

South Tyneside Best Start in Life Alliance

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South Tyneside Council

Spread the word!

**THIS IS
SOUTH
TYNESIDE**



The best start in life

The **future**
is not yet *written*

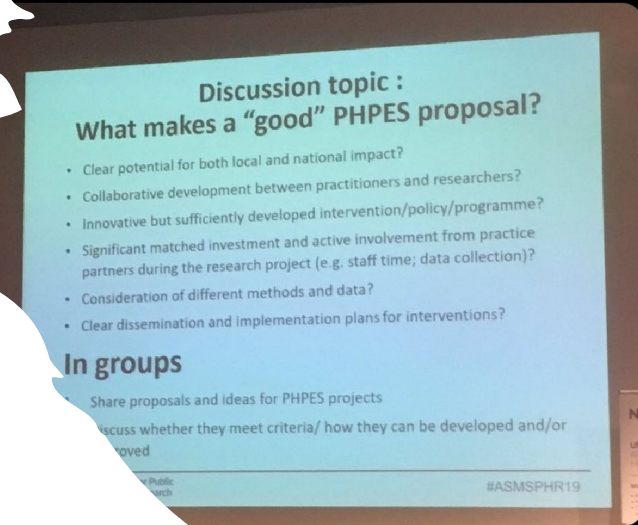
Recommendations

- **Take a whole family and systems approach to supporting preconception, pregnancy and birth – looking beyond the biological process of having a child and recognising the environment and community around the family,**
- Tackle smoking in pregnancy, ensure a completely alcohol-free pregnancy, and support the uptake and continuation of breast feeding,
- Focus on the critical first 1,001 days of a child's life to prevent adverse childhood experiences and adverse social circumstances, including, for example, exposure to domestic abuse,
- Ensure an alcohol-free childhood,
- Promote resilience and life-skills in our young people to help them aspire to a brighter future and achieve their full potential.





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...PES scheme #ASMSPHR19



How the evaluation came about