



# EARLY ACTION – FOR CHILDREN UNDER 5.

## POSITIVE IMPACT ACHIEVED ACROSS ALL SERVICES 2015/16.\*



### 72%

of children now reaching developmental milestones.



### 74%

of children are benefiting from parent/carer(s) setting effective rules and boundaries.



### 80%

of children have more positive relationships and play more cooperatively.

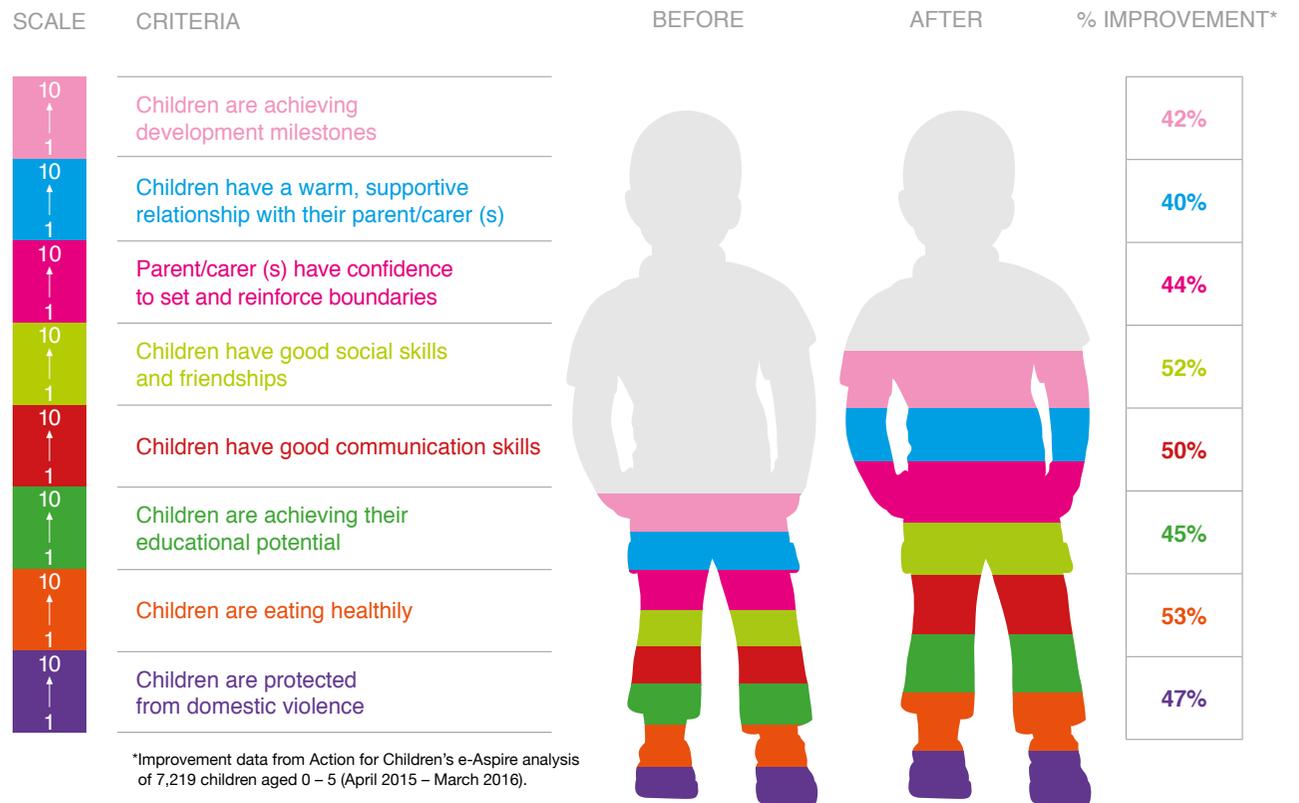


### 75%

of children have improved nutrition with no serious concerns about being over or under weight.

## OUR AVERAGE POSITIVE IMPACT ACHIEVED WORKING WITH AN INDIVIDUAL CHILD.

Action for Children's before and after measures show how developmental milestones and basic needs are being met. Before we start working with the children there are significant concerns about **communication skills or being safe from domestic violence**. Our after measures show the levels of improvements we consistently achieve and maintain.

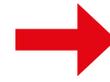




**WHERE THERE'S  
AN URGENT NEED.**



**WE PROVIDE THE  
APPROPRIATE SERVICE.**



**TO EFFECT A POSITIVE IMPACT  
ON THE LIVES OF CHILDREN.**

## GEORGE'S STORY...

*Four-year-old George started school showing angry, destructive behaviour, including physical and verbal aggression towards other children. The school raised this with his mum, Ruth.*

She said he'd shown this kind of challenging behaviour for some time – including being physically aggressive towards her. She felt powerless to stop it and needed help urgently before her son's actions had increasingly serious consequences.

*The school referred the family to Little Saplings Children's Centre, run by Action for Children.*



## HOW HAS LIFE IMPROVED FOR GEORGE?

We helped Ruth with a one-to-one course in Managing Behaviour. She learned to understand the importance of engaging with her son, the importance of play and not submitting to all his demands but setting appropriate rules and boundaries.

*She started playing with her son for 10 minutes a day and by switching off the television and interacting with him she was able to understand him better.*

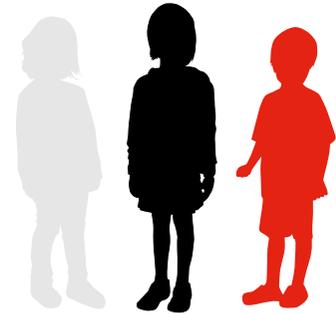
George was rewarded for good behaviour with trips to the park and his daily sugary snacks, which he'd previously received as a reward, were cut. This resulted in him also starting to sleep better.

Although there's still some way to go both mum and son are already seeing benefits and these will last long into the future.

## 1 IN 3 CHILDREN IN ENGLAND AREN'T READY FOR SCHOOL BY AGE 5.

With a third of children in England not ready for school by age 5, and 66% of parents (across the UK) worried their children won't be ready, there's a real need to support children reaching important early developmental milestones.<sup>(1), (2)</sup>

A child's experience in their early years sets the foundation for their future health and wellbeing; it helps them get ready for life.



## HOW WE MAKE A DIFFERENCE FOR UNDER 5s.

**We help young children by supporting their development so they are confident to start school and have strong relationships with family and friends. We help them become healthy, happy young people ready for life.**

- **Positive parenting support:** We build skills to help parents become confident and effective in helping their children develop and feel safe and secure. We specifically help teenage parents, parents of disabled children and children at risk of neglect or harm.
- **Being ready to start school:** Our staff are skilled in supporting children's social, emotional and physical development to achieve early learning goals. Those most at risk of falling behind are identified early and supported to access additional help.
- **Stopping cycles of deprivation:** Our services and campaigns focus on those most in need. We help parents have a proactive approach to skills development including helping workless parents gain employability skills. This helps build their children's own aspirations and future opportunities.

(1) Early Years Foundation Stage Profile results 2014.

(2) Action for Children poll of 511 parents, April 2016.

The picture and name of the children and mother helped by Action for Children has been changed to protect their identity.