



West Smethwick Enterprise:
Health education, mentoring and
counselling services for parents and
children

Presentation

- WSE
- Health statistics snapshot
- Our current educational & mentoring interventions on health
- Our current counselling interventions on health
- Future opportunities



Who we are

- 5 x pre-schools 2-5 years
- Reach approx. 1000 children and their families
- >95% state funded places
- 1984 – founded
- 2010 x < €100,000 turnover
- 2022 x > €800,000 turnover
- Mix of state, partnership and charity funding

Our business model

- Pre-schools are gateway to a wide range of family-based services
- Our communities
 - South Asian
 - Afro-Caribbean
 - Refugee/asylum



Our communities

- WMCA – 3m population
- Birmingham City – 1.3m population
- **Deprivation indices:**
 - England average: 21.7
 - Birmingham average: 38.1 (*source: HM Govt 2019*)
- **1st presentation of multiple co-morbidities:**
 - England average: 62 years old
 - Our footprint average: 42 years old (*source: University Hospitals Birmingham 2021*)
- **Childhood obesity rates for 10-11 y.o. children**
 - England average: 34%
 - Birmingham & Sandwell average: 41% (*source: Sandwell MBC*)

Current health education and mentoring activities

Activity	Description
Holiday Activities Fund (HAF)	Holiday provision of free meals and activities for children in poverty <ul style="list-style-type: none">• Nutrition• Exercise• Healthy Living
Healthy, Happy Tums (HHT)	Hands-on healthy cooking classes and nutritional information for parents
Bespoke food and cookery education	Individualised interventions and training tailored to needs within each setting
Family exercise classes (thematic)	Leveraging sports events to create a theme <ul style="list-style-type: none">• Commonwealth Games• Women's Euros• Football World Cup• Bhangra dance
Allotment	<ul style="list-style-type: none">• Understanding origins of our food families growing vegetables together

Health education and mentoring activities

Activity	Description
Stay and play	Help with <ul style="list-style-type: none"><li data-bbox="517 486 1315 529">• Registration with health professionals<li data-bbox="517 544 1074 586">• Access to agency support<li data-bbox="517 601 1750 644">• Raising of concerns; observations and referrals with parents

Building trust with parents to create permission for ongoing informal dialogues and conversations

- Health
- Wellbeing
- Drugs & smoking impact on children
 - Obesity concerns
 - Signposting of support

Current counselling services

- Family support services
- Happy healthy tums – cooking classes for refugee families
- Partnership working with educational psychologist and child support worker for children with additional needs
- Staff 1:1s
- Staff access to outsourced counselling services

Healthy Happy Tums/Brush-strokes project



Future opportunities for health education, mentoring and counselling of parents



- Birmingham and Solihull Integrated Care Board agenda (public health)
- Development of 'Children's Hubs' – holistic health, education and well-being
- Upskilling our teams
- Leveraging BCU partnership – *early years, counselling, food & nutrition, dietetics, sports science*
- Learning from Erasmus+ colleagues
- Theatre workshops on site

What we need to think about

- Strategic yet remain agile?
- How funded?
- Model for service? In-house training versus bringing in expertise versus partnership working?
- More rigour in evaluation and impact
- How to start and what to prioritise?



