

The HeadStart Schools Lead has embedded the WMF in her discussions with 32 schools as a key marker of how they are changing the culture around emotional health and wellbeing.

Schools use the WMF in their 'Action Planning' to help target the money schools receive from HeadStart for Emotional Health and Wellbeing activity.

Through working with Public Health, the WMF is now embedded in the Joint Strategic Needs Assessment for mental wellbeing, which is a strategic intelligence document used by partners and stakeholders across Cornwall to inform service delivery.

Looking ahead

The Council's HeadStart Kernow Team are now working on data-linking the WMF with other types of sensitive data. The aim of this is to establish a fuller picture of local need, so that service provision can be modified to address this need. To do this, they are putting internal data sharing agreements in place to allow data analysts to undertake the analysis and return aggregated data and headline statistics.

An important next step is to communicate the WMF findings to a wider audience including young people and NHS partners. HeadStart Kernow are investigating the use of social media, infographics and the radio to achieve this.

As key strategies are refreshed the WMF will be an important source of information and further work is being done to distill key measures for local needs assessments for the future beyond the life of the HeadStart programme. It is hoped that the needs of young people will be considered and met in these strategies.

How did the HeadStart Learning Team help?

The Council's HeadStart Kernow Team has been an active contributor to the design of the WMF from its inception and has a standing place on the National Steering group. The HeadStart Learning team are a responsive and supportive team offering guidance and critical analysis of the HeadStart Kernow approach.

The decision to prioritise the local analysis of the WMF as one of the three strands of the local evaluation of HeadStart Kernow was made in a partnership workshop in Cornwall, supported by Lee Atkins from CORC. This formal recognition of the importance of the WMF to Cornwall supported the development of the approach. Lee supported Natalie Russell and the wider HeadStart Kernow Team to focus on identifying audiences and considering their needs and is supporting HeadStart Kernow to develop and produce high quality reports targeted at particular stakeholders.

The Virtual School (for Children in Care) has used the WMF as part of their toolkit as a helpful indicator and to trigger discussion on how Children in Care are finding school life.

Recommendations

- **Start at the top** - getting engagement at a senior level helps to get (and keep) things moving.
- **Know your audience** - identify your stakeholders and understand their needs and interests and present the data in a way they'll easily understand.
- **Engage data colleagues** - and identify priorities for data linkage based on interests of stakeholders.
- **Embed in strategic decision making across the system** - by promoting the benefits of the data and including data from the WMF as performance indicators within key strategic documents.

We would like to thank:



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Together 
for Families

- HeadStart Kernow Learning Sub-Group
- HeadStart Kernow Partnership Delivery Group
- Cornwall Council Senior Leadership Team (Together For Families)
- Young people and staff of HeadStart Kernow Schools in Cornwall
- Cornwall Association of Secondary Heads, Public Health, Performance Data Team
- Health and Wellbeing Board
- The National Lottery Community Fund
- Evidence Based Practice Unit
- University of Manchester
- Child Outcomes Research Consortium

The WMF survey is part of the national evaluation of HeadStart by the Evidence Based Practice Unit (EBPU) and is funded by The National Lottery Community Fund.

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