

Creative Packs

Impact Report
March 2021

As part of our response to supporting families during COVID 19, Early Years Alliance Children's Centre teamed up with Creative Homes to develop themed resource packs which support families with their challenges in a fun and informative way.



“The packs have really helped with routines like brushing teeth and eating healthy at meal times. My son reminds me to sing the songs with him when doing the routines.”

Mum of 2 children

As part of our response to supporting families during COVID 19, The Early Years Alliance, Children's Centres in Lewisham worked with Creative Homes to produce a range of fun play packs that would support families with babies and young children.

Each pack was themed and resourced to focus on a different area of life and were linked to our weekly online virtual support including The Play Inspector, Little Creative Chief, sessions, songs, stories, blogs and activities.

The themes of the packs include:

Creative Chef

To support food poverty and nutrition

Routine Rebels

Creating routines for families during our "New Normal"

Baby Pack

Supporting Bonding and attachment for babies born during the pandemic

Outdoor Adventure

Helping wellbeing and managing isolation

Play at home

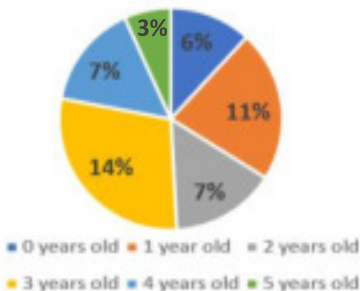
Creating fun ways to play and learn, without leaving the home!



100%

of parents using the Play at Home, Routine Rebels and Baby Packs, said the packs were a fun and playful way to help them to support their child's development.

% of US by age receiving Creative Packs



The packs were of a high quality and were not only a lovely gift brought to the door they supported parents to:

- Gain knowledge of child development
- Understand the benefits of play
- Create and follow routines such as bedtimes, eating healthily, toilet training and oral health
- Establish a healthy eating and diet

Working with Our Partners

To promote the project to families and prioritise the most vulnerable children, we linked and worked with the following partners to identify families in need of support:

- Care Leaver Coordinators
- Evelyn Parents' Forum
- Lewisham Local
- Peri Natal Mental Health Service
- Health Visiting
- Local Young Mum's Hostel
- We also identified families through our Domestic abuse recovery programmes and 1:1 Family support.

Families who were identified were contacted and the packs delivered to their homes.

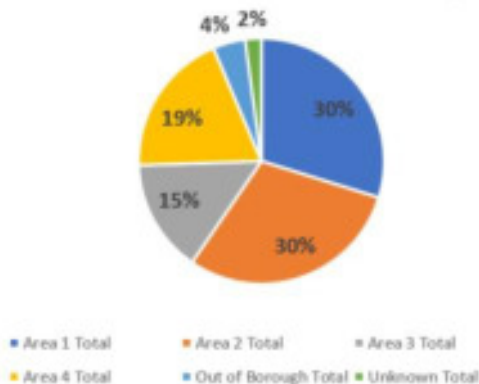
The packs and their contents were used as an engagement tool and families received continued support with using the pack; keeping them up to date with other groups, workshops or services they could join, whilst also being an important connection with their community and a listening ear.



"I enjoyed the phone calls with Anne, discussing the contents and how I could use them in different ways with the children."

Ladywell Mum

% of Families receiving Creative Packs by Area



"The box is simple but has provided me with support to feel confident in trying new things with my children. I truly believe I wouldn't have done anything like this on my own."

Lewisham Parent of 3 children



“Me and my family are really grateful for the 'happy box' as we call it from Creative Homes and Lewisham Children & Family Centre.

Our first activity we did as a family was to make an ice cream shop which we are still using and find great joy playing with it.”

Lewisham Mum

The Creative Packs Project continues to develop.

During our 3rd national lockdown the packs and information within them are still being used to support families.

- We are using the Toilet Sailor resources for families who attend our Tips On Toileting workshops.
- We use the Creative Chef recipes when delivering the Creative Chef online cooking sessions; with the packs supporting those who are facing food poverty
- We use Troll Trails during our Healthy Walks
- And we continue to deliver Baby Packs to new mums.

“I’m looking forward to my daughter making use of the Routine Rebels pack as she gets older, these packs will be used for years. My children love singing and dancing with me and I’m looking forward to visiting the YouTube channel for Inspiration. The information sheets have been very important and I learned a lot from them.

Mum of 2 children

For more information on the packs and accompanying videos please visit the links below:

- Details of all the packs and their contents on [Creative Homes website](#)
- [The Play Inspector](#) videos on the Early Years Alliance YouTube channel
- The Baby Packs content and activities are underpinned by [The 1001 Critical Days - cross party manifesto](#) and [Five to Thrive – Kate Cairns Associates](#)
- For more information on all the outcomes experienced by families using the packs visit our [Impact and Reports page](#).



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