



**Best Start**  
JERSEY

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**Best Start  
Partnership  
Prospectus**

Working Together for  
Early Years

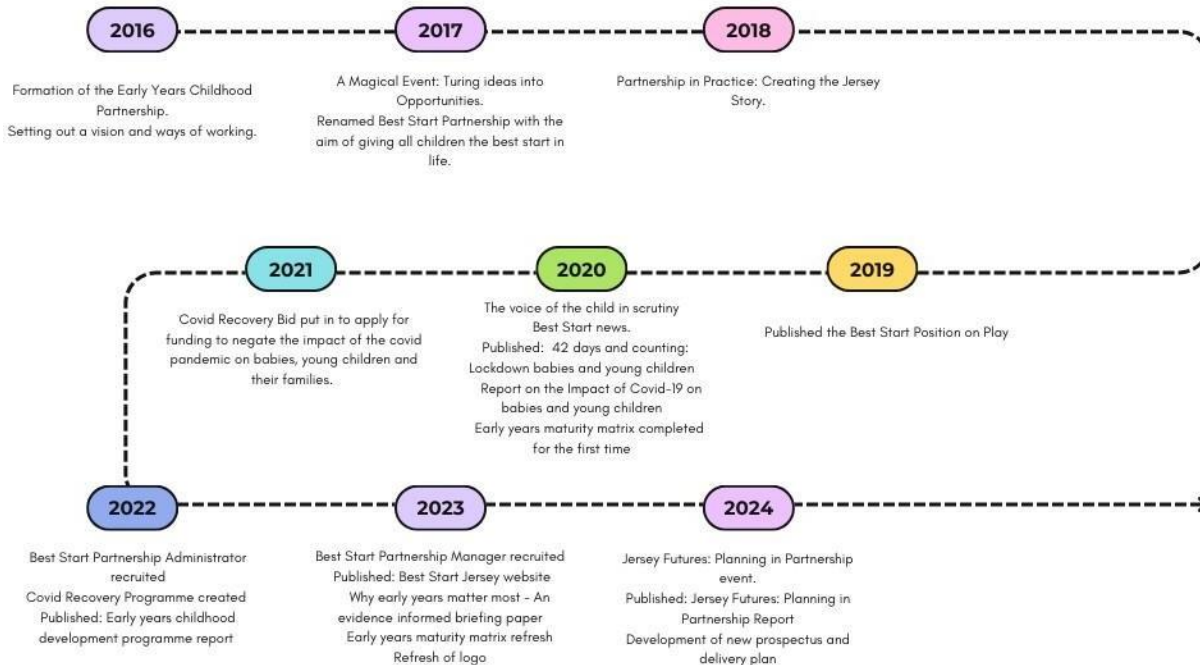


**Best Start**  
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## **1 About the Best Start Partnership**

Achieving better outcomes for children and families means working across traditional boundaries between government departments and partner agencies in both the public, private, voluntary and community sectors with parents and their children. The Best Start Partnership represents a bold and ambitious effort to ensure that every child has the opportunity to thrive in their earliest years. By **working together for early years**, we can create a more equitable and inclusive society where every child has the best possible start in life. The Best Start Partnership offers a ‘whole system’ approach by bringing together a wide range of stakeholders in a single body. It has and will continue to draw on the voices of children and families with local representatives from the public, private, community and voluntary sectors to provide unique insights, representing the interests of children and families. The Partnership supports the development, implementation and evaluation of government strategy and policy and works collaboratively on a shared delivery plan through strategic groups and activities.

# A History of the Best Start Partnership



## 2 Our Vision and Principles

**Our vision is for Jersey to be the best place for all children to grow up by giving them the best start in life.**

We appreciate childhood as a unique and valuable stage of life and are aware that the quality of childhood experience has lifelong consequences. We want to ensure that children are given the opportunities to become confident and resilient individuals, successful learners, and responsible citizens and that they have safe, stable, stimulating, and nurturing relationships with their parents and carers.

All of our children deserve to have the best start in life, growing up in an environment that nurtures their development, derives safety and security from their parents and caregivers, accesses high quality early years services and encourages them to have aspirations for the future and their ability to achieve them. What children experience in their earliest years is key to their success in adulthood.

The Best Start approach is underpinned by a wealth of evidence about the factors which impair optimal health and development in early life and about the types of intervention which can promote better outcomes. For example, the WAVE report “Conception to 2 years: The Age of Opportunity” describes ways in which resources may be best used to ensure the best start for every child.

*“Evidence-based and well implemented preventive services and early intervention in the foundation years are likely to do more to reduce abuse and neglect than reactive services and (in the long run) deliver economic and social benefits. Such services also have an important role in making sure all children reach school ready to learn and able to achieve to the best of their abilities” (Wave Trust, 2013)<sup>1</sup>*

### **Our principles:**

- The child is at the centre of all our work.
- All children have the right to grow up healthy and happy, learn and achieve, enjoy a decent standard of living, are safe and loved, included, respected and valued. seen and heard
- Service delivery is holistic, co-ordinated, and seamless, making every contact with parents and carers count from day one and getting it right first time.
- The uniqueness of children and families is valued and provided for.
- Children and families who need support will be identified and have access to the right help at the right time from the right service.
- Listening and involving children and families in shaping and evaluating services delivers what’s needed and makes effective use of available resources.
- Quality is at the heart of service delivery for children and families.

### **Our Passions**

We have identified three passions that are the ‘golden threads’ of our delivery plan. These are the key areas that run throughout all areas of our plan and throughout our priorities. For the years 2024-2027 these are:

- 1) Communication and Language
- 2) Voice of the Baby and Young Child

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<sup>1</sup> <http://www.wavetrust.org/our-work/publications/reports/conception-age-2-age-opportunity>

3) Decent Standard of Living

### 3 Our purpose

**Advise:** We offer understanding and insight on the early years, through analysis, observation, reflection and through our partners, who work directly with babies, young children, and families. We share valuable information and perspectives that lead to more effective decision-making and problem-solving. The Best Start Partnership serves as a trusted advisory body, offering guidance and expertise to stakeholders in the field of early childhood development. Through consultations, research, and best practice recommendations, we will provide strategic advice to inform policy decisions and programme development across sectors and at all levels of government.

**Inform:** We recognise the importance of providing accurate and accessible information to parents, caregivers, and professionals working with babies and young children. The Best Start Partnership will develop and disseminate evidence-based resources, toolkits, and educational materials to inform stakeholders about key aspects of early childhood development, including health, nutrition, education, and parenting. We will engage with the local community to raise awareness about the importance of early childhood development and garner support for initiatives aimed at improving outcomes for children and families.

**Deliver:** The Best Start Partnership will work collaboratively on a single delivery plan, setting out overall direction and vision for 2024-2027. We have identified priorities and developed specific actions to achieve them. We will monitor and respond to internal and external influences that may impact on our plans and develop strategies to respond to them. We will work to ensure that early years and childhood policy is co-ordinated, resource allocation is effectively prioritised and high-quality practice is embedded across services and organisations, whilst aligning our work with key Jersey plans, such as The Children Young People and Families Plan (2024-2027) and the Inclusion Review (2024). This includes exploring new opportunities to support babies, young children, and families.

**Evaluate:** Evaluation is essential for ensuring the effectiveness and impact of our delivery plan and joint initiatives and we will use an outcomes-based accountability framework to Best Start to assess the outcomes of our programmes and initiatives. Through data collection, analysis, and ongoing monitoring, we will continuously evaluate our performance and make evidence-based adjustments to improve the quality and reach of our services.

We represent the interests of babies and young children in the development, implementation and evaluation of government strategy and policy. As a partnership, we will drive change within the early years, implementing approaches, delivering pilots, feasibility studies and entering new areas within cross collaborative working. We will use key performance indicators as measures and adjust strategies as needed to ensure success.

**Ultimately, the success of the Best Start Partnership will be measured by our ability to deliver tangible results for children and families. We will work collaboratively and through leveraging the strengths and resources of government, charities, and the private sectors, we will work to ensure that every child has the best start in life.**

#### **4 Why the Early Years are Crucial**

The early years of a child's life are crucial for their long-term development and well-being. Research consistently demonstrates that investing in early childhood development yields significant benefits, not only for the individual child but also for society as a whole. However, ensuring that all children receive the support and resources they need during this critical period requires a coordinated and multi-faceted approach.

*“The period from conception to the start of school opens a critical and singular window of opportunity to shape the development of a child’s brain. At this time, brain connections form at an unrepeated speed, giving shape and depth to children’s cognitive, emotional, and social development– influencing their capacity to learn, to solve problems and to relate to others. This, in turn, has a significant impact on their adult lives, affecting their ability to earn a living and contribute to their societies . . . even their future happiness.” (UNICEF, 2017)<sup>2</sup>*

Evidence is clear that children’s early years experiences shape their development, educational attainment and life chances. Children who receive high quality early childhood education and health services from conception onwards have a positive attitude to learning when they start school, are more resilient and have better learning, development, and health outcomes overall. They are more likely to complete secondary school and hold jobs. They are also less likely to rely on the benefits system and are significantly less likely to become involved in the judicial system.

#### **What we already know about Early Years**

- 1 Effective approaches within the early years will contribute strongly to promoting and upholding children’s rights as defined by the United Nations Convention on the Rights of the Child (UNCRC, 1989<sup>3</sup>) and those rights underpin the vision of this strategy (Edinburgh Council, 2022)<sup>4</sup>

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<sup>2</sup> Early Moments Matter for Every Child (2017), UNICEF.

<sup>3</sup> <https://www.unicef.org.uk/what-we-do/un-convention-child-rights/>

<sup>4</sup> <https://education.gov.scot/media/453guwaw/learning-through-rights-in-elc.pdf>

- 2 For children to be given the opportunity to achieve their aspirations and become the best they can be, they need to be able to access high quality learning experiences within safe, enriched environments (Birth to Five Matters, 2021)<sup>5</sup>
- 3 All young children deserve the support of the best quality provision (SEED, 2017)<sup>6</sup>
- 4 Children who experience high quality early years provision are well placed to achieve better outcomes in school, to develop better social, emotional and cognitive abilities throughout their lives (EPPE, 2004)<sup>7</sup>
- 5 On the contrary, poor provision adds no value in the long term. Provision is dependent on the commitment of well qualified staff to achieve this level of quality. ‘If those working with young children have the necessary skills, knowledge and understanding, they have the potential to offer the formative experience all young children deserve’ (Nutbrown, 2012)<sup>8</sup>
- 6 Healthy development and emotional wellbeing impacts on learning and other aspects of the child’s life now and in the future.

*“Providing children with the best possible start to life is a critical priority for Jersey families today, and essential for the island’s future” (Early Years Roundtable, 2024)<sup>9</sup>*

## 5 Our Programmes

We have four programmes of work. These are:

Programme	What we do	2022/2023
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<sup>5</sup> <https://birthto5matters.org.uk/learning-environments/>

<sup>6</sup> <https://www.gov.uk/government/publications/early-years-provision-quality>

<sup>7</sup> <https://dera.ioe.ac.uk/id/eprint/18189/2/SSU-SF-2004-01.pdf>

<sup>8</sup> <https://assets.publishing.service.gov.uk/media/5a74af28ed915d0e8e39a315/Nutbrown-Review.pdf>

<sup>9</sup> Early Years Roundtable Series 2023/24: Messages for policy makers in Jersey.

<https://www.gov.je/SiteCollectionDocuments/Education/Isos%20Early%20Years%20Roundtable%20Series%202023%20to%202024.pdf>





Best Start for All	Building strong foundations for children's futures by supporting all children in Jersey to flourish.	<ul style="list-style-type: none"> <li>• Launched the app “50 Things to do Before You’re 5” in Jersey.</li> <li>• Funded and delivered REAL (Raising Early Achievement in Literacy). Making it REAL Training for Trainers for 7 trainers.</li> <li>• Funded 30 CACHE Level 3 course places to develop the early years workforce.</li> <li>• Developed an Early Childhood Participation Toolkit to support adults working with babies and young children.</li> <li>• Partnered with Jersey Sport to provide afternoon Move More Toddler Play Sessions.</li> <li>• Created an early years Communication and Language roadmap.</li> <li>• Delivered a three-year integrated development review feasibility study.</li> </ul>
Best Start Plus	Through our Best Start Plus programme we support children with additional and social needs and those with Special Education Needs and Disabilities (SEND) and their families to promote equity of access	<ul style="list-style-type: none"> <li>• Funded 20 additional part time nursery placements for children aged between 2-3 years old who are not meeting their age expected developmental milestones.</li> <li>• Supported 3 newly accredited MAYBO trainers to deliver training to 40 early years practitioners.</li> <li>• Launched a Speech and Language Pilot with Every Child Our Future (ECOF) and funded one Speech and Language therapist in two local primary schools.</li> <li>• Launched Makaton Training across Nurseries and Schools.</li> <li>• Supported Sing and Sign training.</li> <li>• Funded ERIC training to Nurseries and Schools.</li> </ul>
Best Start Extra	Supporting children with complex and care needs.	This programme is new for 2024.
Best Start Together	Recognising the strength of children, families and services working in partnership to achieve the best possible outcomes for all children.	<ul style="list-style-type: none"> <li>• Established a workforce team to develop new career pathways and opportunities for recruitment and retention.</li> <li>• Created a Communication and Language working group to high profile this area within the 0-5 workforce.</li> <li>• Maintained regular partnership events to focus on the current priorities and initiatives.</li> <li>• Attended workforce fairs to highlight the early years sector as a career choice.</li> </ul>

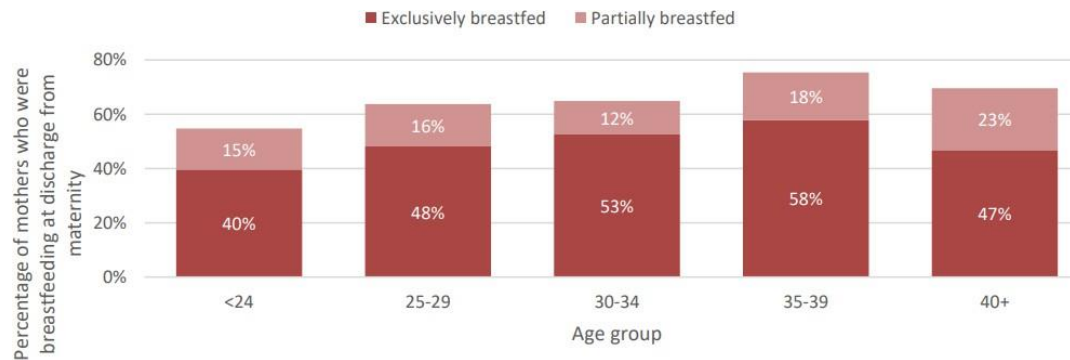
		<ul style="list-style-type: none"> <li>• Knowledge Makes Change seminars and newsletters distributed across all sectors via the Jersey Child Care Trust. These open access seminars provide continuing professional development opportunities.</li> </ul>
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## 6 Where are we now?

Data is at the central to what we do, to evaluate the effectiveness of what is already in place, new initiatives, as well as to implement and/or promote change if what is in place isn't having an impact.

The following data comparison points have been chosen as they were highlighted in the 2019-2023 Best Start Prospectus as indicators for success, as well as additions from the Best Start Delivery Plan 2024-2027.

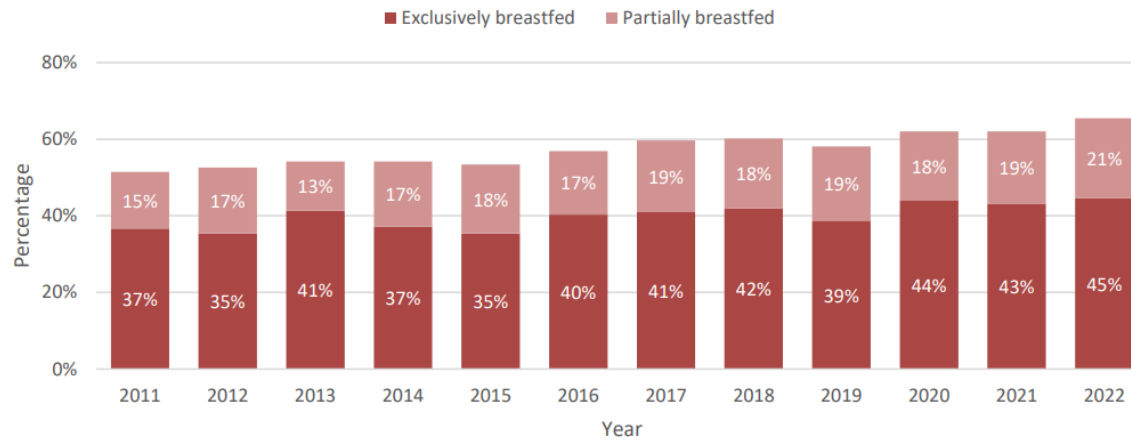
### Percentage of babies who were breastfed at discharge from maternity, by age of mother (2022)



Source: Trak/Careplus

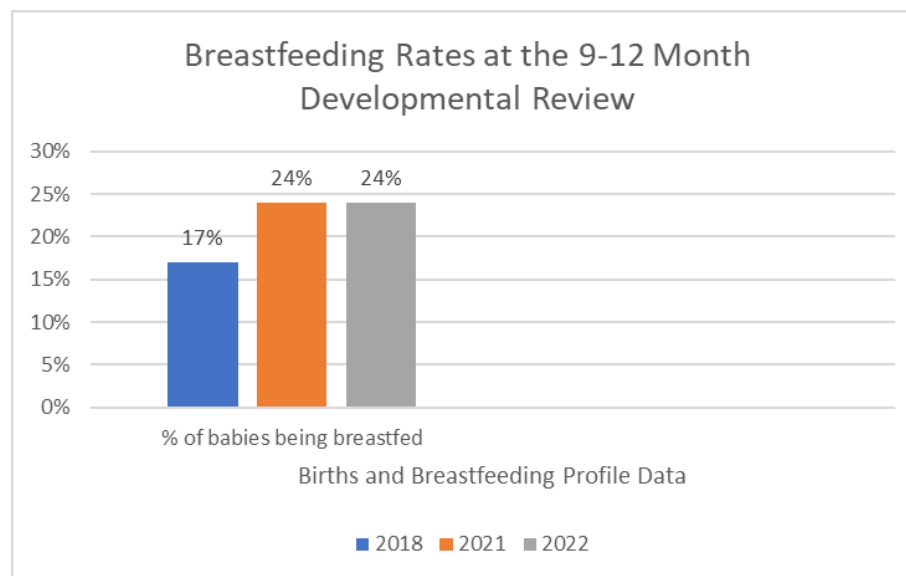
- 67% of babies were being breastfed at discharge from maternity in 2022, a similar proportion to that seen in each year since 2011.
- 52% of mothers were exclusively breastfeeding (babies receiving breast milk only) and a further 15% were mixed feeding (babies receiving both breast and formula milk).
- Breastfeeding rates of mothers aged under 24 years had the lowest proportion compared to other age groups.

**Percentage of babies who were breastfed at 6-8 weeks after birth in Jersey (2011-2022)**



Source: Trak/Careplus

**Percentage of babies who were breastfed at 9-12 month developmental review (Strategic Policy, Planning and Performance Report Public Health Intelligence, 2018, 2021, 2022)**



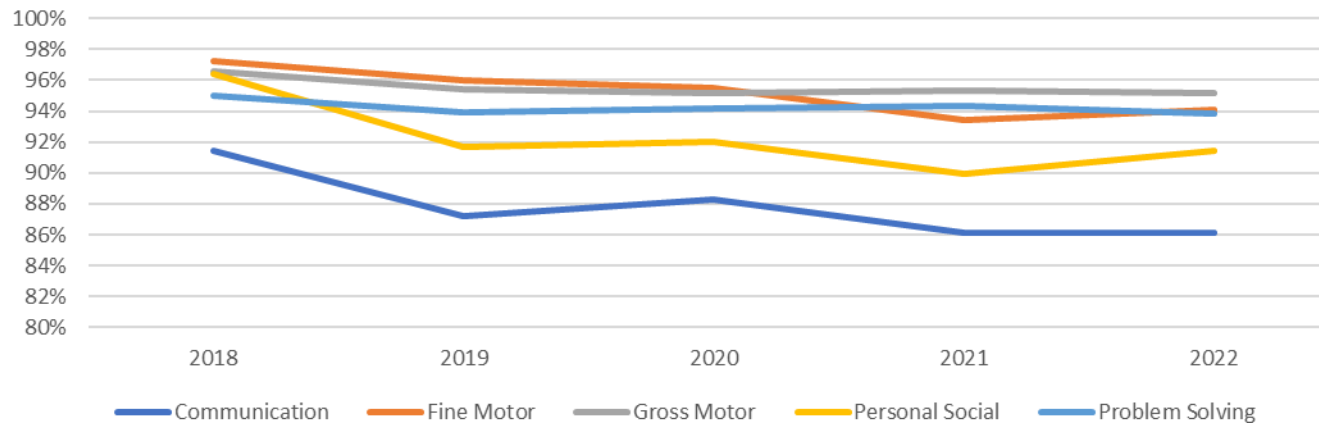
- This graph demonstrates an increase in the percentage of mothers breastfeeding from 2018- 2022.

### Year on year comparison of children meeting developmental milestones at the two year developmental integrated review (FNHC, 2023)

The below table represent the five main domains of child development, measured by Family Nursing and Home care through the ages and stages questionnaire (ASQ) completed by parents and shared with a health visitor.

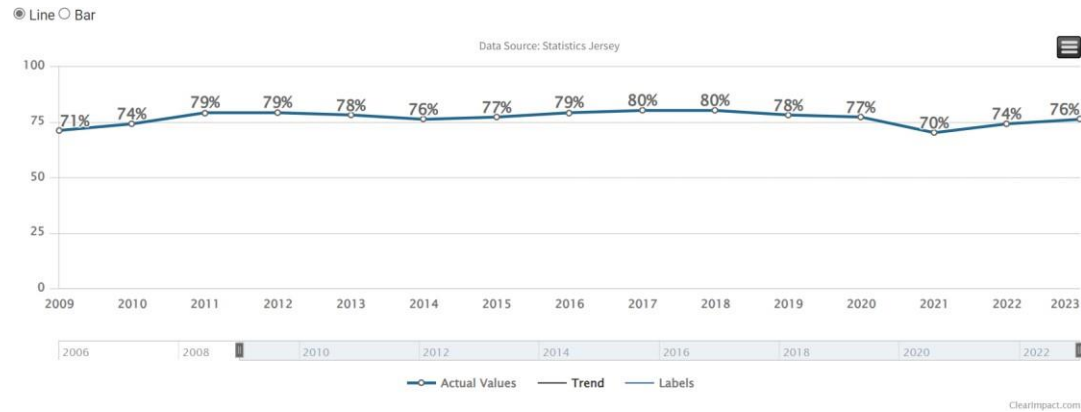
Year	Communication	Fine Motor	Gross Motor	Personal Social	Problem Solving
2018	91%	97%	97%	96%	95%
2019	87%	96%	95%	92%	94%
2020	88%	96%	95%	92%	94%
2021	86%	93%	95%	90%	94%
2022	<b>86%</b>	<b>94%</b>	<b>95%</b>	<b>91%</b>	<b>94%</b>
<i>% Difference (from 2018)</i>	<b>-5%</b>	<b>-3%</b>	<b>-1%</b>	<b>-5%</b>	<b>-1%</b>
<i>% Difference (from 2019)</i>	<b>-1%</b>	<b>-2%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<i>% Difference (from 2020)</i>	<b>-2%</b>	<b>-1%</b>	<b>0%</b>	<b>-1%</b>	<b>0%</b>
<i>% Difference (from 2021)</i>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>-1%</b>

2 Year Development Check (ASQ)  
Annual Comparison



- In 2022, 80% of children were within normal limits across all 5 domains.
- 80-85% take up of the 2-year check.
- Key areas of decrease in scores were Communication and Personal & Social.

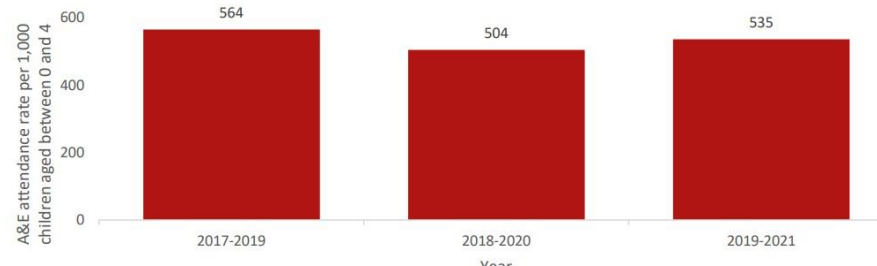
## Percentage of 4-5 years olds with a Healthy BMI (Taken from Island Outcome Indicators)



- This line graphs demonstrates an increase in children aged 4/5 with a healthy BMI from 2021 – 2023.
- This has decreased overall since 2020.

## Year on Year Comparison of average rates of A&E attendances for those aged between 0 and 4 years old.

**Figure 3.4. 3-year average rate of A&E attendances (0-4 years) (2017-2019 to 2019-2021)**

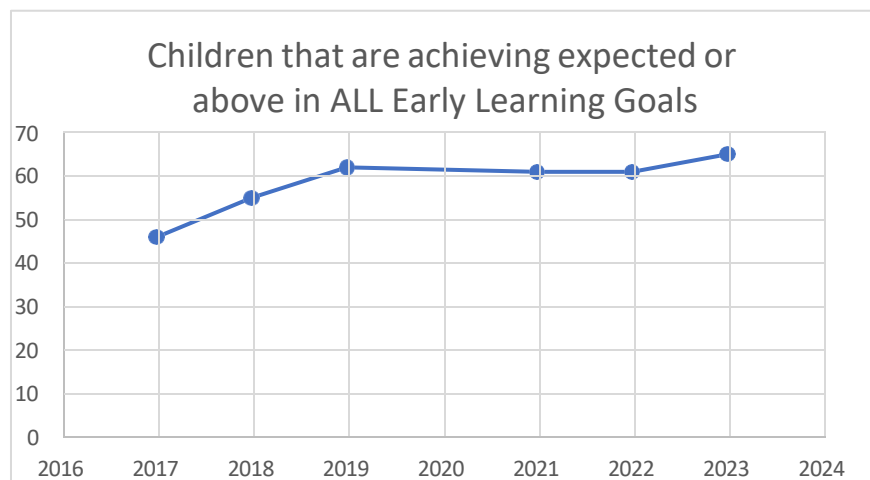


- Between 2017 and 2021, on average Jersey had 3,000 A&E attendances each year, for those aged between 0 and 4 years old.
- Over the period of 2019- 2021, there was a total of 8,390 A&E attendance for children under the age of 5, corresponding to a crude rate per 1,000 of 535.

### Percentage of children achieving expected or above in all Early Learning Goals

Prime areas of development and learning lay vital foundations in the early years. The three Prime areas, Personal, social and emotional development (PSED), Communication and language (CL), and Physical development (PD), describe universal core aspects of early child development.

Specific areas of learning and development provide children with knowledge and skills to flourish in society. The Specific areas, Literacy, Mathematics, Understanding the world, and Expressive arts and design, are not time-sensitive in terms of the brain's biological responsiveness to experiences (Birth to Five Matters, 2021)<sup>10</sup>



<sup>10</sup> <https://birthto5matters.org.uk/specific-areas-of-learning-and-development-provide-children-with-knowledge-and-skills-to-flourish-in-society/#:~:text=Specific%20areas%20of%20learning%20and,brain%27s%20biological%20responsiveness%20to%20experiences.>

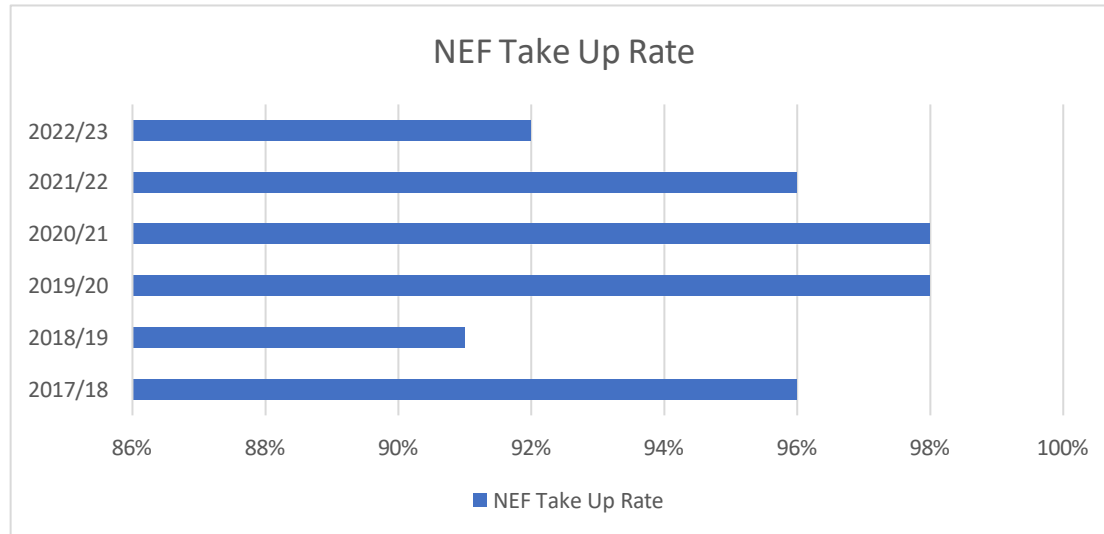
The data for 2023 is representative of all Government Schools and 3 private schools for pupils that were assessed in all 17 Early Learning Goals and measured levels of well-being and involvement and characteristics of effective learning.

- **90%** demonstrated high levels of Well-being this is an increase of **4%** from 2022.
- **90%** demonstrated high levels of Involvement this is an increase of **4%** from 2022.
- **89%** demonstrated all nine of the Characteristics of Effective Learning this is an increase of **22%** from 2022.
- The percentage of children achieving expected in all Early Learning Goals is **65%**, this is an increase of **2%** from 2022.
- Attainment within the Prime Areas of learning has decreased from **89%** to **76%** in 2023. This has been attributed to the impact of the pandemic including lockdown, limits to activity and social isolation which has resulted in rising levels of speech, language and communication needs.
- The Specific Areas of learning have increased from **63% to 69%**.

#### **Year On Year Nursery Education Fund (NEF) Take up Rate**

This chart represents the % of children taking up the Nursery Education Fund offer year on year and take into consideration birth rates and estimated net migration. All children are entitled to 30 hours of Government funded nursery education in the school year that they turn four years old. Different early learning providers offer different attendance options, such as mornings only, school hours or full days.





**Proportion of people in relatively low income, Jersey, 2021/22 (taken from Jersey Household Income Distribution 2021 – 2022)**

	Before housing costs		After housing costs	
	%	persons	%	persons
Children	15	2,500	24	4,000
Working-age adults	10	7,000	18	12,200
Pensioners	23	4,200	28	5,200
<b>All individuals</b>	<b>14</b>	<b>14,000</b>	<b>21</b>	<b>21,600</b>

**Proportion of households who found it difficult to cope financially (taken from Jersey Opinions and Lifestyle Survey 2023)**

- Pensioners 17%
- Couples with no child 28%
- Working age person alone 34%
- Couple with children 46%
- Single parent 77%

**7 Our Partners and their Roles**

Brighter Futures	Brighter Futures is a local charity that supports parents, carers, children, and young people in Jersey. They provide keyworker support alongside a number of free programmes and services to help support parents and carers.
Dr Cathy Hamer	Independent Chair of the Best Start Partnership.
Every Child our Future	A charity that enhances literacy and numeracy and helps teachers and parents during the crucial early years. They team up with schools, teachers, parents, business, our islands' governments, and the wider community to ensure no child gets left behind.
Family Nursing and Home Care	A charity providing antenatal and parental care supporting children, young people, families, and the members of the community who need healthcare or support in their homes.
Government of Jersey	Assistant Minister for Children and Families and Minister for Education and Lifelong learning Child Care and Early Years Service Children and Families Hub Community and Local Services Connétable of St Brelade Education Reform Inclusion Jersey Library Justice and Building a Safer Community Midwifery Paediatric Therapies

	Police Public Health Strategic Policy, Planning and Performance
Highlands College	Adult & Community Education. The leading provider of Adult & Community Education on the island.
Jersey Association of Child Carers	An association bringing together childminders in Jersey.
Jersey Child Care Trust	Enabling Access: Because of us, children with disabilities can go to nursery and access other activities. Tackling Poverty: We focus on eradicating childhood poverty and prioritise our support for those who need it most. Improving Quality: We share, accredit and reward good practice to create safer, better experiences for children and families.
Jersey Deanery	The Church of England's presence across the island, running 13 baby and toddler groups in Jersey.
Jersey Early Years Association	JEYA is the organisation representing all private child care providers.
Jersey Sport	Increasing participation in sport and physical activity; reducing inequalities in sport and physical activity – namely for women and girls, lower socio-economic communities, and those with one or more disabilities, focusing on inactive islanders, building a safe, sustainable, and inclusive sporting community.
Nature Base	Nature Base offer a range of sessions that provide the 'base' for families to play, grow and breathe together. Their aim is to see more families (whatever your family make up is) immersed in nature, connecting with the natural environment and exploring life in the present moment.
Office of the Children's Commissioner	The Commissioner Office promote and protect the rights of babies and young children in Jersey.
Parent Carer Forum	Bringing parents and carers together to create a strong community of families who have children with special needs.

## 8 Delivery Plan: Our Priorities 2024-2027

The Partnership’s priorities focus on areas in early years where it can deploy its multi-agency and child and family perspectives most effectively in providing oversight from policy through to practice to ensure continuous improvement. Typically, this will include coordination to ensure effective planning, piloting, delivery, monitoring, and evaluation of a range of programmes as well as providing expert guidance via the independent chair.

Working collectively the Partnership has developed a set of priorities and passions to help focus its efforts where they can achieve the most benefit. The development of the priorities has been informed by activities including:

### Jersey Futures:

- Planning in Partnership which brought together voices across early years to discuss the five big picture outcomes of the Children, Young People and Families Plan to develop priorities.  
The mapping of early years services in Jersey in 2024.
- Findings from the Early Years Workforce Survey conducted by 4Insight in 2023.
- Review of data available within the early years.
- Best Start Partnership Meetings.

<b>Outcome 1: All Children in Jersey are Healthy and Happy</b>						
<b>Lead (s):</b> Public Health; Family Nursing and Home Care (FNHC); Childhood and Early Years Service (CEYS)						
<b>Programme</b>	<b>Priority</b>	<b>Specific Activity</b>	<b>Key Programmes and Strategies</b>	<b>Outcome Indicators</b>	<b>Delivery Partners</b>	<b>Reporting Schedule</b>
Best Start for All	To develop opportunities for play and physical development from birth up to age 5.	Support the development of a play strategy through Best Start representation.  Be part of the strategy and steering groups	Jersey Sport’s ‘Inspiring an Active Jersey’ strategy  Children and Young People’s Emotional Wellbeing and Mental	% of children who are physically active for an hour everyday  % of children who are exposed to smoking	Jersey Sport Jersey Early Years Association Jersey Association of Child Carers Jersey Deanery	



		developing play spaces for children (Department for Infrastructure, Andium, Jersey Homes Trust).	Health Strategy 2022-2025	<p>number of children aged 0-5 attending more toddler play sessions</p> <p>% of children who go to a park, beach or other open space to be active at least weekly</p> <p>% of children aged 3-5 who are demonstrating/measured as having high levels of wellbeing and involvement on entry to Nursery/exit nursery/on entry to Reception and at the end of Reception.</p> <p>% of children who are working at age related expectations on entry to Nursery / exit Nursery/ on entry to Reception.</p> <p>% of children meeting Early Learning Goals (ELGs) in all areas at the end of Reception.</p>	<p>Main Housing Providers: Andium, Jersey Homes Trust</p> <p>50 Things to do Before You're Five</p> <p>Housing and Infrastructure</p>	
Best Start for All	To understand barriers for parents accessing information and	Improve support and signposting for parents and the early years workforce.	Healthy Child Programme	<p>Parental feedback</p> <p>Increased access rate to services e.g.) take up of</p>	<p>Family Nursing and Home Care</p> <p>Jersey Child Care Trust</p> <p>Brighter Futures</p>	

	attending programmes and developmental reviews.		Baby Steps Programme	1/2/3-year developmental reviews		
Best Start for All	To universally roll out a continuation of the Healthy Child Programme (Three Year Developmental Reviews)	To engage with all government schools and registered settings (those with children aged 3).	Government Plan 2023	<p>% of children aged 3 years reaching all their developmental milestones</p> <p>% of children at Age Related Expectations (ARE) on entry to Reception/meeting Early Learning Goals at the end of Reception</p> <p>Survey feedback from developmental reviews (children, parents and practitioners)</p>	Family Nursing and Home Care Childcare and Early Years Service Jersey Early Years Association	
Best Start for All	Use evidence-based programmes to highlight the importance of nutrition from antenatal up to age 5 to the early years workforce and families.	Explore nutritional standards in early years settings.	<p>Population Health Prevention Strategy 2023-2027</p> <p>Substance use strategy 2023 to 2033</p> <p>Oral Health Strategy (to be published)</p> <p>Healthy Child Programme</p> <p>Baby Steps Programme</p>	<p>% of children with a healthy BMI at age 4 and 5.</p> <p>Health-related Quality of Life score for children</p> <p>% of children who eat fruit and vegetables daily</p> <p>% of settings and services who support 0-5s who have attending evidence-based programmes linked to nutrition</p>	Family Nursing and Home Care Public Health Jersey Early Years Association Jersey Association of Child Carers	



			<p>UNICEF Baby Friendly Initiative</p> <p>HENRY training</p>	<p>Healthy Child Programme evaluation and outcomes</p> <p>HENRY Training feedback and outcomes</p>		
Best Start Plus	To develop opportunities for play and physical development from birth up to age 5 with additional needs.	High profile and be the voice of ensuring that play parks are inclusive for children with additional needs within strategy and steering groups developing play spaces for children (Department for Infrastructure, Andium, Jersey Homes Trust), supporting the development of inclusive play areas and parks for children.	<p>Jersey Sport’s ‘Inspiring an Active Jersey’ strategy</p> <p>Children and Young People’s Emotional Wellbeing and Mental Health Strategy 2022-2025</p> <p>Maternal Early Childhood Sustained Home Visiting (MESCH)</p>	<p>% of children who are physically active for an hour everyday</p> <p>Number of children attending more toddler play sessions</p> <p>Parental and Child Feedback</p> <p>% of children who go to a park, beach, or other open space to be active at least weekly</p> <p>% of children who are demonstrating/measured as having high levels of wellbeing and involvement on entry to Nursery/exit nursery/on entry to Reception and at the end of Reception.</p> <p>On entry to the Early Years Foundation Stage Nursery</p>	<p>Jersey Sport</p> <p>Jersey Early Years Association</p> <p>Jersey Association of Child Carers</p> <p>Jersey Deanery</p> <p>Main Housing Providers: Andium, Jersey Homes Trust</p> <p>50 Things to do Before You’re Five</p> <p>Housing and Infrastructure</p> <p>Parent Carer Forum</p> <p>Jersey Child Care Trust</p>	



				and Reception data and exit Nursery, Early Learning Goal data)		
				Special Needs Inclusion Programme Data		
				Best Start Plus Data		
Best Start Extra	To develop opportunities for play and physical development from birth up to age 5 for children with complex needs, such as those who are looked after.	To work closely with the Children’s Social Care Team to ensure that looked after children have access to play and physical development opportunities.  To support the development of play spaces in specialist facilities supporting children who are looked after or those with complex needs.	Jersey Sport’s ‘Inspiring an Active Jersey’ strategy  Children and Young People’s Emotional Wellbeing and Mental Health Strategy 2022-2025  Maternal	% of children who go to a park, beach or other open space to be active at least weekly  Parent/Carer feedback and child feedback.  % of children who are demonstrating/measured as having high levels of wellbeing and involvement on entry to Nursery/exit nursery/on entry to Reception and at the end of Reception.  On entry to the Early Years Foundation Stage Nursery and Reception data and exit Nursery, Early Learning Goal data)	Jersey Sport Jersey Early Years Association Jersey Association of Child Carers Jersey Deanery Main Housing Providers: Andium, Jersey Homes Trust 50 Things to do Before You’re Five Housing and Infrastructure Parent Carer Forum Jersey Child Care Trust Children’s Social Care Team	





Best Start Together	To develop a consistent approach to key messages to promote all babies and young children in Jersey being healthy and happy. These will be shared with all stakeholders.	To use evidence base to create key Best Start messages.  To develop the Best Start Prospectus 2024-2027.  To review the Best Start Prospectus 2021-2023.	Best Start Prospectus 2024-2027  Best Start website and social media e.g. Facebook	Number of stakeholders sharing Best Start messages.  % of parents who have access to key Best Start Messages Number of parents contributing their views.	All Partners	
<b>Outcome 2:</b> All Children in Jersey can Learn and Achieve						
<b>Lead (s):</b> Childhood and Early Years Service (CEYS)						
Programme	Priority	Specific Activity	Key Programmes and Strategies	Outcome Indicators	Delivery Partners	Reporting Schedule
Best Start for All	To understand when parents would most value 'journey through parenthood support and guidance'.	Development of a parental engagement and communications strategy.	Co-production	Parental feedback	Family Nursing and Home Care Maternity Services Maternity Voices Jersey Child Care Trust Brighter Futures Jersey Sport Jersey Deanery Speech and Language Therapy	
Best Start for All	To develop the home learning environment and the early years setting environment specifically around communication, language and literacy to support	To develop a communication, language, and literacy strategy (including the embedding of Helicopter Stories, Makaton, WELLCOMM, REAL (Raising Early Achievement in Literacy)).	Childcare and Early Years Service annual development plan.	% of children working at age related expectations (ARE) on entry to their pre-school year  % of children working at ARE on entry to Reception	Jersey Library Family Nursing and Home Care Maternity Services 50 Things to do Before You're Five Jersey Child Care Trust Brighter Futures Highlands College Childcare and Early Years Service	



	babies and young children.					
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		<p>To contribute to conversations around the Every Child our Future Speech and Language Therapist in Schools Pilot.</p> <p>Be part of the development of an integrated pathway for children’s language to be supported.</p> <p>Encourage repeat use of the 50 Things to do Before You’re Five app through a summer challenge.</p>		<p>% of reception children achieving their early learning goals</p> <p>% of children working at ARE when leaving the preschool year</p> <p>% of children developing typically across all five domains at age 1, 2 and 3</p> <p>CEYS development plan evaluation</p> <p>Data from the 50 Things to Do Before You’re Five monthly reports- number of downloads, website visits, activities ticked off.</p>	<p>Jersey Sport</p> <p>Jersey Deanery</p> <p>Every Child Our Future</p> <p>Speech and Language Therapy</p>	
Best Start for All	To support the continued professional development and expansion of the future early years workforce.	<p>Co-develop the skills that are essential in today’s early years educators and ensure that these are embedded in programmes of study.</p> <p>To develop a recruitment strategy alongside Skills Jersey (to include preparation to parenthood, Level 2</p>	<p>Further Education and Skills – Actionable Agenda</p> <p>Common Strategic Policy</p> <p>Education Reform Programme</p>	<p>% of children attending early childhood education for 10 or more hours a week on average at age 3 and at age 4.</p> <p>Early Childhood Education and Care Survey Data</p>	<p>Family Nursing and Home Care</p> <p>Jersey Child Care Trust (JCCT)</p> <p>Highlands College</p> <p>Skills Jersey</p> <p>Childcare and Early Years Service</p>	



		<p>qualification across more secondary schools)</p> <p>Explore the development of local and thematic early years communities of practice e.g. Birth to Three.</p>				
Best Start for All	To identify service gaps within the early years system currently.	Develop the early years' service map to identify gaps	Best Start Early Years Service Map	<p>Number of website hits on the early years' service map page on the website</p> <p>Parental feedback</p>	<p>Family Nursing and Home Care</p> <p>Maternity Services</p> <p>Jersey Child Care Trust (JCCT)</p> <p>Brighter Futures</p> <p>Childcare and Early Years Service</p>	
Best Start Plus	To develop the home learning environment specifically around communication, language and literacy, where children have a Special Educational Need or Disability.	To relaunch Raising Early Achievement in Literacy through the communication and language strategy, to include home visits.	<p>Best Start Plus Programme</p> <p>Special Educational Needs Inclusion Programme</p>	<p>Raising Early Achievement in Literacy data collation</p> <p>Best Start Plus Parental Feedback</p> <p>Special Needs Inclusion Programme parental feedback</p> <p>Portage programme data</p>	<p>Jersey Child Care Trust</p> <p>Family Nursing and Home Care</p> <p>Brighter Futures</p> <p>Jersey Library</p> <p>Childcare and Early Years Service</p> <p>Parent Carer Forum</p> <p>Speech and Language Therapy</p> <p>Portage</p> <p>Early Years Inclusion Team</p>	
Best Start Extra	To develop the home learning environment specifically around communication,	To consider a Special Approach to Raising Early Achievement in Literacy through the communication and	<p>Best Start Plus Programme</p> <p>Special Educational</p>	<p>Raising Early Achievement in Literacy data collation</p> <p>Best Start Plus Parental Feedback</p>	<p>Jersey Child Care Trust</p> <p>Family Nursing and Home Care</p> <p>Brighter Futures</p> <p>Jersey Library</p>	

	language and literacy where children have complex needs, such as being looked after.	language strategy, to include home visits.	Needs Inclusion Programme	Special Needs Inclusion Programme parental feedback  Portage programme data	Childcare and Early Years Service Parent Carer Forum Speech and Language Therapy Portage Early Years Inclusion Team	
Best Start Extra	To contribute to an Early Years Special Educational Needs and Disabilities network.	To explore the concept of an Early Years SEND network/community of practice  To develop practitioner confidence through a network/CPD opportunities.	Inclusion Review	Parental feedback  Practitioner Feedback	Jersey Child Care Trust Family Nursing and Home Care Brighter Futures Jersey Library Childcare and Early Years Service Parent Carer Forum Speech and Language Therapy de	
Best Start Together	To develop a consistent approach to key messages to promote all babies and young children in Jersey being able to learn and achieve. These will be shared with all stakeholders.	To use evidence base to create key Best Start messages.  To develop a parent engagement group for feedback and research (around areas such as home learning environment, communication and language, bonding, attachment, wellbeing of parents/carers and babies/young children, regarding childcare, how they currently make their choices, the	Best Start Prospectus 2024-2027  Best Start website and social media e.g. Facebook	Number of stakeholders sharing Best Start messages.  % of parents who have access to key Best Start Messages  Number of parents contributing their views.	All Partners	

		information they use currently and the extent to which they recognise the features of quality provision and feel confident to ask the right questions.				
<b>Outcome 3:</b> All Children in Jersey Enjoy a Decent Standard of Living						
<b>Lead (s):</b> Jersey Child Care Trust – Fiona Vacher						
Programme	Priority	Specific Activity	Key Programmes and Strategies	Outcome Indicators	Delivery Partners	Reporting Schedule
<b>Best Start for All</b>	To identify what a decent standard of living looks like for babies, young children and their families.	<p>Research and share local/wider meaning and impact of relative low income – develop our own.</p> <p>Create an early year’s child deprivation index for Jersey, using the voice of the child to understand child---derived and a child---centric measure of child material deprivation</p>	<p>Future Economy Programme</p> <p>Primary Schools Meals Programme</p> <p>Healthy Start Fruit and Vegetable Voucher Programme</p> <p>Jersey Homelessness Strategy 2021</p> <p>Road Map for Access to Social Housing</p> <p>Living Wage Accreditation Scheme</p> <p>Substance Abuse Strategy</p>	<p>% of households with children who find it quite difficult or very difficult to cope financially</p> <p>% of children aged 0-5 who are living in households below the relative low-income threshold after housing costs</p> <p>Do you have enough food to eat each day? (Never; sometimes; often; or always) (Data Development Agenda- Children and Young People’s survey)</p>	<p>Brightly</p> <p>Jersey Child Care Trust</p> <p>Brighter Futures</p> <p>Family and Information Hub</p> <p>JEYA (Jersey Early Years Association)</p> <p>Childcare and Early Years Service</p> <p>Growth, Housing and Environment</p> <p>Maternity Services</p>	



<p><b>Best Start for All</b></p>	<p>To identify the impact of living in relative low income on babies, young children and their families.</p>	<p>To develop indicators of a decent standard of living.  Sensitively approaching case studies to understand the lived experience of families in Jersey through the use of voice notes to identify key themes and key areas of focus.</p>	<p>Future Economy Programme  Primary Schools Meals Programme  Healthy Start Fruit and Vegetable Voucher Programme  Jersey Homelessness Strategy 2021  Road Map for Access to Social Housing  Living Wage Accreditation Scheme  Substance Abuse Strategy</p>	<p>% of households with children who find it quite difficult or very difficult to cope financially  % of children aged 0-5 living in households below the relative low-income threshold after housing costs  Do you have enough food to eat each day? (Never; sometimes; often; or always)</p>	<p>Brightly Jersey Child Care Trust Brighter Futures Family and Information Hub Childcare and Early Years Service Growth, Housing and Environment Maternity Services Caritas</p>	
<p><b>Best Start for All</b></p>	<p>To find a way to give consistent messaging and signposting to all families, linked to a decent standard of living, as well as equal access to information.</p>	<p>Design and implement poverty sensitivity training in Jersey.  Investigate Best Start Cards for newborn packs detailing free hours (childcare/early education?) free doctors, access to dental treatment etc. And/or investigate what information is included</p>	<p>Future Economy Programme  Primary Schools Meals Programme  Healthy Start Fruit and Vegetable Voucher Programme  Jersey Homelessness Strategy 2021</p>	<p>measure of traffic onto specific pages on the Best Start website.  No. of practitioners implementing learning from poverty sensitivity training  Parental feedback.</p>	<p>Brightly Jersey Child Care Trust Brighter Futures Family and Information Hub JEYA (Jersey Early Years Association) Growth, Housing and Environment Maternity Services Children’s Cluster Social Care Team Caritas Customer and Local Services</p>	



		<p>within the Red Book (Maternity) about Best Start and how we can be further included).</p> <p>Investigate what parents want on the Best Start Website.</p>	<p>Road Map for Access to Social Housing</p> <p>Living Wage Accreditation Scheme</p> <p>Substance Abuse Strategy</p>			
<b>Best Start for All</b>	<p>To establish further links with children's cluster, voluntary groups and charities that support families with babies and young children.</p>	<p>Feed Best Start research into appropriate wider groups e.g.) Children's Cluster.</p>	<p>Future Economy Programme</p> <p>Primary Schools Meals Programme</p> <p>Healthy Start Fruit and Vegetable Voucher Programme</p> <p>Jersey Homelessness Strategy 2021</p> <p>Road Map for Access to Social Housing</p> <p>Living Wage Accreditation Scheme</p> <p>Substance Abuse Strategy</p>	<p>Number of early years stakeholders aware of and sharing Best Start Key messages</p> <p>Best Start representation to be evident across children's clusters and charities</p>	<p>Children's Cluster</p> <p>All partners (to represent Best Start on different clusters)</p>	
<b>Best Start for All</b>	<p>To support equal opportunities for all irrelevant of income, including paying a living</p>	<p>Support any living wage agenda through representation.</p> <p>To support an annual</p>	<p>Living Wage Accreditation Scheme</p>	<p>% of early years settings paying the living wage.</p> <p>% of early years settings providing a 'package' to</p>	<p>Skills Jersey</p> <p>Caritas</p> <p>Jersey Early Years Association</p>	





	wage to people working with our most vulnerable (including babies and young children).	Childcare workforce survey (to include a question around paying a living wage/benefits for employees etc).		support those working within it e.g.) pension benefits.		
<b>Best Start Plus</b>	To identify the impact of living in relative low income on families with babies and young children with special educational needs and disabilities.	<p>Research and share local/wider meaning and impact of relative low income on families with children with special educational needs and disabilities – develop our own.</p> <p>Sensitively approaching case studies to understand the lived experience of families in Jersey through the use of voice notes to identify key themes and key areas of focus.</p>	<p>Future Economy Programme</p> <p>Primary Schools Meals Programme</p> <p>Healthy Start Fruit and Vegetable Voucher Programme</p> <p>Jersey Homelessness Strategy 2021</p> <p>Road Map for Access to Social Housing</p> <p>Living Wage Accreditation Scheme</p> <p>Substance Abuse Strategy</p>	Parental feedback	<p>Brightly</p> <p>Jersey Child Care Trust</p> <p>Brighter Futures</p> <p>Family and Information Hub</p> <p>Parent Carer Forum</p> <p>Childcare and Early Years Service</p> <p>Growth, Housing and Environment</p> <p>Maternity Services</p> <p>Caritas</p>	
<b>Best Start Extra</b>	To identify the impact of living in relative low oncome on families with babies and	Research and share local/wider meaning and impact of relative low income on families with children with	<p>Future Economy Programme</p> <p>Primary Schools Meals Programme</p>	Parental feedback	<p>Brightly</p> <p>Jersey Child Care Trust</p> <p>Brighter Futures</p> <p>Family and Information Hub</p> <p>Parent Carer Forum</p>	

	young children with complex needs.	complex needs- develop our own. Sensitively approaching case studies to understand the lived experience of families in Jersey through the use of voice notes to identify key themes and key areas of focus.	<p>Healthy Start Fruit and Vegetable Voucher Programme</p> <p>Jersey Homelessness Strategy 2021</p> <p>Road Map for Access to Social Housing</p> <p>Living Wage Accreditation Scheme</p> <p>Substance Abuse Strategy</p>		<p>Childcare and Early Years Service</p> <p>Growth, Housing and Environment</p> <p>Maternity Services</p> <p>Caritas</p>	
<b>Best Start Together</b>	To develop a consistent approach to key messages to promote all babies and young children in Jersey enjoying a decent standard of living. These will be shared with all stakeholders.	To use evidence base to create key Best Start messages.	<p>Best Start Prospectus 2024-2027</p> <p>Best Start website and social media e.g. Facebook</p>	<p>Number of stakeholders sharing Best Start messages.</p> <p>% of parents who have access to key Best Start Messages</p> <p>Number of parents contributing their views.</p>	All Partners	
<b>Outcome 4:</b> All Children in Jersey are Safe and Loved						
<b>Lead (s):</b> Best Start – Amber Coupland						
Programme	Priority	Specific Activity	Key Programmes and Strategies	Outcome Indicators	Delivery Partners	Reporting Schedule

<p><b>Best Start for All</b></p>	<p>Babies and young children to have access to a suitable and safe home environment.</p>	<p>Establish links with groups and clusters to inform and provide insight.</p> <p>To lower the occurrences of avoidable accidents for young children with a specific focus on non-mobile babies.</p> <p>CPD opportunities for the early years workforce around avoidable accidents. Develop learning opportunities for parents/carers around avoidable accidents.</p>	<p>Domestic Abuse Strategy 2022-2024</p> <p>Multi-agency Child Neglect Strategy</p> <p>Child Sexual Abuse and Exploitation Strategy 2022-2024</p> <p>Child Accident Prevention (FNHC)</p> <p>MAYBO Programme</p> <p>Dog Safety Awareness (CAP)</p> <p>Jersey's Children First.</p>	<p>% of mothers of children aged 0-4 reporting alcohol/drug abuse</p> <p>% of mothers reporting smoking at birth</p> <p>Rate of children with child in need plan (CIN)</p> <p>Rate of children attending A&amp;E</p> <p>Rate of children admitted to hospital for accidental and deliberate injuries (combined)</p> <p>Number of police calls to domestic violence at home where child present</p> <p>Number of families with child aged 5 or under referred to Early Help</p> <p>MAYBO Programme Evaluation</p>	<p>Family Nursing and Home Care</p> <p>Child Accident Prevention (CAP)</p> <p>Maternity Services</p> <p>Children's and Families Hub</p> <p>Brighter Futures</p> <p>Jersey Child Care Trust</p> <p>Maternity Services</p> <p>Children's and Families Hub</p> <p>Brighter Futures</p> <p>States of Jersey Police</p> <p>Children's Social Care</p> <p>Jersey General Hospital (various staff)</p>	
<p><b>Best Start for All</b></p>	<p>Babies and young children in registered settings/schools to feel safe and loved.</p>	<p>CPD opportunities for the early years workforce around bonding and</p>	<p>Jersey's Children First</p> <p>Education Reform Programme</p>	<p>Practitioner feedback</p> <p>Children's voice</p>	<p>Jersey Early Years Association</p> <p>Jersey Associated of Child Carers</p> <p>Childcare and Early Years Service</p>	



		attachment, including KMC seminars.	Children and Young People's Emotional Wellbeing and Mental Health Strategy 2022-25	% of children who are demonstrating/measured as having high levels of wellbeing and involvement on entry to Nursery/exit nursery/on entry to Reception and at the end of Reception.	Jersey Child Care Trust	
<b>Best Start Plus</b>	Babies and young children with special educational needs and disabilities in a registered setting feel safe and loved.	Establish links with groups and clusters to inform and provide insight.	Jersey Children First Education Reform Programme  Children and Young People's Emotional Wellbeing and Mental Health Strategy 2022-25	% of children who are demonstrating/measured as having high levels of wellbeing and involvement on entry to Nursery/exit nursery/on entry to Reception and at the end of Reception.  Best Start Plus Feedback  Special Needs Inclusion Programme Feedback  Practitioner feedback  Children's Voice	Jersey Child Care Trust Childhood and Early Years Service Jersey Early Years Association Jersey Child Care Trust Children Young People Education and Skills Inclusion Review Team Early Years Inclusion Team	
<b>Best Start Extra</b>	To develop an offer within Jersey Prison to focus on supporting the incarcerated to maintain contact with their babies and young children	Develop learning and development opportunities for families who have a family member incarcerated, for	Building a Safer Community (BASC)  Children's Social Care Improvement Programme	REAL training Feedback	La Moye Prison Quality Development Team Children's Social Care Service	

	through family learning opportunities.	example REAL Family Learning in Prisons  Establish links with the Fostering and Adoption and Children in Care team.	Domestic Abuse Strategy 2022-2024  Multi-agency Child Neglect Strategy  Child Sexual Abuse and Exploitation Strategy 2022-2024  Jersey's Children First.			
<b>Best Start Together</b>	To develop a consistent approach to key messages to promote all babies and young children in Jersey being safe and loved. These will be shared with all stakeholders.	To use evidence base to create key Best Start messages.	Best Start Prospectus 2024-2027  Best Start website and social media e.g. Facebook	Number of stakeholders sharing Best Start messages.  Number of parents contributing their views.	All partners	
<b>Outcome 5:</b> All Children in Jersey are Included, Respected and Valued <b>Lead (s):</b> Children and Families Hub: Kirsteen Flint / Parent Carer Forum: Alice Bennion						
<b>Programme</b>	<b>Priority</b>	<b>Specific Activity</b>	<b>Key Programmes and Strategies</b>	<b>Outcome Indicators</b>	<b>Delivery Partners</b>	<b>Reporting Schedule</b>
<b>Best Start for All</b>	To develop better community awareness and understanding of SEND within the early years.	Contribute to conversation around a SEND equitable funding model for Early Years. Develop SEND training in conjunction with Highlands College for	Children and Young People's Emotional Wellbeing and Mental Health Strategy 2022-25	MAYBO course evaluations & outcomes of implementation  Self-regulation course evaluations	Family Nursing and Home Care Jersey Deanery Nature Base Jersey Library Jersey Child Care Trust Child Care and Early Years Service Jersey Early Years Association	



		<p>Level 2 and Level 3 students.</p> <p>Information for playgroups/parent toddler sessions linked to SEND.</p>		<p>% of children demonstrating high levels of wellbeing and involvement on entry to reception and at the end of reception</p>	<p>Jersey Association of Child Carers Maternity Services Brighter Futures</p>	
<b>Best Start for All</b>	Babies and Young Children have their voices heard.	Roll out the Early Childhood Participation Toolkit following plan.	Jersey's Children First	Best Start for All	Babies and Young Children have their voices heard.	
<b>Best Start for All</b>	To increase the number of early years settings and services working with babies and young children demonstrating a listening culture.	<p>Develop training to promote the use of the Early Childhood Participation Toolkit with practice examples from across the work force e.g.) social workers, family partnership workers.</p> <p>Explore the development of a Rights Respecting Early Years setting/services programme</p>	<p>Rights Respecting Schools Programme</p> <p>Children and Young People's Emotional Wellbeing and Mental Health Strategy 2022-25</p>	<p>% of children who are aware of their rights under UNCRC</p> <p>% of professionals who have been trained in children's participation</p>	All partners	
<b>Best Start Plus</b>	To support parents/carers of babies and young children with Special Educational	Develop learning opportunities for parents and carers around SEND topics and support.		<p>Best Start Plus Feedback</p> <p>Number of settings using the Early Childhood Participation Toolkit with children with additional</p>	<p>Family Nursing and Home Care Jersey Child Care Trust Childhood and Early Years Service Jersey Early Years Association</p>	



	Needs and Disabilities (SEND).	High profile the SEND tab on the 50 Things to Do Before You're Five app.		needs, special needs and/or disability	Jersey Association of Child Carers Children's and Families Hub Brighter Futures Children Young People Education and Skills Inclusion Review Team Early Years Inclusion Team Portage Team Parent Carer Forum	
<b>Best Start Plus</b>	Babies and young children with special educational needs and disabilities have their voices heard.	Roll out the Early Childhood Participation Toolkit following plan.	Jersey Children First	Best Start Plus	Babies and young children with special educational needs and disabilities have their voices heard.	
<b>Best Start Plus</b>	To ensure a join up between Best Start and other areas of work that is currently/scheduled to take place within SEND.	Contribute to a parent and practitioner friendly SEND route map.	Independent Review of Inclusive Education and early years	Parent feedback – how do they get the information and are they happy with it.	Early Years Inclusion Team Childcare and Early Years Service Children and Families Hub Portage Team Children Young People Education and Skills Inclusion Review Team Jersey Child Care Trust Parent Carer Forum	
<b>Best Start Plus</b>	Early Years workforce to have access to and provide consistent messages and sign	Develop / contribute to SEND CPD opportunities for the workforce.  Develop content for the Best Start Website that	Special Needs Inclusion Programme Feedback  Best Start Plus nursery Programme Feedback	Measure traffic through the Best Start Website  Practitioner feedback: can they find what they need to provide to parents.	Early Years Inclusion Team Childcare and Early Years Service Children and Families Hub Portage Team	

	posting to parents and carers of children with SEND.	supports the workforce in signposting and consistent messaging.  Contribute to the development of a dedicated SEND website.	Independent Review of Inclusive Education and early years	CPD feedback.  Parental feedback.	Children Young People Education and Skills Inclusion Review Team Jersey Child Care Trust Parent Carer Forum Jersey Early Years Association Jersey Association of Child Carers Family Nursing and Home Care	
<b>Best Start Plus</b>	To continue to develop a listening culture within the early years and those working with babies and young children with special educational needs.	Develop the use of the Early Childhood Participation Toolkit with practice examples specifically related to those working with children with special educational needs	Rights Respecting Schools Programme  Children and Young People’s Emotional Wellbeing and Mental Health Strategy 2022-25  Independent Review of Inclusive Education and early years	Number of early years settings /early years workforce trained in the Early Childhood Participation toolkit.  % of children aware of their rights	All partners (the early years Workforce)	
<b>Best Start Extra</b>	To continue to develop a listening culture within services that support looked after babies and young children.	Develop the use of the Early Childhood Participation Toolkit with practice examples specifically related to those working with children with looked after babies and children.	Rights Respecting Schools Programme  Children and Young People’s Emotional Wellbeing and Mental Health Strategy 2022-25	Number of early years settings /early years workforce trained in the Early Childhood Participation toolkit.  % of children aware of their rights.	All partners (early years workforce)	
<b>Best Start Together</b>	To develop a consistent	To use evidence base to create key Best Start messages.	Best Start Prospectus 2024-2027	Number of stakeholders sharing Best Start messages.	All partners	





	<p>approach to key messages to promote all babies and young children in Jersey being included, respected, and valued. These will be shared with all stakeholders.</p>		<p>Best Start website and social media e.g. Facebook</p>	<p>% of parents who have access to key Best Start Messages</p> <p>Number of parents contributing their views.</p>		
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## **Appendix**

Appendix 1: Best Start Reports and Publications

Appendix 2: Relevant Reports and Publications

### **Appendix 1**

#### **Best Start Reports and Publications**

- Magical Event Report: Turning Ideas into Opportunities (2017)
- A Map of Early Years Service Provision in Jersey (2017)
- An Outcomes Framework for Early Childhood in Jersey (2018)
- Working in Partnership: The Best Start in life for Children in Jersey (2018)
- The Importance of Play (2019)
- Best Start Prospectus (2019)



**Best Start**  
JERSEY

- Why Early Years Matter Most (2023)
  - Jersey Futures: Planning in Partnership (2024)
  - Three Year Developmental Reviews Report (2024)
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