  
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NHS Blackpool Parent-Infant Relationship Service

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## CALLING ALL PARENTS AND CARERS

Do you live in Blackburn with Darwen and have a child under 2 years old? Is parenthood not what you were expecting? Are you feeling low in confidence? Or struggling to understand what your baby is communicating? Perhaps you are finding it difficult to bond with your baby? Or having difficulty soothing them?

We are here to help. We offer:

- Free Video Interaction Guidance.
- We understand that you are doing your best.
- Support in your own home or Family hub setting.
- Exploring strengths that you might not know you already have.
- Non-judgemental.
- Confidential 1-1 support

Scan the QR code to find out more or

Call 01253 938573

info@blackpool.distry@nhs.net



Free Video Interaction Guidance



NHS Blackpool Parent-Infant Relationship Service

# BwD PaIRS

[Link to more info and referral form: Parent and Infant Relationship Service \(PaIRS\) | Family Hubs](#)



Family Hub



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Scan me

Work closely with existing health and community services

Embedded in the family hubs and community venues

Joined up and MDT working – Trauma Informed



Trust

Respect

Ambition

Collaboration

Kindness



## When PaIRS support isn't available...

- Mum asking for help doesn't get it, relationships and mental health deteriorates
- Mum struggles to cope and all 4 children get taken into care
- Emotional cost to family is huge with life long impacts
- Cost to LA for just this family - **£2m per year**

## What happens when parents get PaIRS support

- Mum struggling reaches out for support
- Baby and mum are totally separate with very little interaction and communication
- PaIRS practitioner was concerned there may be more complex needs of the infant
- Practitioner worked for 3 months with family and the relationship and MH of mum has significantly improved



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# Parent Feedback

"I can see that he comes to me when he needs something now....

.....Before, he didn't cry unless he wanted food. He would just look at the sky or the ceiling- anywhere but me."

"Now he smiles and laughs at things that he likes...

...he looks to me."



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# Lessons Learned Challenges and Enablers



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## Challenges

- Workforce recruitment and retention
- Non-recurrent funding
- Limitations in capacity

## Enablers

- Family engagement
- Data informed planning
- Strong partnerships

Never doubt  
that a small group of  
thoughtful, committed  
citizens can change  
the world.  
Indeed, it's the only  
thing that ever has.  
*Margaret Mead*



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BLACKBURN  
and  
DARWEN  
BOROUGH COUNCIL

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# Any Questions?

Please don't hesitate to contact us:

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