Early Life Cohort Study

Presentation of stakeholder engagement survey findings September 2021



Aims of the survey

To capture policy, research and practitioner views on:

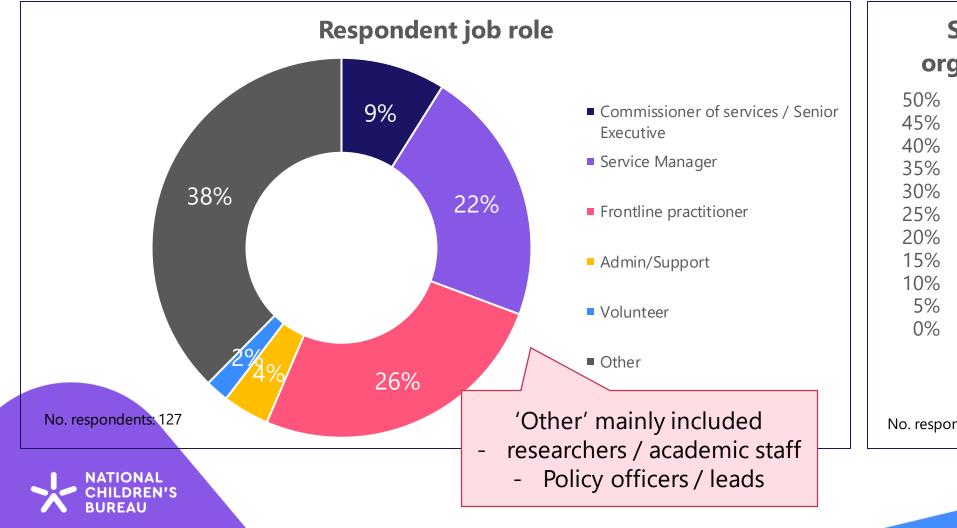
- The key groups the study should gather data on and the best ways of engaging these groups;
- Organisation's evidence and policy needs that this study and the larger one could support; and
- The key content areas the study should explore.



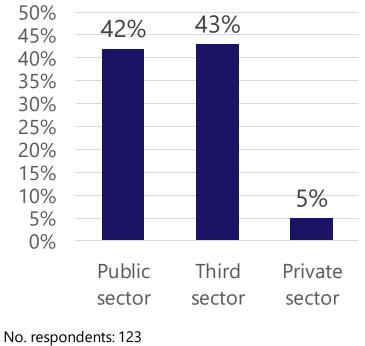
1. Overview of survey content & respondent profile

Survey content and administration				Survey response and breakdown of respondents area of work					
 12 questions – largely closed-ended 5 sections including: All about you and your organisation; Key groups for inclusion within feasibility study and approaches to maximising engagement; Evidence and policy needs; Key content areas; and Conclusion. The survey was administered between 17th August and 10 September 2021 Survey administered online using Survey Monkey 				Survey responses received from 133					Policy
				individuals Policy / practitioners	44%				 Research Practitioner / Service manager
			10	represent 70% of all respondents			20%		 None of these No. respondents: 125
Survey administered online usin	Region in		sponde	nt's organ	isationy	vorks			
	Region m	which ie	sponde	int s organ					
	52%		7	7% 6% 25%			15%		
0% 10%	20% 30	% 40%	50%	60%	70%	80%	90%	100%	
	England	Scotland	Wales	Northern Irel	and 🗖 UK-v	vide	No. respond	lents: 124	
NATIONAL CHILDREN'S BUREAU									

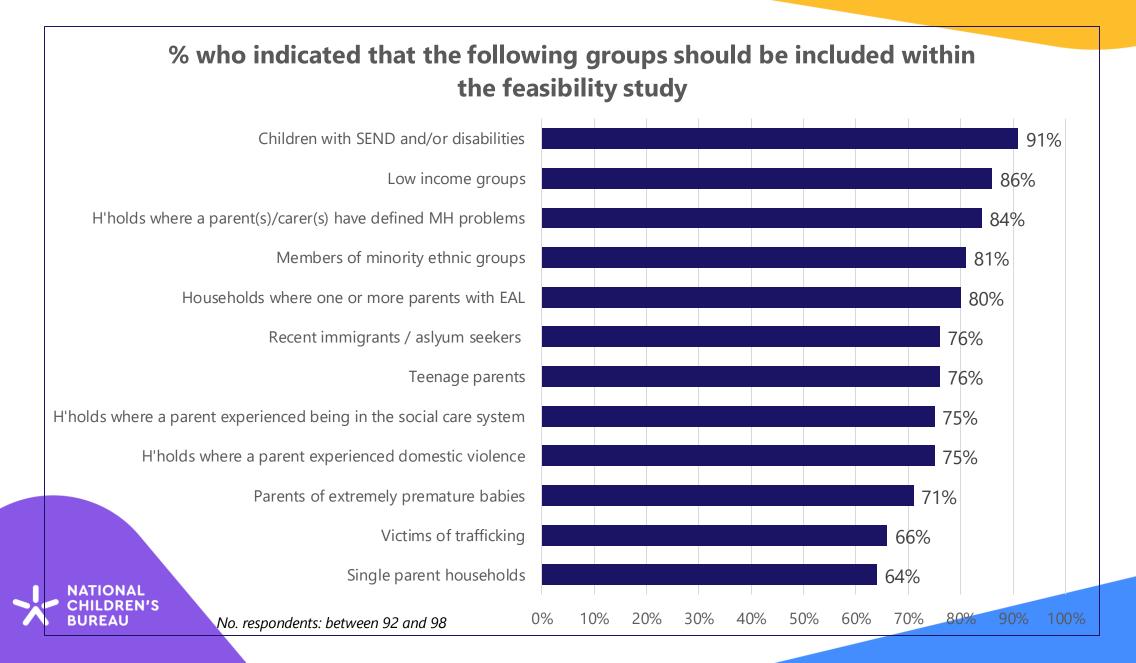
1. Overview of survey content & respondent profile



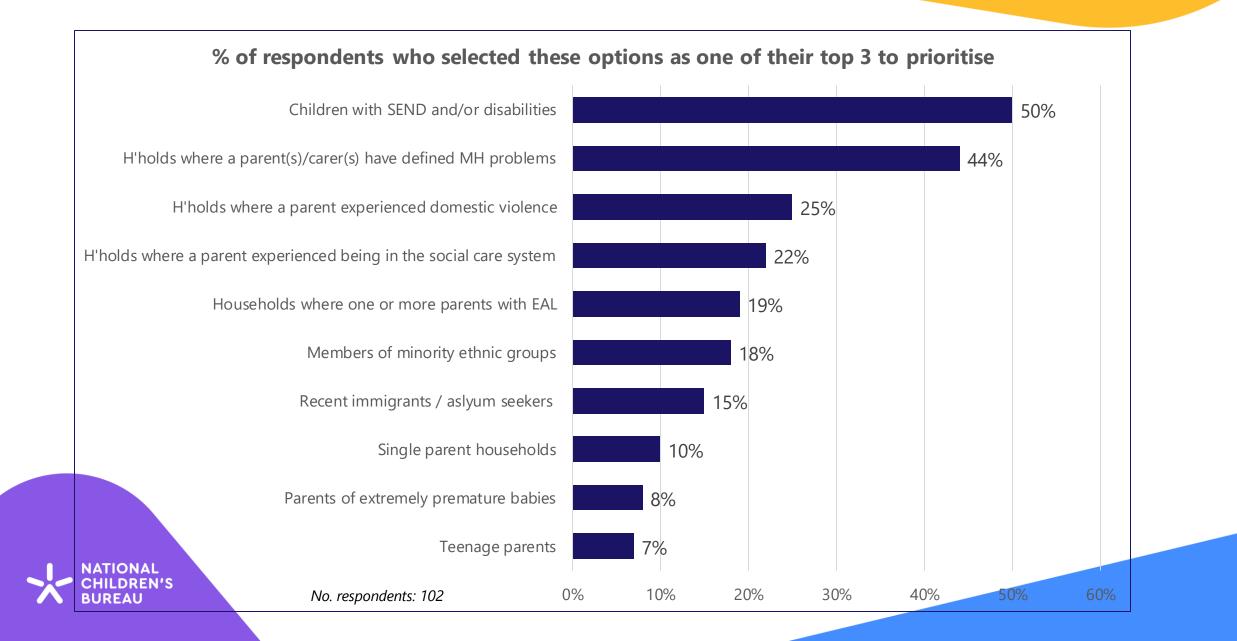
Sector respondent's organisation operates in



2a. Key groups for inclusion within feasibility study

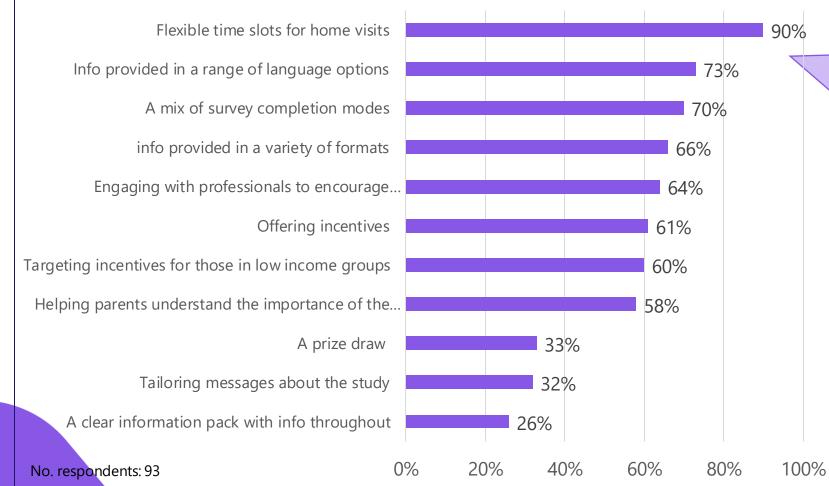


2a. Key groups for inclusion within feasibility study



2b. Methods to encourage participation

% of respondents rating method between 8 and 10 (out of 10) in terms of effectiveness [10 = very effective]



Flexible timeslots for home visits / virtual visits rated between 8 and 10 (of 10) by 90% of respondents, followed by info provided in a range of language options (73%) and offering a mix of survey completion modes (70%)

NATIONAL CHILDREN'S BUREAU

2b. Methods to encourage participation

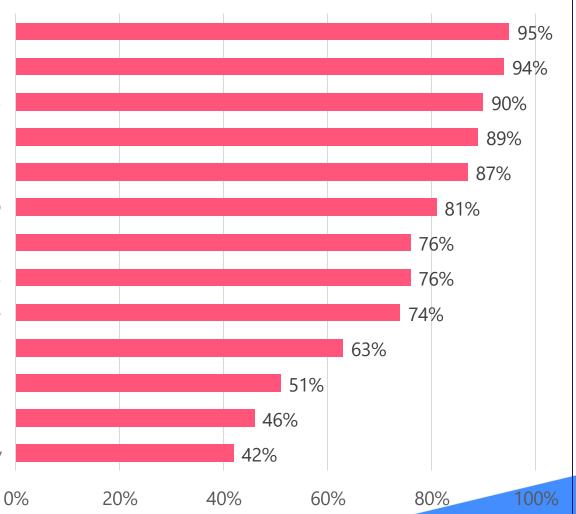
- The following were the most highly rated methods in terms of engaging hard-to-reach families
 - Engaging with organisations in local communities who know / have contact with the families (55% selected this as one of their top three options)
 - Offering incentives (38%)
 - Engaging with professionals to encourage participation (32%)



3. Evidence and policy needs

Anticipated uses of data from the study

To understand the impact of services on parent and child(ren) outcomes To understand parent/infant r'ships and impact on early childhood dev. To understand rates of poverty and its impact on children and their families To map levels of adverse childhood experiences / adversities To understand the impact of the pandemic on a range of areas To understand how the home learning enviro. impacts on children's early L&D To build a picture of parents mental and emotional health and well-being To help map service provision, uptake and identify service gaps To advance children's rights / strengthen their voice To assess parent preference for particular service delivery models To measure the use of technology by parents and how it is used To measure the use of technology by children and how it is used To measure parents' level of involvement in their local community NATIONAL DREN'S No. respondents: 78-84



3. Evidence and policy needs

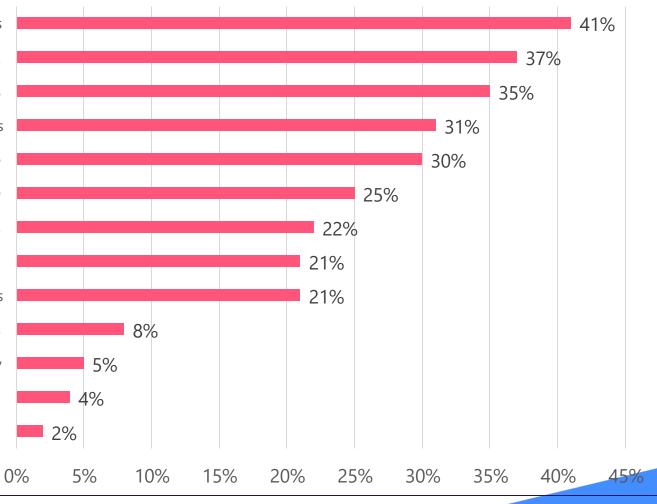
% of respondents who prioritised evidence and policy needs within their top 3

To understand the impact of the pandemic on a range of areas To understand parent/infant r'ships and impact on early childhood dev. To understand the impact of services on parent and child(ren) outcomes To understand rates of poverty and its impact on children and their families To advance children's rights / strengthen their voice To understand how the home learning enviro. impacts on children's early L&D To map levels of adverse childhood experiences / adversities To build a picture of parents mental and emotional health and well-being To help map service provision, uptake and identify service gaps To assess parent preference for particular service delivery models To measure parents' level of involvement in their local community To measure the use of technology by parents and how it is used To measure the use of technology by children and how it is used

No. respondents: 91

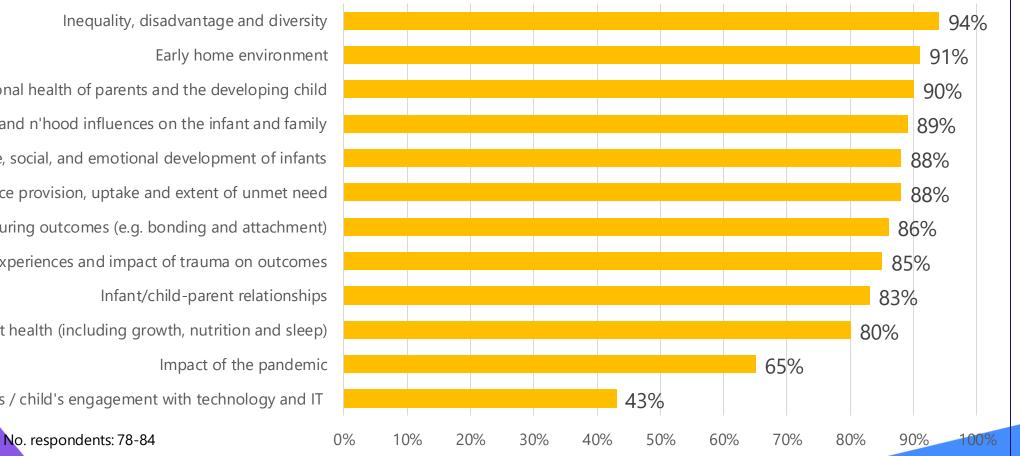
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4. Key content areas

% of respondents rating content areas between 8 and 10 (out of 10) in terms of importance [10 = very important]

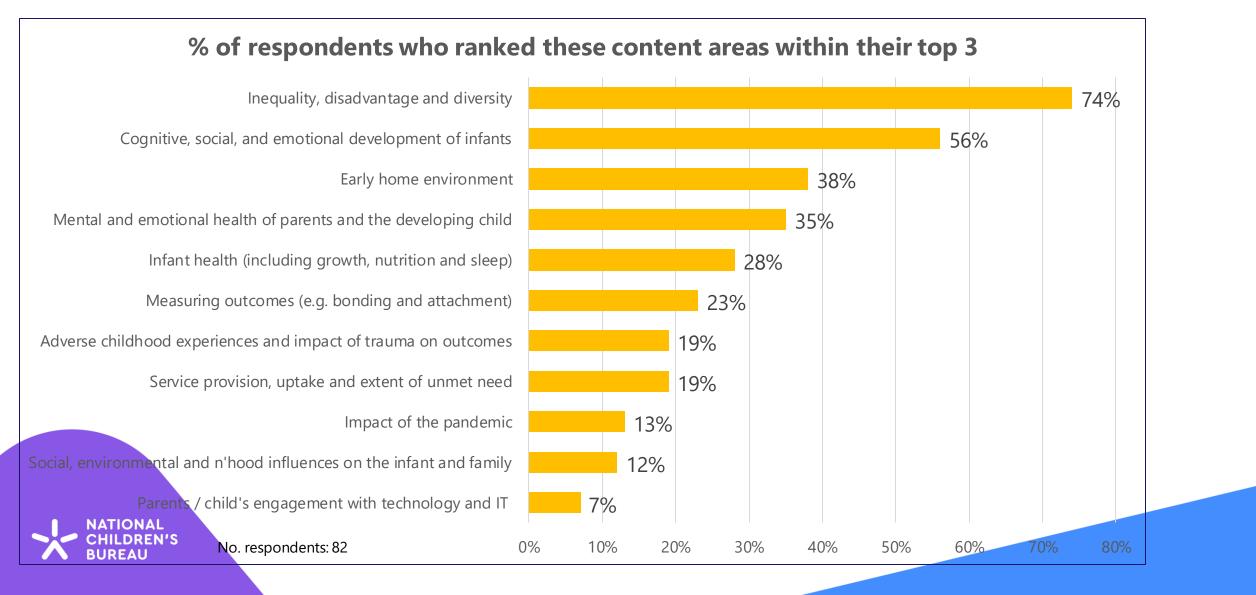


Mental and emotional health of parents and the developing child Social, environmental and n'hood influences on the infant and family Cognitive, social, and emotional development of infants Service provision, uptake and extent of unmet need Measuring outcomes (e.g. bonding and attachment) Adverse childhood experiences and impact of trauma on outcomes Infant health (including growth, nutrition and sleep) Parents / child's engagement with technology and IT

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4. Key content areas



5. Other comments to inform the study

Variety of comments received including:

- Importance of taking into account the different terminology used across the UK.
- Ensuring fathers' and mothers' parenting roles are captured.
- Importance of face-to-face data collection mode in terms of maximising the parental engagement and response.
- Additional areas to consider: LGBTQ+ issues; parental knowledge and understanding of child development; capturing voice of the child.

