



## Healthy Families Community Partnerships Officer, Better Start Bradford

### Application Pack



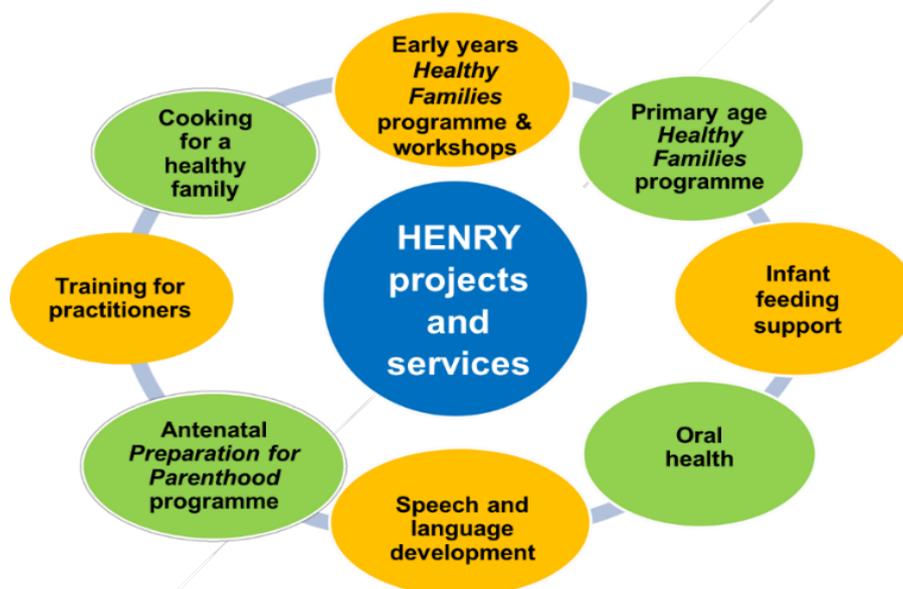
## About HENRY

Childhood experiences last a lifetime - so every child deserves the best possible start in life. And although parents want a happy healthy future for their children, family life isn't always easy. Our mission is to support a healthy, happy start for children and lay the foundations for a brighter future – by making sure families get the support they need.

### Our service offer

Founded in 2009, HENRY is now the leading national provider of evidence-based services to support a healthy start. We are currently working in partnership with NHS trusts, public health teams, children's services and other partners in around 40 local authorities and 5,634 families benefited from HENRY support in the last year.

We support parents to transform family life for the better in all sorts of ways – including emotional wellbeing, family relationships, parenting skills, infant feeding, the home learning environment, improved nutrition and getting more active.



### Our values

HENRY aspires to be a values-led organisation. All of our work with families, partners and HENRY colleagues is underpinned by the following explicit values:

- **Partnership:** parents are the experts in their own family so we start with their experience and support them to make changes that they believe will lead to a healthier and happier life.
- **Strengths-based:** we acknowledge and build on all the things that are going well, fostering hope and self-belief.
- **Person-centred:** families face different challenges - we get alongside families and listen, building a relationship based on trust and empathy.
- **Respect:** we value families for who they are and seek to understand rather than judge.
- **Inclusive:** we find out about the difficulties that some families face in accessing support and work proactively to overcome barriers.

- **Excellence:** we strive to provide families with high quality and effective support; we value learning about what doesn't work as well as what does, approaching new ideas with an attitude of curiosity and using reflective practice, evidence and feedback to improve our services.

## Our impact: 10 years of making a difference to the lives of children and their families

Our 10-year impact report<sup>1</sup>, published last year, tells the HENRY story through the voices of families, volunteers and local practitioners – as well as bring to life many of the collective changes that children and families have achieved.

*I started a programme and ended up with a new life*



Every day, we are helping some of the UK's most vulnerable and deprived families provide a great start for their children, so they flourish throughout childhood and beyond. Following a HENRY programme:

- 93% of families lead a healthier lifestyle
- 77% of parents have improved emotional wellbeing, including feeling happier, less isolated and less stressed
- 86% of parents are able to hold boundaries more effectively

*I'm now the Mum my child deserves*

*It was one of the best decisions in my life to attend the HENRY programme. Before, as a single mum (with no relatives in UK), I was full of doubts how to raise my child. Now I am a confident parent who knows what is best, both for me and my child.*

*I had to realise that everything depends on us, parents. Happy mum, happy child. Before the programme, I was not sleeping enough, no exercising, I was eating junk food, I was frustrated.*

*During the programme, I introduced new habits, such as sleeping more, eating fruits and vegetables every day, looking at the food labels before buying anything, introducing new foods, exercising more, tidying the flat, giving choices to my baby girl, reading to her more.*

*It also gave me the opportunity to meet other parents, and to avoid depression. I really enjoyed that somebody is taking care of me. We got flowers, candles to chill and relax at home. I learned that "me time" is very important, not just for me but for my baby as well.*

<sup>1</sup> [www.henry.org.uk/impactreport](http://www.henry.org.uk/impactreport)

*We got free vitamins, balls, books (what my baby girl loves so much that there is no day without reading the Henry Bear story to her).*

**Hackney parent**

## Our team of staff and volunteers

HENRY currently employs 70 staff. Just over a third of staff are based at our national office near Oxford, with the majority of staff based locally (Hackney and City of London, Waltham Forest, Southend, Bradford and Blackpool) delivering services and projects.

In addition to our employed staff team, teams of freelance trainers, sessional facilitators and volunteers also play a crucial part in delivering HENRY services.

HENRY's supportive ethos and high levels of staff satisfaction and commitment are evident in our annual staff surveys. 100% of staff tell us they are proud to work for HENRY, would recommend HENRY as an employer and have continued to feel well-supported during the challenges of the coronavirus pandemic.

## Our future

In April 2019 we began implementation of our new 3 year plan to maximise:

- **impact:** the greatest positive change for the people we support
- **reach:** the number and diversity of people we support, as well as our geographical reach
- **revenue:** ensuring financial sustainability to deliver our charitable objectives

Our strategic objectives in achieving this are to:

- Continue to strengthen our work in pregnancy and the early years
- Extend HENRY to parents of children aged 5-11 and to teenagers
- Extend our reach through the use of digital technology and new partnerships
- Develop and maintain our reputation as a 'centre of excellence', working with academic partners to strengthen our evidence base and influencing national policy
- Develop new income-generating activities to support our core mission

This is an exciting time to be joining HENRY. Over the last 5 years we have successfully implemented ambitious plans for growth, and are projecting further growth in 20/21.

The coronavirus pandemic has impacted face-to-face delivery and accelerated our plans for digitalisation, with rapid adaptation of our family support and training activities for online delivery.



## Overview of role

Job Title	Healthy Families Community Partnerships Officer - Bradford
Office Base	Woodroyd Centre, Woodroyd Road, Bradford, BD5 8EL
Hours per week	0.6 fte (22.5 hours a week)
Salary	£23,391 - £26,342 (£14,035 to £15,806 pro-rated)
Contract	Fixed term to 30.09.2024
Responsible to	Service Manager
Annual leave	30 days per year plus bank holidays (pro-rated)
Pension	Access to pension scheme with a matched employer contribution of up to 6%

### Job Purpose

To develop and build community partnerships and awareness of HENRY services aiming to increase HENRY's reach in the wards of Better Start Bradford and the surrounding area so that we engage more families and provide them with access to HENRY's BSB Bradford programmes and services.

HENRY services aim to improve health outcomes for young children and reduce health and social inequalities, giving children a healthy start for a brighter future.

### Key working relationships

- HENRY Bradford team:
  - Bradford Health Families Coordinator
  - Bradford Facilitators
  - Bradford Service Manager
  - Bradford Cooking for a Better Start Team
- HENRY national staff:
  - Head of Service Delivery
  - HENRY Service Managers
  - Head of Business Development
  - Head of Training and Programmes
  - Head of Finance and Administration Manager
  - Communications and Marketing Officer
  - Data Manager

## Key Responsibilities

1. Increase levels of awareness and understanding of the HENRY offer among local parents, practitioners, and statutory and community organisations
2. Develop clear and consistent referral routes into HENRY that suit local referral organisations
3. Undertake outreach to recruit parents onto programmes, particularly targeting families who may find services hard to access and manage referrals
4. Increase awareness of HENRY training to the wider workforce that supports local families
5. Develop best practice and share learnings with partner organisations

### 1. Increase levels of awareness and understanding of the HENRY offer among local parents, practitioners, and statutory and community organisations

- Build and maintain supportive and collaborative relationships with key contacts in community organisations, children's centres, health visiting teams and other local organisations
- Work closely with local agencies to engage parents to programmes, creatively overcoming barriers and including vulnerable parents
- Provide regular briefing sessions for practitioners, organisations or volunteers so they are aware of the HENRY offer and how to refer families in to HENRY
- Work with schools to test and develop effective approaches to delivery in a school setting

### 2. Develop clear and consistent referral routes into HENRY that suit local referral organisations

- Ensure all practitioner, community organisations and volunteers are clear about how to refer
- Liaise regularly with referrers to discuss the process and how to make it more "user friendly"
- Monitor referral numbers from partner organisations and organise regular review sessions to assess uptake
- Develop clear communications and processes for progression opportunities for parents participating in HENRY programmes so families maintain and build on positive changes

### 3. Undertake outreach to recruit parents onto programmes, particularly targeting families who may find services hard to access and manage referrals

- Build and maintain collaborative relationships with local organisations, children's centres, early years settings, health professionals, Early Help and other potential referrers to engage and recruit parents to HENRY programmes

- Liaise with early years settings and health visitors to target parents of children who are due their 2/2.5 years-old check
- Provide information for GPs and promote through Health Centres and pharmacies
- Work creatively to identify and overcome barriers ensuring services are inclusive and culturally appropriate for the needs of the group
- Work with volunteer parent champions to ensure they are effectively increasing parent participation by attending community events and other outreach opportunities

#### **4. Increase awareness of HENRY training to the wider workforce that supports local families**

- Build and maintain supportive and collaborative relationships with community organisations, children's centres, and health visiting teams
- Promote HENRY training to health professionals, early years practitioners and others, building knowledge, skills and confidence to raise sensitive issues with families about a healthy lifestyle and effectively support their behaviour change
- Liaise closely with practitioners and their teams to ensure maximum take-up of training places

#### **5. Develop best practice and share learnings with partner organisations**

- Build and develop effective partnerships with other BSB projects and local services to share learnings on 'what works' to increase local participation
- Collaborate with the Public Health team to share learnings and build effective practice across wider Bradford

#### **6. Attitudes, behaviour and values**

- Build respectful relationships, understanding the impact of your behaviour on others and being willing to adapt it when necessary.
- Work effectively as a member of the team by consulting and sharing information with colleagues, managing your time to meet deadlines and preparing for meetings.
- Maintain clear and accurate records.
- Communicate effectively with partners.
- Comply with all organisational policies and procedures.
- Model HENRY values.
- Support own development through on-going reading, research and supervision.

## Person specification

	Essential	Desirable
<b>Qualifications</b>	Graduate level education or equivalent in a relevant subject	HENRY training and authorisation
<b>Experience</b>	<p>Outreach or engagement work</p> <p>Direct work with parents or families and children</p> <p>Working within a team</p> <p>Developing effective working relationships with partner agencies</p>	<p>Facilitating groups</p> <p>Coaching and mentoring</p> <p>Delivering experiential and interactive training and/or group work</p> <p>Use of Microsoft Office package and G-suite</p>
<b>Knowledge</b>	<p>Values and principles of working in partnership</p> <p>Working knowledge of health and early years services</p> <p>Working knowledge of social media</p>	<p>Healthy lifestyle and healthy weight</p> <p>Effective approaches to supporting behaviour change</p> <p>Knowledge of local services</p>
<b>Skills and attitudes</b>	<p>Strong motivation to contribute to HENRY's work</p> <p>Strong organisational skills, able to work on own initiative</p> <p>Excellent facilitation skills</p> <p>Commitment to reflective practice and ongoing learning and development</p> <p>Excellent interpersonal skills</p> <p>Excellent communication skills (verbal, written and IT)</p> <p>Ability to motivate others, share feedback and inspire excellence</p> <p>An eye for detail and a concern for accuracy, together with the ability to keep sight of the broad picture</p> <p>Willingness and ability to work some evenings and weekends</p>	<p>Willingness and ability to take the initiative not only in identifying problems but also in suggesting and implementing solutions</p>
<b>Ability</b>	Able to work in HENRY Bradford office	

	Able to travel to Bradford locations for partnership meetings	
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### Application timetable

Deadline for applications	9 am Monday 8 <sup>th</sup> November 2021
Interviews	Tuesday 16 <sup>th</sup> November 2021

### Application process

For more information please contact Sue Iddon at [recruitment@henry.org.uk](mailto:recruitment@henry.org.uk).  
To submit an application please complete the following and email them to [recruitment@henry.org.uk](mailto:recruitment@henry.org.uk)

- Application form
- Equal opportunities form