

## CASE STUDY – BURNIE WORKS FOR FIRST 1000 DAYS

One of Burnie Works strategic objectives is that all children in Burnie have the best possible start during the first 1000 days of life (F1D). This is an objective driven by key stakeholders in the place based collective impact initiative including the Burnie Child and Family Centre, Burnie Community House and Burnie Library, all of which are currently rolling out F1D activities.

When the Burnie Works team took the lead in organising a system mapping workshop for all the players in this place, F1D proved to have a strong support base. In March 2021, representatives across education and care, social services and health and wellbeing participated in the facilitated workshop. As well as establishing what was happening on the ground, this activity was an important step in learning who were the key stakeholders and in reaching out to them, to invite closer collaboration on this strategic objective for the community.

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*“In some instances, those other agencies, while not opposed to working more closely with us, had not previously had the opportunity or purpose to gather and consolidate our intentions before.” Workshop participant*

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Straight away this methodical action, led by the Burnie Works team amplified the impact of the local system coming together to focus on F1D.

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*“I believe that workshop and the targeted conversations within it led to an acceleration of an initiative to have midwife appointments available at Burnie Child and Family Centre. This has been discussed over many years without any progression and now seems likely to come to fruition as early as this year. Having ante natal appointments on our site is a major missing piece of our F1D puzzle.” Burnie Child and Family Centre*

*Leader*

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One crucial part of the system yet to be called into the F1D conversation at this stage were Burnie parents, with their first-hand experience of the system. What brought the threads from families and

services together was an opportunity to involve Burnie parents in the B4 Coalition Storytelling training.

This training was rolled out to community members and staff from the Burnie Child and Family Centre in June 2021. Parents were able to build skills and confidence in storytelling, while being able to reflect on their own experiences of F1D. This training will be rolled out further as the campaign continues in Burnie. Burnie Works role is to contribute its technical expertise to the activities that will support the community- led messaging.

### **BURNIE WORKS TO SUPPORT FIRST 1000 DAYS STAKEHOLDERS**

Burnie Works is part of a steering group that has evolved out of the *B4 Coalition Storytelling* training with community members. The group is co-creating a communications campaign with the content and learnings that are emerging. The community stories are being interrogated with genuine respect to the Burnie Families who are sharing their lived experience. Further work is underway to develop appropriate design and strategy for amplifying the key messages. The process building capacity with this group and community. Ongoing connection with F1D stakeholders for their involvement in the messaging is a key action for this group in upcoming weeks and a feedback loop will aim to bring back all the players identified in the system mapping exercise together in October to further align to opportunities in the Tasmanian Child and Youth Wellbeing Framework.

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*"The Burnie Works comms team is willing to help our F1D project gain a wider audience through creative and collaborative meetings with our team and our community groups who are contributing in huge ways to this project." Burnie Child and Family Centre Leader.*

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Radio advertising is currently being used to build awareness of the importance of this time in a child's life. It has been established that radio is a key method for communicating with Burnie Families, as identified by community members from the Burnie Families Group.

Several Burnie Works, F1D stakeholders are branching off with activities to support the F1D campaign. Wide Angle Tasmania will be running film workshops with staff and community members from the Burnie Community House, The Burnie Child and Family Centre and the Burnie Library to build skills for storytelling. Workshops are also being held monthly at the Burnie Library where the B4 Storytelling methods are being shared. The Burnie Works Family Group that meets monthly at the Child and Family Centre is also tackling the topic of screen time, interested in whether this will feed into the F1D campaign, as more findings come to light. The release of Tasmania's Child and Youth Wellbeing Framework in August has listed improving the focus on the first 1,000 days as a strategic priority and this communication and focus will add grunt to the work on the ground, already established by Burnie Works in F1D initiatives.



# IMPACT CASE STUDY

## BURNIE WORKS WITH THE FIRST 1,000 DAYS

### CHANGE IN THE CONDITIONS OF COLLECTIVE IMPACT

<b>Movement building</b>	Enabling Burnie families to design the communication for the First 1,000 Days community campaign encourages ownership and is a lead indicator for the potential that this will be a catalyst for a movement in Burnie.
<b>Community Aspiration</b>	This project emerged from the community and members involved have received capacity building opportunities through the story telling project.
<b>Strategic Learning and Shared Measurement</b>	The project will use the transformational change framework outlined in the Evaluation and Learning in Action case study.
<b>High leverage and system focus activities</b>	The process to develop the community campaign has integrated systemic issues identified by the community through the systems mapping exercise.
<b>Authentic community engagement</b>	Community members, lead service providers and other related providers have been involved in the development of the campaign.
<b>Container for community change</b>	The Burnie Works team roles were connector of networks and relationships, facilitator, coordinator, communications expertise, Understanding Measurement Evaluation and Learning expertise.

### CHANGE IN THE SYSTEMS

<b>Policies</b>	A lead indicator of change is the commitment from child nurse programs to deliver services out of the child and family centre. This connection arose from the systems mapping workshop
<b>Practices</b>	
<b>Resource Flows</b>	Burnie Works funded the initial systems mapping workshop which precipitated opportunities for the Child Family Centre and Community House to gain funding from the B4 Coalition for the community campaign.
<b>Relationships and Connections</b>	The systems mapping generated connections between key stakeholders to focus on the First 1,000 Days in Burnie. The storytelling project and workshops have delivered community messages to networks such as services clubs.
<b>Power Dynamics</b>	Parents translating the generic First 1,000 Days messages to meet the needs of their experiences gives them power to determine the language and stories that will work for them and their community.
<b>Mental Models</b>	Parents involved in creating the messages have learned new ways of approaching parenting as they share their stories of what messages matter to them.

## CHANGE FOR INDIVIDUALS AND THE BROADER POPULATION

<b>Individuals</b>	Community members and service providers reported a change through their involvement in the initiatives in this case study.
<b>Population</b>	The movement from service providers involved with First 1,000 Days identifying that the voice of families is needed to ensuring community member participation in the story telling project to embedding messages framed by community members is a lead indicator of population level impact over time.