

South Tyneside Best Start in Life Alliance

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South Tyneside Council

Spread the word!

**THIS IS
SOUTH
TYNESIDE**



The best start in life

The **future**
is not yet *written*

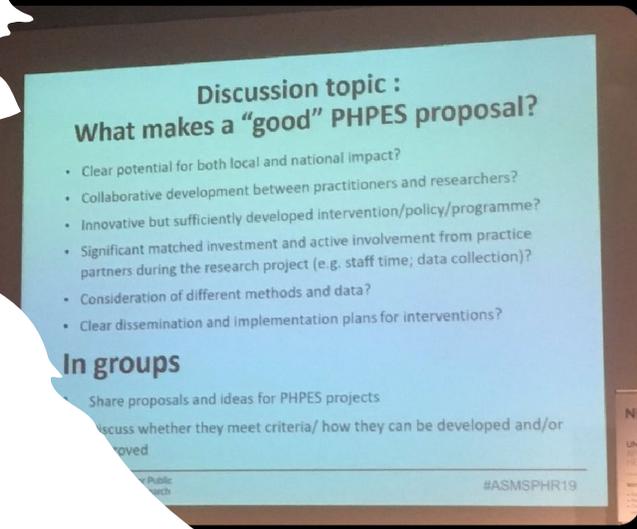
Recommendations

- **Take a whole family and systems approach to supporting preconception, pregnancy and birth – looking beyond the biological process of having a child and recognising the environment and community around the family,**
- Tackle smoking in pregnancy, ensure a completely alcohol-free pregnancy, and support the uptake and continuation of breast feeding,
- Focus on the critical first 1,001 days of a child’s life to prevent adverse childhood experiences and adverse social circumstances, including, for example, exposure to domestic abuse,
- Ensure an alcohol-free childhood,
- Promote resilience and life-skills in our young people to help them aspire to a brighter future and achieve their full potential.





...nding for your
...ion? You could try
...plying to the @NIHRSPHR
...PES scheme #ASMSPHR19



- Discussion topic :**
What makes a "good" PHPES proposal?
- Clear potential for both local and national impact?
 - Collaborative development between practitioners and researchers?
 - Innovative but sufficiently developed intervention/policy/programme?
 - Significant matched investment and active involvement from practice partners during the research project (e.g. staff time; data collection)?
 - Consideration of different methods and data?
 - Clear dissemination and implementation plans for interventions?

In groups

Share proposals and ideas for PHPES projects
Discuss whether they meet criteria/ how they can be developed and/or improved

#ASMSPHR19

How the evaluation came about