



NHS Sefton
Alder Hey Children's NHS Foundation Trust

NEWS RELEASE

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TIME4FAMILIES PREMIÈRE IN NATIONAL FAMILY WEEK

The Oscars may not have been real but the applause was genuine and heartfelt for the child stars of a moving and innovative film about family life, premièred yesterday (Sunday, June 6) at a glittering red carpet ceremony on the final day of National Family Week.¹

The event, held at SPACE² in Bootle, marked the formal launch of *Time4Families*,³ a pioneering campaign to promote positive family relationships which is being piloted in south Sefton by NHS Sefton working in partnership with Alder Hey Children's NHS Foundation Trust.

A number of people in the invited audience of more than 80 parents, guardians, family members and health and social care professionals were moved to tears by the 10 minute film in which local children aged between eight and 11 talked openly and honestly about the importance of family life to them.

"The best thing about being in a family is to know you're loved. They care about you. You feel safe. You don't feel worried," said one nine year old, echoing the views of his co stars during the filming in a *Time4Families* 'diary room', recreated in the offices of Ykids⁴ in Bootle.

Speaking at the award ceremony during which the children who took part in the film were presented with mock Oscar statuettes as well as Dune's Splash World passes, courtesy of Active Sefton, Jean Massam, Children's Trust Director, Sefton Council/NHS Sefton, said:

"Our aim is to ensure that young people in Sefton have the best possible chances in life and this campaign is so important because it recognises the crucial role family has in our children's health and wellbeing."

Dr Jaime Craig, Consultant Clinical Psychologist at Alder Hey Children's NHS Foundation Trust, who co-presented the event with Pat Nicholl, Deputy Head of Health Promotion, NHS Sefton, commented:

"When the going gets tough, it's our families on whom we rely for strength and support. I know from my work in Sefton that family relationships are the key factor in children's emotional wellbeing. I should like to congratulate everyone involved in the campaign and the families here today for doing such a great job."

Dr Craig is Tier 2 Child and Adolescent Mental Health Services Lead Sefton (Brief Intervention and Consultation Service.)

Following the screening of the film and a 'meet the stars' session refreshments, including healthy popcorn, were served by Not Just Cooking⁵ as guests visited a marketplace of stalls showcasing low cost family activities and children lined up for facepainting.

Special guest Jaime McLoughlin, Executive Editor Media Mix, presented prizes in the *Time4Families* family themed art competition, which was open to primary school children in south Sefton. The first prize of a bike was generously donated by Formby Cycles and the second prize was an art box courtesy of Time4Families' partner Engage2Change. Family passes to Dune's Splash World, again donated by Active Sefton, went to 15 third prize winners, some of whom were present at the event.

Foot stomping entertainment was provided by talented young musicians from Hillside High School's Gospel 13 choir and Hillside Jazz Ensemble⁶ while 'Magic Dave' Alnwick amazed and delighted children and adults alike.

Following the event more than 35,000 copies of a free family magazine will be distributed to households in south Sefton through the Bootle Times and Maghull Star. A further 3,000 copies will be made available in primary schools and children's centres in the target areas.

The lively and colourful eight page magazine is packed with opportunities to win great prizes including a Pontin's four night self catering family break for Sefton's *Family Heroes* competition (**the deadline for which has been extended to July 12**), Dune's Splash World passes for winners of the *Spot the Difference* competition and a tour of Liverpool FC's Anfield Stadium or a signed Everton football.

Every family who returns the feedback form on the back page of the magazine will receive a discounted family membership at their local leisure centre – courtesy, once again, of Active Sefton.

For more information about the *Time4Families* campaign and to download an entry form for the *Family Heroes* competition log on to:

www.time4families.co.uk

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Notes to editors

¹ National Family Week took place between May 31 and June 6 2010.
Ref: www.nationalfamilyweek.co.uk/

² S.P.A.C.E, Sefton Performing Arts and Community Education, is based in Marsh Lane, Bootle and has facilities including a theatre, dance studios, a computer suite for the young people of the area to use. They also offer free workshops in drama, music, DJ Mixing and Song Writing for people up the age of 25.

³ *Time4Families* is a social marketing campaign that recognises the crucial role that parents and carers play in children's mental health and wellbeing. It aims to encourage families to spend more positive time together by changing perceptions of:

- the value of time spent as a family
- the way in which this contributes to children's emotional wellbeing and ability to cope with problems and setbacks.

Key elements of the campaign were tested last summer in focus groups with parents and family and health professionals. The campaign area was chosen after combining a number of indicators of health inequalities and comprises families in south Sefton, principally Linacre, Derby, Litherland, St Oswald, Ford, Church and Netherton and Orrell wards. The principal target audience within those wards is families with children aged between eight and 11.

Entries for the *Family Heroes* competition should be sent to: Family Heroes Competition, Health Promotion, NHS Sefton, 4th Floor Merton House, Stanley Road, Bootle, Liverpool L20 3DL.

⁴ Ykids based in Bootle, is a children's charity, benefiting the lives of children in deprived areas of Merseyside and across the UK. Ref: www.ykids.net/

⁵ Not Just Cooking is an inspirational cookery business, transforming lives through ambitious projects to challenge our fast food culture and bring back the art of home made meals. Established to benefit the lives of people in Merseyside, our vision is to work with children, families and the wider community to make cooking fun and explore new ways of engaging communities. Profits are reinvested into YKids. www.notjustcooking.co.uk/

⁶ Hillside High School musicians have been singing, acting and performing since joining Hillside. Most of them are in Years 9 and 10 and are seen regularly in a range of performances in school.

ISSUED ON BEHALF OF NHS SEFTON AND ALDER HEY CHILDREN'S NHS FOUNDATION TRUST BY ENGAGE2CHANGE. FOR FURTHER INFORMATION, PLEASE CONTACT LYNN MAY OR MARK SHONE ON 01829 752751.