

# Sure Start

**Sure Start is made up of a number of different services that offer support and information to all children and their families in the Rochdale Borough. These include:**

### Children's Centres

There are 19 Children's Centres in the Rochdale borough which provide family friendly services for mums, dads, carers and their children in the local community.

### The Family Information Service

This provides free, impartial information and advice on all aspects of childcare and services for families with children. Call the Helpline on 01706 719900 or use the free phones located in local Children's Centres or Job Centre Plus.

### The Play Development Team

Supports children's access to play opportunities across the borough. This includes out of school childcare, play centres, mobile play centre and PEARLS - the toy library and play resource centre.

### The Parenting Support Team

Offers a central point of contact for parents, grandparents, carers and practitioners who need information and support with the challenges and rewards of parenting.

### Children's Empowerment Team

Works with 5-13 year old children throughout the borough, and aims to involve and empower them to participate in decision making on issues that affect their lives.

For information on any Sure Start service, contact 01706 719900.

**SureStart**

**NHS**  
Heywood, Middleton  
and Rochdale

Link4Life

**ROCHDALE**  
METROPOLITAN BOROUGH  
COUNCIL

[www.doyoufeelgood.org](http://www.doyoufeelgood.org)

do you feel  
good?

# Early Years

Make sure your child gets the best start in life.



[www.doyoufeelgood.org](http://www.doyoufeelgood.org)

## Smile sweetly

**The average five year old living in Rochdale has at least three teeth that are decayed or have been lost due to tooth decay.**

From when those first peggies come through, it's important that you look after your child's teeth and teach them how to do it themselves.

**Simple steps can make all the difference to make sure your child has a bright and beautiful smile:**

- ✓ Regular six-monthly check ups at the dentist
- ✓ Use a family fluoride toothpaste
- ✓ Spit the toothpaste out, don't rinse it with water
- ✓ Avoid sugary foods and drinks, especially between meals
- ✓ Brush teeth twice a day

**There is lots of support available to help you teach your child about their oral health.**

**Contact the oral health promotion team on 0161 655 1456 for more information.**



## Smoke free

Second hand smoke or passive smoking can seriously harm your child.

**It is proven to:**

- ✗ Cause serious respiratory illness like bronchitis and pneumonia
- ✗ Increase the risk of a child developing asthma and causes asthma attacks
- ✗ Increase the risk of meningitis
- ✗ Make children prone to coughs and colds
- ✗ Increase the risk of middle ear disease which can cause deafness

**If you smoke and want to protect your child against second hand smoke sign up to a Smoke Free pledge to make your home and car no smoking zones.**



**Contact the local Smoke Free team on 01706 924225 or ask your doctor or health visitor for advice.**



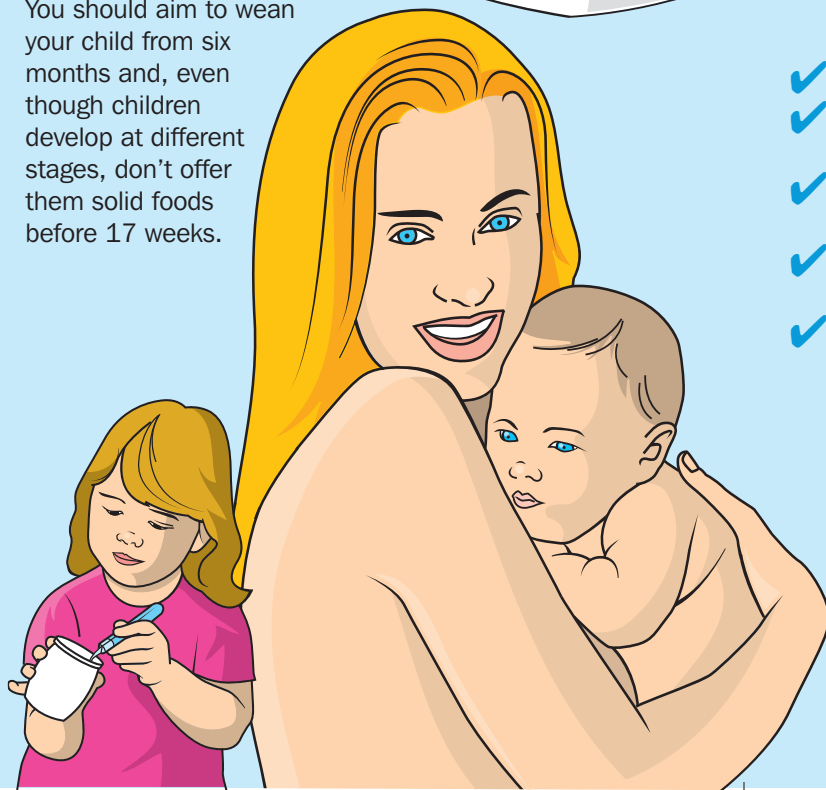
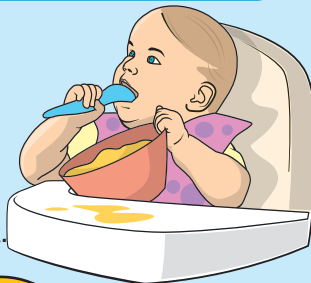
# Food for growth

**11.7% of children in the Rochdale Borough are obese.**

Giving your child the right food and nutrients is essential to help them grow. Breastfeeding is the healthiest way to feed a baby.

Breastfeeding mums don't need to eat any special foods, just make sure you follow a healthy diet.

You should aim to wean your child from six months and, even though children develop at different stages, don't offer them solid foods before 17 weeks.



**Once your child is eating solid foods, follow a few rules for their diet to make sure they get everything they need:**

- ✓ Aim to give at least five small portions of fruit and veg every day, one portion for a child is one child handful
- ✓ Give calcium-rich foods like dairy and milk products for strong bones and teeth
- ✓ Plenty of Vitamin D, found in eggs and margarine, is needed for bone development
- ✓ Infants are more likely to suffer from anaemia so include plenty of iron from red meats and fortified cereals
- ✓ Introduce oily fish
- ✓ Avoid adding salt to foods and choose reduced salt options
- ✓ Give full fat products to children under five for lots of energy
- ✓ Limit high-energy foods like sweets, fizzy drinks and crisps
- ✓ By giving your child a healthy balanced diet, it will help to manage their weight.



**Speak to your doctor or health visitor about the right weight for your baby and how to develop a healthy eating plan for them.**



## Play time

Activity helps children to sleep well, listen and learn at school and manage their behaviour, making them happier all round!



You should try to introduce your child to some form of moderate activity for one hour each day. To make it easier, break it down into smaller chunks - like walking to and from school, or playing in the garden. The easiest way to do it is to make it a part of your daily routine.

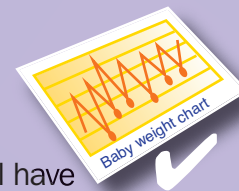
Involving your child in team activities is a great way for them to meet new friends and build their confidence. There are a range of activities available locally. Try speaking to your child's school about their Physical Activity programme and how your child can get involved.

**Visit [www.link4life.org](http://www.link4life.org) for full details about clubs and activities for children in the borough, or call 01706 926203.**



**If you have more serious concerns about your child being overweight and inactive, call MEND (Mind, Exercise, Nutrition, Do it!) on 0161 655 1458 for advice, or ask your doctor.**

## Health visitors



You will be allocated a named health visitor between 10-21 days after the birth of your baby and will have access to your local health visiting team until your youngest child starts school.

**Your health visitor and other skilled members of their team will work with you and your family, offering support and advice when you need it, covering:**

- ✓ Child growth and development at key times
- ✓ Common infections in childhood
- ✓ Minor ailments such as common skin problems, snuffles, colic
- ✓ Managing difficult behaviour
- ✓ Managing minor feeding difficulties
- ✓ Helping you through post natal depression or anxiety
- ✓ Helping you and your family through other times of serious stress such as bereavement, domestic violence and support with complex needs within the family

**If you have any questions of concerns about your child, contact your health visitor or local doctor.**

