

**PERTH AND KINROSS COUNCIL**

**Lifelong Learning Committee**

**27 August 2014**

**Perth and Kinross Parenting Strategy**

**Report by Executive Director (Education and Children's Services)**

**PURPOSE OF REPORT**

This report provides the Lifelong Learning Committee with a draft Parenting Strategy for Perth and Kinross for approval. To date the Strategy has been approved by the Children & Young People's Strategic Group on 6 June 2014.

The Parenting Strategy is a key document for Perth and Kinross Community Planning Partners in ensuring "our children have the best start in life" and "families are nurtured and supported".

**1. BACKGROUND/MAIN ISSUES**

- 1.1 This is the second Perth and Kinross Parenting Strategy (Appendix 1). Progress related to the previous Strategy (2008-2012) is highlighted in Appendix 2 of the new Strategy. Two versions are available: a full version to be available on websites and an 'easy read' version on the website and also in leaflet form (Appendix 2) It has been developed in response to:
- GIRFEC
  - Children & Young People (Scotland) Act 2014
  - National Parenting Strategy
  - National Early Years Collaborative
  - Perth and Kinross Early Years Strategy
  - Perth and Kinross Evidence2Success (E2S) Research
  - Perth and Kinross Community Plan
  - Improving Maternal and Infant Nutrition: A Framework for Action
  - Refreshed Framework for Maternity Care in Scotland 2011
  - Getting our Priorities Right
- 1.2 A mapping of existing parenting provision undertaken in 2013 showed Perth and Kinross has a significant level of universal provision particularly in the early years. Often embedded in local communities, these universal services offer sustainable and accessible support for families in nurseries, schools, campuses, health centres and voluntary provision. It also highlighted that there is more provision in the more disadvantaged geographic areas such as North Perth and Rattray. Access to provision for families in more rural areas can be difficult. Across Perth and Kinross there is evidence that at times provision can be available, but not well used. It identified that there was a need to improve engagement with parents and improve access to information and services.

1.3 Through the Voices and Views consultation 2013, and a range of focus groups, parents and carers were invited to share their views and support needs relating to family life. Almost seven hundred parents and carers took part in this consultation including those of children with additional support needs, parents with substance misuse problems, parents of teenagers, parents from the Gypsy Traveller community, parents of very young children and kinship carers.

Key points from the survey and focus groups include:

- around 50% of respondents were aware of services to support them in their role as a parent/carer;
- preferred ways for receiving information are online, via email or via leaflet but for parents who are more vulnerable word of mouth and peer contact is important;
- respondents highlighted that they would like more information about supporting children with schoolwork, handling children's behaviour and information on Internet Safety.

1.4 All Community Planning Partners were consulted through the Early Years / Early Intervention groups' structure and have all contributed to the final Strategy.

1.5 Community Planning Partners are planning services based on the E2S Surveys carried out from over 800 parents of children aged 9-15 years old. Ensuring resources are targeted appropriately, are responsive to local need, better engaging with and involving parents and communities in influencing future service delivery and are evidence based. In particular the project aims to increase the use of evidence based practice and programmes.

Findings from E2S have contributed to identifying priorities in the Parenting Strategy and increased the use of evidence based parenting programmes. In specific relation to parenting the findings indicate 'many families are finding parenting has many challenges, such as applying rules and boundaries consistently' (5)<sup>1</sup>. Evidence of this includes:

- only two in ten parents (22%) reported having rules and routines for their children (aged 3-8 years) for bedtimes, food and TV viewing.
- over half of parents (53%) reported inconsistent implementation of rules for their children (0-8years cohort).
- almost six in ten children (56%) reported that management of rules and boundaries in their family is strong (9-15years cohort).
- almost six in ten children (57%) report that they have opportunities for positive family involvement (9-15years cohort).

1.6 Parents involved in the North Perth E2S Partnership have influenced the content of the Strategy and produced a parent friendly "Easy Read" version.

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<sup>1</sup> 'Evidence2Success Perth and Kinross', Dartington Social Research Unit, 2013

1.7 The Early Years Collaborative has established a set of national measures to track progress in key areas that effect the positive outcomes of babies and young children. In addition a number of existing local indicators have been recognised as supporting measures. Key local priorities include work on engagement with parents, attachment and literacies. These priorities are reflected in the actions within the Parenting Strategy.

## **2. FINDINGS / PROPOSALS**

2.1 The Parenting Strategy for Perth and Kinross aims to champion the importance of parenting. Effective parenting is the key influence on healthy physical and emotional development in children. The aim of the strategy is to support a framework of universal services which respond to local need while addressing priority groups identified as requiring more targeted support.

2.2 Based on wide consultation with parents, carers and practitioners (Voices and Views) and informed by Evidence2Success, the local Early Years Strategy and the Early Years Collaborative, the Strategy aims to deliver the following key outcomes

- Children who achieve their potential in a nurturing and safe family environment.
- Parents who are confident in their skills to bring up their children.
- Families which are part of a wider, caring community with opportunities to engage in learning.
- Children who are resilient and have improved life chances with increased wellbeing .

2.3 The Strategy includes actions to improve outcomes for all parents categorised as

- Parents of Children Pre-Birth to 8 years.
- Parents of Children / Young People aged 8 – 18 years.

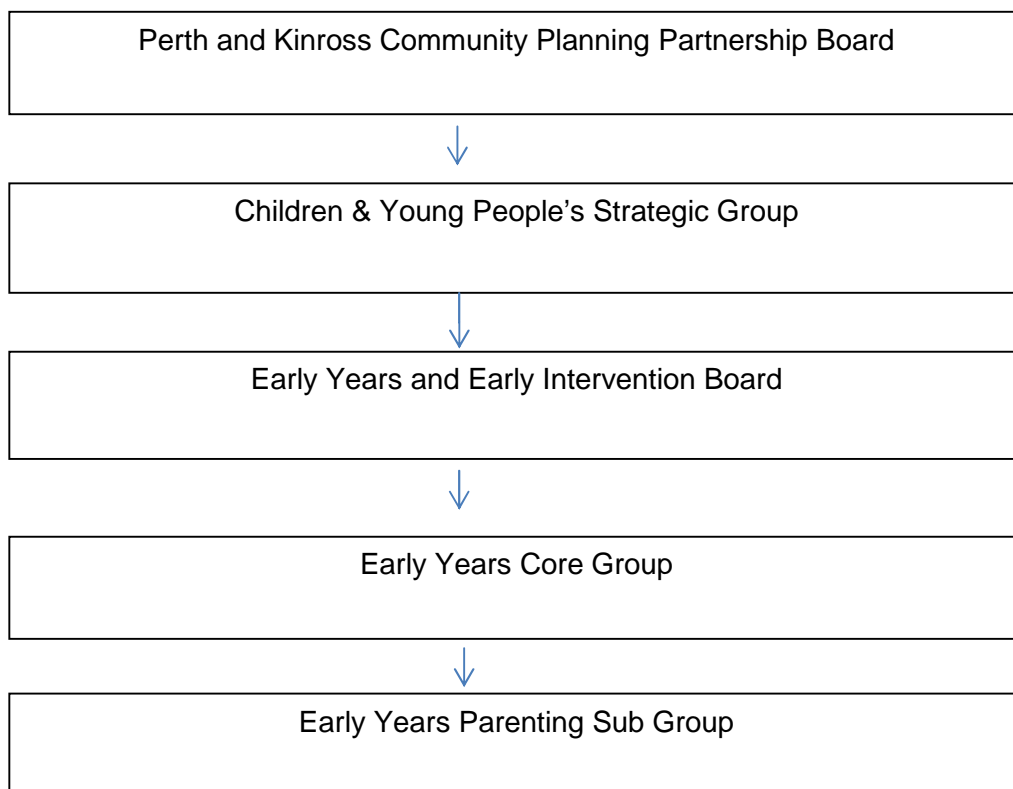
2.4 The success of this Strategy is dependent on parents being seen as their children's main educators. Within communities, parents and other community members can influence and deliver services for local families and as such the Strategy needs to focus on strengthening community engagement and community capacity building. Building individual capacity with parents includes increasing engagement, providing easy access to parenting information and advice, and training opportunities to build parent's capacity to support each other.

2.5 The objective of creating a new Parenting Strategy is to build on existing good practice and further develop positive joint working between the Council, the NHS, their partners and parents. It describes within one key document the range of outcomes sought to ensure parenting is championed, supported in communities and plays a key preventative role in making a difference to outcomes for children. The Strategy includes an Action Plan (Appendix 3 of the Strategy).

### 3. IMPLEMENTATION AND MONITORING

- 3.1 Governance of the Parenting Strategy will be centrally managed and monitored through the existing Early Years and Early Intervention board with 6 monthly reports to the Children & Young People’s Strategic Group. Existing structures within the Early Years Strategy (such as the Parenting Sub Group) will monitor planning and implementation. Existing local Community Partnerships offer local structures for local partners, community and parental group involvement to influence, implement and delivery in localities.

The Parenting Strategy’s key monitoring and reporting routes are outlined below:



- 3.2 Progress on the specific actions in the Strategy will be monitored on an ongoing basis and the most up to date Action Plan is included for reference.

### 4. CONCLUSION AND RECOMMENDATIONS

- 4.1 It is recommended that the Lifelong Learning Committee:
- (i) approve the Parenting Strategy for Perth and Kinross; and
  - (ii) note the monitoring reporting and implementation arrangements through the Community Planning Partnership.

## Author(s)

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## Approved

<b>Name</b>	<b>Designation</b>	<b>Date</b>
John Fyfe	Executive Director (Education & Children's Services)	15 August 2014

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Council Text Phone Number 01738 442573

## 1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

<b>Strategic Implications</b>	<b>Yes / None</b>
Community Plan / Single Outcome Agreement	Yes
Corporate Plan	Yes
<b>Resource Implications</b>	
Financial	No
Workforce	No
Asset Management (land, property, IST)	No
<b>Assessments</b>	
Equality Impact Assessment	Yes
Strategic Environmental Assessment	No
Sustainability (community, economic, environmental)	No
Legal and Governance	No
Risk	No
<b>Consultation</b>	
Internal	Yes
External	Yes
<b>Communication</b>	
Communications Plan	No

### 1. Strategic Implications

#### Community Plan / Single Outcome Agreement

1.1 The proposals relate to the delivery of the Perth and Kinross Community Plan/Single Outcome Agreement in terms of the following priorities:

- (i) Giving every child the best start in life
- (ii) Developing educated, responsible and informed citizens
- (iii) Promoting a prosperous, inclusive and sustainable economy
- (iv) Supporting people to lead independent, healthy and active lives
- (v) Creating a safe and sustainable place for future generations

This report relates to Objective Nos (i) and (ii)

#### Corporate Plan

1.2 The Perth and Kinross Community Plan 2013-2023 and Perth and Kinross Council Corporate Plan 2013/2018 set out five strategic objectives:

- (i) Giving every child the best start in life;
- (ii) Developing educated, responsible and informed citizens;
- (iii) Promoting a prosperous, inclusive and sustainable economy;
- (iv) Supporting people to lead independent, healthy and active lives; and
- (v) Creating a safe and sustainable place for future generations.

This report relates to Objective Nos (i) and (ii)

- 1.3 The report also links to the Education & Children's Services Policy Framework in respect of the following key policy area: Integrated Working.

## 2. Resource Implications

### Financial

- 2.1 There are no financial implications arising from this report.

### Workforce

- 2.2 There are no workforce implications arising from this report.

### Asset Management (land, property, IT)

- 2.3 There are no asset management implications arising from this report.

## 3. Assessments

### Equality Impact Assessment

- 3.1 Under the Equality Act 2010, the Council is required to eliminate discrimination, advance equality of opportunity, and foster good relations between equality groups. Carrying out Equality Impact Assessments for plans and policies allows the Council to demonstrate that it is meeting these duties.

The Perth and Kinross Parenting Strategy has been considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:

- (i) Assessed as **relevant** with the following positive outcome:

Although the Parenting Strategy is inclusive of all parents and carers the priorities and actions in the Strategy will broaden engagement, reduce barriers and increase accessibility

### Strategic Environmental Assessment

- 3.2 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals.

However, no further action is required as it does not qualify as a PPS as defined by the Act and is therefore exempt.

### Sustainability

- 3.3 There are no sustainability issues arising from this report.

### Legal and Governance

- 3.4 There are no legal and governance issues affecting this report.

### Risk

#### 3.5 Key Risks

Risks associated with this report are detailed within the Equalities Impact Integrated Assessment and are related to ensuring relevant information reaches all parents, engagement with parents takes place through universal and targeted services and evidence based interventions lead to improved outcomes for parents and children.

### Controls

Any risks associated with this Strategy will be mitigated within the Action Plan and the monitoring and reporting procedures which have been put in place.

## **4. Consultation**

### Internal

- 4.1 The Early Years & Early Intervention Programme Board has been consulted in the development of this report.

### External

- 4.2 Community Planning Partners including Police Scotland, NHS Tayside and Voluntary Sector partners (Home-start, Action for Children, Barnardos, Muirton Nursery) have been consulted in the development of this report. Over 700 Parents were consulted.

## **5. Communication**

- 5.1 Communication to staff and partners will take place through the Early Years and Early Intervention Governance structure. In addition local implementation will take place through Local Community Partnerships. These partnerships will communicate with local people.

## **2. BACKGROUND PAPERS**

The following background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (and not containing confidential or exempt information) were relied on to a material extent in preparing the above report.

## **3. APPENDICES**

Appendix 1 - Parenting Strategy for Perth and Kinross

Appendix 2 - Perth and Kinross Parenting Strategy 2014-2019 "A quick read"





# Parenting Strategy for Perth and Kinross

2014-2019

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## Executive Summary

Perth & Kinross Community Planning partners are committed to ensuring “*our children have the best start in life*” and that “*families are nurtured and supported*” (Perth & Kinross Community Plan 2012 – 2023).

The Parenting Strategy is at the heart of our approach to early intervention and prevention because effective parenting is the key influence on healthy, physical and emotional development in children.

The Parenting Strategy recognises the importance of appropriate support for all families and that different families have different needs at different times. We understand the positive difference parents make to their child’s development, and want to ensure that we engage with parents through a range of initiatives designed to encourage warm responsive parenting, healthy attachment and resilience. We aim to support a framework of universal services which will respond to local need while addressing priority groups identified as requiring more targeted support.

Based on wide consultation with parents, carers and practitioners and informed by Evidence 2Success(E2S), the local Early Years Collaborative and the Early Years Strategy, we will deliver the following key outcomes:

- Children achieve their potential in a nurturing and safe family environment
- Parents are confident in their skills to bring up their children
- Families are part of a wider, caring community with opportunities to engage in learning
- Children are resilient and have improved life chances with increased wellbeing

Underlying the Parenting Strategy are a number of key principles:

- reduce barriers to engagement
- a skilled and welcoming workforce
- welcoming venues for all parents
- accessible information
- services delivered at times and places to suit all parents
- parents and community members are equal partners in the provision of services
- skills and capacity of parents, families and communities are recognised and built upon
- evidence based parenting programmes are delivered consistently and with integrity

The Parenting Strategy includes actions to improve outcomes for all parents categorised as:

- Parents of Children Pre-Birth to 8 Years
- Parents of Children/Young People aged 8 – 18 Years

Within these categories, in order to reduce inequality, Priority Groups have been identified to ensure families with the greatest needs are supported through preventative and early intervention approaches:

- Young Parents and Young Carers
- Fathers/Male Carers
- Families Affected by Poverty
- Vulnerable Families Affected by Problematic Alcohol and/or Drug Use, Mental Health, Learning Disabilities, Homelessness or Domestic Violence
- Parents of Children with Additional Support Needs
- Families Affected by Offending Behaviour

The success of this Strategy is dependent on parents being seen as their children's main educators. Within communities parents and other community members can influence and deliver services for local families, and as such the Strategy needs to focus on strengthening community engagement and community capacity building. Building individual capacity with parents includes increasing engagement, providing easy access to parenting information and advice, and training opportunities to build parent's capacity to support each other.

The Strategy will be delivered by a range of Community Planning Partners including NHS Tayside, Perth and Kinross Council, Police Scotland, Her Majesty's Prison Perth and the Voluntary Sector. Key partners within the Voluntary Sector are Home-Start Perth, Muirton Community Nursery, Barnardos, Crossreach, Action for Children and Perth & Kinross Association of Voluntary Service (PKAVS) Young Carers Project. Methods will range from one to one support, group support and family learning opportunities through to more formal evidence based parenting programmes.

Throughout this document, the word "parent" refers to anyone with a parenting role who has children of all ages ranging from the early years, through teenage years to young adults.

## Foreword by

Bernadette Malone, Chief Executive, Perth & Kinross Council and Lesley McLay, Chief Executive NHS Tayside

*The wellbeing of all children and young people is paramount. Raising children can be a hugely rewarding role but it can also be extremely challenging at times. In Perth and Kinross we recognise the positive difference parents make to their children's development, health & wellbeing. Ensuring that children have the best start in life and families are nurtured and supported is a key outcome for Perth and Kinross Community Planning partners.*

*By bringing together universal services including health, education, social work and working with the voluntary sector we can provide crucial support to children from preconception, throughout childhood into adulthood. This support can make all the difference to parents who need a little support or to those with more complex long term needs.*

*This Strategy has been shaped by national and local prevention initiatives including the Early Years Collaborative and Evidence2Success, the views and first hand experiences of parents, carers and practitioners from across Perth and Kinross. We aim to ensure parents are confident in their own skills and have access to the learning opportunities, information and support they need when they need it. This will prevent problems from arising or escalating and is a commitment to prevention and early intervention to improve the life chances of children and young people.*

*The Strategy recognises parents as the main educators of their children and focuses on their role in wider communities in informing, influencing and participating in the delivery of services.*



Bernadette Malone, Chief Executive,  
Perth & Kinross Council



Lesley McLay, Chief Executive  
NHS Tayside

## 1 National and Local Context

Effective early intervention and early years work is at the heart of *Getting it Right for Every Child* (GIRFEC) and it is at the heart of the Scottish Government's national agenda for early intervention and prevention.

This Parenting Strategy is therefore at the heart of our early intervention approach to children and their families which is, in turn, central to the Perth and Kinross Community Plan (2013 – 2023).

*'The role that parents and carers play in raising the next generation of Scots is central to everything that we want to achieve for our families, our communities and our country'*

*(National Parenting Strategy, 2012, Scottish Government)*

### 1.1 Key Strategies, Plans & Initiatives

This is the second Perth & Kinross Parenting Strategy and it has been developed in response to a range of national and local strategies and initiatives (Appendix 1 ):

Strategies and Plans:

- *Getting it Right for Every Child* (GIRFEC)
- Children & Young People (Scotland) Act 2014
- National Parenting Strategy
- Perth and Kinross Early Years Strategy
- Perth and Kinross Community Plan
- Improving Maternal and Infant Nutrition: A Framework for Action
- Refreshed Framework for Maternity Care in Scotland 2011
- Reducing Antenatal Health Inequalities – Outcome Focused Evidence into Action Guidance 2011
- Getting Our Priorities Right: Working with Children, Young People and Families Affected by Problematic Alcohol and / or Drug Use

Initiatives:

- National Local and Early Years Collaborative
- Perth and Kinross Evidence2Success Research

### 1.2 Key Influences

**Early Years Strategy** is for everyone working with children and families in the early years and has a focus on parenting of children 0 – 8 years old.

The Early Years Strategy is a key strategic driver for the development of support for families and aims to improve access to universal services for children and families most in need.

*'Our vision for the early years includes a focus on prevention, early intervention and targeted support to the most vulnerable children (including our responsibilities toward 'Looked After' children). Services will be more streamlined, accessible and coherent, ensuring a continuum of support from pregnancy to primary. Children will receive the support and services they require, wherever possible, based in their local community, delivered by a team of professionals using integrated and collaborative approaches to ensure individual and family needs are met and outcomes are improved' (Perth and Kinross Early Years Strategy, 2010)*

**Early Years Collaborative** sets out key stretch aims that will measure improvements in outcomes for children. Implementation of the Perth and Kinross Parenting Strategy will contribute to delivery of these aims. Delivery of services to meet these aims is reflected in the action points in the Parents of Children Pre-Birth to 8 years including Young Parents.

### **Early Years Collaborative Stretch Aims**

- to ensure that women experience positive pregnancies which result in the birth of more healthy babies as evidenced by a reduction of 15% in the rates of stillbirths (from 4.9 per 1,000 births in 2010 to 4.3 per 1000 in 2015) and infant mortality (from 3.7 per 1000 live births in 2010 to 3.1 per 1000 live births in 2015).
- to ensure that 85% of all children within each Community Planning Partnership have reached all of the expected developmental milestones at the time of the child's 27 – 30 month child health review, by end 2016.
- to ensure that 90% of all children within each of the Community Planning Partnerships have reached all of the expected developmental milestones at the time the child starts primary school, by end 2017.

In Perth and Kinross the Early Years Collaborative recognises that parenting skills, engagement with parents, attachment and literacy skills are very important factors in developing the wellbeing of our children.

**Evidence2Success - Perth & Kinross Council** involves collaboration between Perth and Kinross Community Planning Partnership and Dartington Social Research Unit and aims to enhance the wellbeing of our children, young people and families across Perth and Kinross. Evidence2Success research included questionnaires provided by over 800 parents of children aged 0 – 8 or pregnant women and 8500 children aged between 9 and 15 years old.

In addition to the strategic influences, this refreshed Strategy has been guided by a consultation (Voices and Views) with over 700 parents, carers, local practitioners and strategic planners; and a mapping of existing provision in Perth and Kinross.

**Improving Maternal and Infant Nutrition: A Framework for Action** recognises that improvements to nutrition cannot be achieved in isolation; it must be in a broader context of improving health and wellbeing across the whole population. This framework for action stresses the importance of concentrating efforts on the early years and targeting those in need to ensure that health outcomes for children are improved and health inequalities reduced.

**Maternity Framework** is a refreshed Framework for Maternity Care in Scotland and Reducing Antenatal Health Inequalities – Outcome focused Evidence into Action Guidance.

**Getting Our Priorities Right: Working with Children, Young People and Families Affected by Problematic Alcohol and/or Drug Use** published in 2013 by the Scottish Government, this publication provides updated good practice guidance for all services, agencies and practitioners working with children, young people and families affected by problematic alcohol and/or drug use and has been translated into the Perth and Kinross practice context by way of a **Practitioner's Guide and On line toolkit**.

## 2 Background

### 2.1 Consultation and Research

A mapping of existing provision was completed to identify existing strengths and assets. The mapping exercise showed Perth and Kinross has a significant level of universal provision, particularly in the early years. Often embedded in local communities these universal services offer sustainable and accessible support for families in nurseries, schools, campuses, health centres and voluntary provision. It also highlighted that there is more provision in the more disadvantaged geographic areas such as North Perth and Rattray. Access to provision for families in more rural areas can be difficult. Across Perth and Kinross there is evidence that at times provision can be available but not well used. The issue here is related to improved engagement with parents and improved use of information and support for parents to access provision by service providers.

Through the Voices and Views consultation and a range of focus groups parents and carers were invited to share their views and support needs relating to family life. Almost seven hundred parents and carers took part in this consultation, including those of children with additional support needs, parents with problematic alcohol and/or drug use, parents of teenagers, parents from the Gypsy Traveller community, parents of very young children and kinship carers.

Key points from the survey and focus groups include:

- around 50% of respondents were aware of services to support them in their role as a parent/carer;
- preferred ways for receiving information are online, via email or via leaflet, but for parents who are more vulnerable word of mouth and peer contact is important; and
- respondents highlighted that they would like more support with/information about supporting children with schoolwork, handling children's behaviour, internet safety.

The E2S Surveys provide information for Community Planning Partners to consider when planning services; ensuring resources are targeted appropriately, are responsive to local need and are evidence based. In particular the project aims to increase the use of evidence based practice and programmes. Findings from E2S have contributed to identifying priorities in the Parenting Strategy and increased the use of evidence based parenting programmes.

As part of the E2S project views were sought from children, young people, expectant mothers and parents of children up to eight years of age through voluntary surveys.

Analysis of the information gathered through the survey highlights areas where children and young people are doing relatively well and areas where they perhaps require some additional support.

In specific relation to Parenting the findings indicate 'many families are finding parenting has many challenges, such as applying rules and boundaries consistently' (5)<sup>1</sup>. Evidence of this includes:

- only two in ten parents (22%) reported having rules and routines for their children (aged 3-8 years) for bedtimes, food and TV viewing
- over half of parents (53%) reported inconsistent implementation of rules for their children (0-8 years cohort)
- almost six in ten children (56%) reported that management of rules and boundaries in their family is strong (9-15 years cohort)

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<sup>1</sup> 'Evidence2Success Perth and Kinross', Dartington Social Research Unit, 2013



- almost six in ten children (57%) report that they have opportunities for positive family involvement (9-15 years cohort)

## 2.2 Local Impact / Progress

A review of the Perth and Kinross Parenting Strategy (2008 – 2012) identified a set of priorities illustrated throughout this document and in (Appendix 1):

- the importance of high quality information for parents and families;
- a range of priority areas including young parents and families affected by offending;
- opportunities for local planning and implementation;
- the value of collaborative/integrated working, ongoing training and networking opportunities.

There have been a number of independent reports providing information in support of the Parenting Strategy and offering suggestions for building on its implementation. These reports include a recent Education Scotland report (<https://www.educationscotland.gov.uk/>) focussed on Family Learning in Perth and Kinross.

### **Treasure Pouches Test of Change**

*“Baby and mum on floor joining in the songs and rhymes. Lots of touching and stroking baby – baby cooing back to her- introduced a treasure pouch and the baby grasped the chiffon and mum played peekaboo with him. He was very alert and responded to her actions. What this mum was demonstrating was that she was in tune with her baby. Mum was observed to really respond to this positive reinforcement.” (Observation at Rio House)*



### 3 Provision for Parents

#### 3.1.1 Access to Information

Families need access to high quality, accurate information to enable them to make informed choices about all aspects of family life such as childcare, family learning opportunities and specialist support.

Nationally, information for parents is available via a number of routes such as websites, forums, helplines and written material. Locally the provision of high quality information has always been important and the development of Childcare and Family Information Directories and the Perth and Kinross Parenting Handbook demonstrates this. The use of the national website [www.scottishfamilies.gov.uk](http://www.scottishfamilies.gov.uk) is also encouraged locally, with a range of information made available to families about childcare, activities and support across Perth and Kinross by the Childcare and Family Information Service. The national website Parentzone (Education Scotland) <http://www.educationscotland.gov.uk/parentzone/learningathome/index.asp> provides information for staff and parents on supporting learning at home.

Within health services in Perth and Kinross the Children & Young People & Families website and Facebook page has launched which offers information on all local services and encourages parents to request information they need.

However, despite the range of information made available to families, feedback still tells us that parents and carers struggle to access information with around 50% of families not aware of support available to them. To address the continuing challenge of providing information for families the following actions have been identified:

- produce a parent and family friendly version of the Strategy;
- promotion of what information is available and how to access, to public and practitioners;
- roll out the public information, communication and community engagement model via the Perth and Kinross Partnership Coordinators' Network which promotes the theme *"Keeping Safe in Your Community"*; aimed at promoting community confidence and building community capacity;
- expansion of information provided to include referral pathways.

#### 3.1.2 Engagement with Parents

We know from research, parental surveys and consultations that there are continued barriers for parents to access parenting programmes and learning opportunities. These exist for many parents but particularly those who are more vulnerable or disadvantaged, either geographically or due to social issues.

Those in identified Priority Groups (see below) often need support to address barriers to engagement. To address the challenge of widening engagement and participation in parenting support and opportunities the following key principles and actions have been identified for all services:

- further develop a skilled and welcoming workforce through training and sharing of good practice;
- improve access to engagement in parenting programmes by reducing barriers such as a lack of access to children, transport;
- widen digital skills and access for parents through IT provision;
- review existing venues to ensure they are welcoming whether in schools, health or community settings;

- develop methods to involve parents and community members in promoting services and provisions through local partnerships;
- build skills and capacity of parents, families and communities through community development approach;
- ensure services are designed to enable parents to access them at time and places which suit them.

### 3.2 Universal Provision for Parents

#### 3.2.1 Parents of Children Pre-Birth to 8 years

The importance of a child's earliest years has been researched and evidenced at length. It is agreed that to give a child the best start in life reduces their risk of poor outcomes and improves life chances. In Perth and Kinross the Early Years has been a core priority for many years with support developed through the Early Years Strategy becoming embedded in local provision. This provision focusses on engaging with parents, improving attachment, encouraging parent-child communication and supporting children's achievement of key milestones such as language skills.

#### ***Playstart Creche in Kinloch Rannoch***

*"Without the crèche I would not attend the group as I have a 2 year old and no immediate family in the area and I would miss out on the support and friendships I have made." (Parent)*

As part of the Children and Young People (Scotland) Act, 2014, pre-school education will be replaced with Early Learning and Childcare (ELC) with effect from August 2014. Children will be entitled to 600 hours of ELC, equivalent to 16 hours per week across the 38-week school session, with recognition that families have a variety of needs and preferences for accessing ELC. For the first time in Perth and Kinross, parents and carers can apply for split funding – a nursery placement with more than one provider. Additionally parents and carers will also be able to apply for up to five morning and/or afternoon sessions in school nurseries.

*"The 600 hours gives flexibility and a choice of options, I like the idea of having options growing over the next few years. 600 hours would also help us as it would give the opportunity for my wife to go back to work part time, even two days per week, and therefore be able to afford things for our children which at the moment is difficult."*

Further information for parents and carers is included in the Guide to Early Learning and Childcare in Perth and Kinross 2014-2015. [Guide to Early Learning and Childcare](#)

Evidence suggests that although young parents can provide loving and stable homes for their children, this is often through well-coordinated and consistent support. It is important that young parents have access to appropriate support networks within their local communities, which are a combination of informal peer and family support and more structured service provision.

With the enactment of the Children and Young People (Scotland) Act 2014, all children in Scotland will have a Named Person from birth. This will be a health professional, a midwife or health visitor, from birth and until the child starts primary school.

### **Impact of HUB provision of Full time places**

*“We are very happy with the opportunity this full time place has offered. It allows my child to continue his nursery education (including access to Speech and Language Therapy) uninterrupted by his sister’s on going hospital appointments”  
(Parent)*



The Parenting Strategy is directly linked to the local Early Years Strategy resulting in a number of shared actions which ensures provision is co-ordinated and responsive. The Early Years Collaborative further strengthens the commitment to Early Years in Perth and Kinross and provides a platform to develop evidence based provision which directly supports the Collaboratives’ stretch aims.

#### **The following actions have been identified:**

- strengthen links with maternity services to provide parenting information and support pre-birth;
- provide antenatal weight management support to all obese pregnant women;
- increase the number of partners that promote Healthy Start and support families to apply for and use the benefits;
- continue to deliver breastfeeding support through groups in communities;
- continue with and further develop activities which encourage and support secure attachment such as Infant Massage and attachment based Parenting Programmes such as Mellow Parenting;
- develop programme of support available to parents directly linked to the Early Years Collaborative Stretch Aims and the local priorities (Literacies, Attachment and Engagement with Parents);
- develop the evidence based parenting programmes: Family Nurse Partnership and Incredible Years (3 year olds) and Strengthening Families;
- develop a parental leadership programme;
- Home-Start Perth continue to develop the use of volunteers to support vulnerable families with children under 5;
- focus on preventative spending on the Early Years through E2S.

#### **3.2.2 Parents of Children/Young People aged 8 – 18 years**

There is an overwhelming volume of information and research that highlights the importance of investment in the Early Years and supporting families in the earliest stages. However, early intervention with parents of older children and teenagers cannot be overlooked as often this can be a time of new challenges and first challenges for a number of families.

Information gathered directly from local families through the Voices and Views Survey and focus groups suggests that supporting parents of older children and teenagers should be a

priority for Perth and Kinross. Those families who shared their views highlighted concerns linked to supporting their children with homework, handling teenage behaviour, internet safety and supporting their child with issues such as drug and alcohol use and sexual health.

From the time a child starts primary school their Named Person will be from Education Services. For further support the Named Person will work with other services including education and community staff, GPs, the Health Service and the voluntary sector.

**The following actions have been identified:**

- increase information on accessing support for parents of teenagers;
- deliver Internet Safety sessions for parents across Perth and Kinross;
- roll out Handling Teenage Behavior groups in each locality;
- introduce evidence based Strengthening Families programmes for parents and young people (age 10 – 14 years old);
- use E2S data to increase evidence based drugs and alcohol programmes.

## 4 Priority Groups

In addition to support for all families the Voices and Views consultation and results from Evidence2Success highlighted a number of Priority Groups in relation to supporting parents and families. All the areas identified as a key focus for attention are in line with those areas identified as a priority in the National Parenting Strategy and therefore carry a national commitment.

### 4.1 Young Parents and Young Carers

Research consistently tells us that adverse circumstances are both a cause and a consequence of adolescent parenthood. These studies also find that young women with the greatest risk of a teenage birth (rather than conception) are those whose mothers first entered parenthood themselves as a teenager.

Research also consistently suggests that child outcomes are related to their parents' level of education. Children with more highly educated parents are more likely, for example, to have a better vocabulary and do better in school.

Local provision focusses on engaging with parents, improving attachment, encouraging parent-child communication and supporting children's achievement of key milestones such as language skills.

Evidence suggests that although most young parents want what is best for their child and can provide loving and stable homes for their children, often this is only achieved through the provision of well-coordinated and consistent support.

It is important that young parents have access to appropriate support networks within their local communities which are a combination of informal peer and family support and more structured service provision.

The Family Nurse Partnership (FNP) Programme is a licensed programme, developed in the United States, where over 30 years of rigorous research has been shown to have benefits for vulnerable young families in the short, medium and long term over a wide range of outcomes. It is a preventative programme for young first time mothers. It offers intensive and structured home visiting, delivered by specially trained nurses, from early pregnancy until the child is two years old. The programme has three overarching aims: to improve pregnancy outcomes; to improve child health and development; and to improve parents' economic sufficiency. From January 2014, the programme was offered to every eligible young mother in Perth and Kinross.

#### **Family Nurse Partnerships**

*'I have found the visits have helped me a lot, they have helped me in a lot of ways. The visits helped me think about what is important in my life, and I can deal with things a lot better than I could before. It was good that the family nurse visits started when I was pregnant and went all the way through until my daughter's second birthday. Knowing the same nurse all the way through was important to me.*

*(Parent)*

There are currently 250 young carers supported by the PKAVS Young Carers Project in Perth and Kinross however research indicates that 1 in 10 children may have a caring role which would mean there are potentially 3000 in Perth and Kinross not yet identified.

Young Carers are children aged between 5 and 18 years old who have caring responsibilities at home that would usually be associated with an adult. In the case of the cared for person being a parent, often the child can come from a single parent family and therefore be the main carer for a parent or siblings.

**The following actions have been identified:**

- engage with young parents to encourage peer support and group activities;
- consider what additional support should be offered to teenage mothers who are not part of the Family Nurse Partnership Programme;
- address teenage conception in the Perth & Kinross Sexual Health and Blood Borne Virus (BBV) Strategy;
- ensure partners engage in the national development of Scotland's National Teenage Pregnancy Strategy.

#### **4.2 Fathers and Male Carers**

The Fathering role is often undervalued and not always recognised by fathers themselves as important or by professionals. Research indicates that children with a meaningful relationship with their father (or male carer/role model) go on to be more secure and confident adults. Across Perth and Kinross there are a range of services both universal and targeted that are accessible by both mums and dads but a significant majority of access is by mums. Evidence indicates that there are a range of barriers for men accessing universal provision, most notably that they are so dominated by women.

Work with fathers and male carers has been a longstanding priority within Perth and Kinross with a range of projects being developed in some areas.

**The following actions have been identified:**

- further roll out of Men and Kids and Family Clubs which men are known to attend;
- scope options for weekend service delivery to ensure services are available to men;
- provide training on engaging and working with men, including how to target services and use marketing effectively;
- continue delivering the National Progression Award Men and Childcare Course.

#### **4.3 Families Affected by Poverty**

'Tackling poverty' continues to be high on the national agenda. Our local figures are lower than the Scottish average but Perth and Kinross has pockets of deprivation. (40% of children and young people in Perth and Kinross live in families reliant on "out of work" benefits or child tax credit). The Evidence2Success survey (0-8 cohort) reported that 36% of the group surveyed reported living with relative poverty. There is a clear cycle of poverty that transfers these poor outcomes for families from generation to generation.

Alongside children, certain groups of people are at particular risk of poverty. These include lone parents, people who are not working, people affected by disability and people from ethnic minorities. The scale and intensity of poverty also varies with place. Poverty is most prevalent in urban areas, yet almost 100,000 people in rural areas of Scotland are income deprived.

The key drivers of poverty are inequality, low pay, inadequate benefits, poor quality work opportunities and lack of support for those with caring responsibilities, ill health or affected by disability.

In a period of Welfare Reform there are concerns that families in poverty or on the cusp will be further marginalised; supporting parents and families through changes to the benefits system and the implications of these is a priority. Parents report that even when working full time they do not have enough money to provide for their family.

#### **SPACE Group at RIO House**

*"I enjoyed the group despite English not being my first language especially the songs and treasure baskets. My daughter loved playing with the other baby and meeting his Mum"*  
(Parent)

*"I found the information of what's on in my area when I got to my new house was really helpful the group provided me with that information".*  
(Parent)

#### **The following actions have been identified:**

- continue working in partnership with Welfare Rights to raise staff awareness to ensure consistent information is shared with families and signposting is appropriate;
- deliver family budgeting sessions on finance, debt, energy and food
- deliver family cooking sessions;
- continue working in partnership with Adult and Family Learning staff, the voluntary sector, libraries, employment services and IT to support parents with form filling, accredited learning and employability;
- promote Healthy Start Scheme;
- increase access to affordable childcare by effective, promotion and engagement with parents;
- deliver 600 hours nursery provision and increase provision for vulnerable 2 year olds

#### **4.4. Vulnerable Families, Affected by Problematic Alcohol and/or Drug Use, Mental Health issues, Homelessness, Learning Disabilities or Domestic Violence**

The "Toxic Trio" (children, young people and families affected by parental problematic alcohol and/or drug use; parental mental health issues and domestic abuse) has been recognized both nationally and locally as having a huge impact on the lives of children and families.

An increase in the number of families affected by mental health challenges has been one of the most significant changes services have reported. Mental wellbeing is significant in contributing to long term outcomes for families, with research suggesting that poor mental health in children and young people will likely lead to poor mental health as adults. Also, mental health difficulties for parents can impact on their ability to provide a consistent and nurturing environment; although they generally want to care for their children as usual, mental illness can leave parents isolated and preoccupied with their own feelings and needs. Mental health issues can present in a number of ways and can affect any individual or family at any time.

Homelessness or threat of homelessness can impact on the wellbeing of all members of the family and the ability to respond to the needs of the children. Families can be homeless for a number of reasons such as, problematic alcohol and/or drug use, domestic violence etc, and in addition as a result of homelessness or vulnerable housing can experience poverty

There has continued to be a high demand for services from Women's Aid with the number of contacts in 2013 increasing by 23%. Between them the women had 162 dependent children. The profile of domestic abuse continues to rise across Perth & Kinross and has led to the introduction of MARAC arrangements (Multi Agency Risk Assessment Conference) with Police Scotland.



Early identification of parents with learning disabilities is picked up through the Unborn Baby Protocol due to the impact on the wellbeing of children.

### **John Muir Award Family Residential**

*"Gave me confidence in dealing with my children"*

*(Parent)*

*"Being together as a whole unit – not one here and there – more closeness"*

*(Parent)*



The Evidence2Success survey (0-8 cohort) report that:

- 32% of the group survey reported using cigarettes, alcohol or illegal drugs during pregnancy;
- 15% of the group surveyed reported mental well-being issues; and
- 25% of the group surveyed reported high levels of conflict within the family

### **The following actions have been identified:**

- raise awareness amongst staff re identifying mental health issues and how to signpost / refer on appropriately through training;
- working in partnership with colleagues in adult services, ensure needs identified through children's services are highlighted and staff are aware of availability of provision;
- working in partnership with Children and Adolescent Mental Health Services to explore ways of supporting families who have been referred to the service and are on the waiting list and/or families supporting a child/young person with a diagnosis;
- promoting wellbeing in communities by building community networks which can combat isolation and improve people's sense of wellbeing;
- continue the Perth and Kinross Learning Disability Parenting Forum (Adult and Early Years Social Work, Health, Education and the Voluntary Sector) ;
- continue the CEDAR programme for children and parents affected by domestic abuse;
- continue Change is a Must in order to undertake complex and intensive parenting assessments;
- implement and roll out the Perth and Kinross Practitioner's Guide and OnLine Toolkit to GOPR (Getting Our Priorities Right: Good Practice Guidance for all Services, Agencies and Practitioners Working with Children, Young People and Families Affected by Problematic Alcohol and/or Drug Use);
- continue screening via the multi-agency Children Affected by Substance Abuse (CAPSM) group to share information and agreed action based on GIRFEC principles;
- Continue to develop screening of concerns about safety and welfare unborn babies, children and young people through the Multi-Agency Screening Group (MASG);

- continue to work in partnership with Central Health Care to provide a dedicated health visiting service to disadvantaged parents

#### **4.5 Families Supporting Children with Additional Support needs**

The numbers of children and young people identified with additional support needs is rising and families are under increasing pressure to respond to the challenges that can be presented. Education and Children's Services work in partnership with the NHS and voluntary agencies to provide support both in educational establishments and with families at home in order to ensure children and young people can engage in learning and achieve all they can be.

##### **The following actions have been identified:**

- continue to support parents to be active participants in the planning and review of their child's educational needs;
- work in close partnership with voluntary agencies such as Parent to Parent, Perth Autism Support and ADHD to support children and families;
- further develop training and awareness of developmental disorders with school staff to ensure a responsive and effective delivery of support;
- ensure support and co-ordination of services for children (0 -5) with complex needs through a GIRFEC approach;
- increase the support to children and young people with the provision of a Young Advocacy Worker ECS, managed by Parent to Parent to augment existing services;
- implement an autism action plan that will enhance locality supports for families of children with ASD;
- Continue to extend support to parents of children and young people with a disability and embed the progress achieved through the Transitions Within the Community Project.

#### **4.6 Families Affected by Offending Behaviour**

Offending behaviour presents significant challenges for society, communities and families. Whether families are affected by offending through a parent or young person's criminal behaviour it can contribute to poor outcomes and can be an indicator of longer term difficulties. 'Families affected by offending' includes those living with someone engaging in criminal activity and also those with a family member serving a custodial sentence.

Currently, there is a strong partnership between Perth and Kinross Council, HMP Perth and the Third Sector which has seen a range of developments to support serving prisoners and their families.

##### **The following actions have been identified:**

- continue in partnership with HMP Perth to deliver parenting programmes and improve outcomes for children of offenders;
- support to prisoners and their families when they are released through access to community based services/family learning opportunities;
- development of support to parents/carers of young people involved in/at risk of offending;
- support the development of the Visitors Centre and families of prisoners in the community;
- support development of Public Social Partnership between Barnardos, Crossreach, Enable, Perth Prison and CPP partners to enhance family support to prisoners and their families and parents with learning disabilities;
- provide maternal and infant nutrition training to prison officers (family support officers).

**Parenting and Family Learning: Perth Prison**

*My friendship between me and my kid's mum has benefited from this and will help us work towards a better future for our girls."*

*"I think it's fantastic that my kids get to have these bonding visits with their daddy! They absolutely love it."*

*I know the prisoners are doing time for a reason but it's nice that it's acknowledged that the children still need to spend quality time with their dad! Thank you"*

**Visitors Centre- Perth Prison**

*"Playtime - Children whose dads are serving sentences in HMP Perth have a great new soft play area where they can enjoy themselves while waiting for visiting time to start."*

*(Crossreach Worker)*



## 5 Delivery

Structures supporting this refreshed Parenting Strategy offer improved routes for implementation. The Priority Groups outlined in the Strategy are common to a number of other local strategies and many actions are shared with the Early Years Parenting Sub-Group. Delivery is a mix of central and local services and partnership provision.

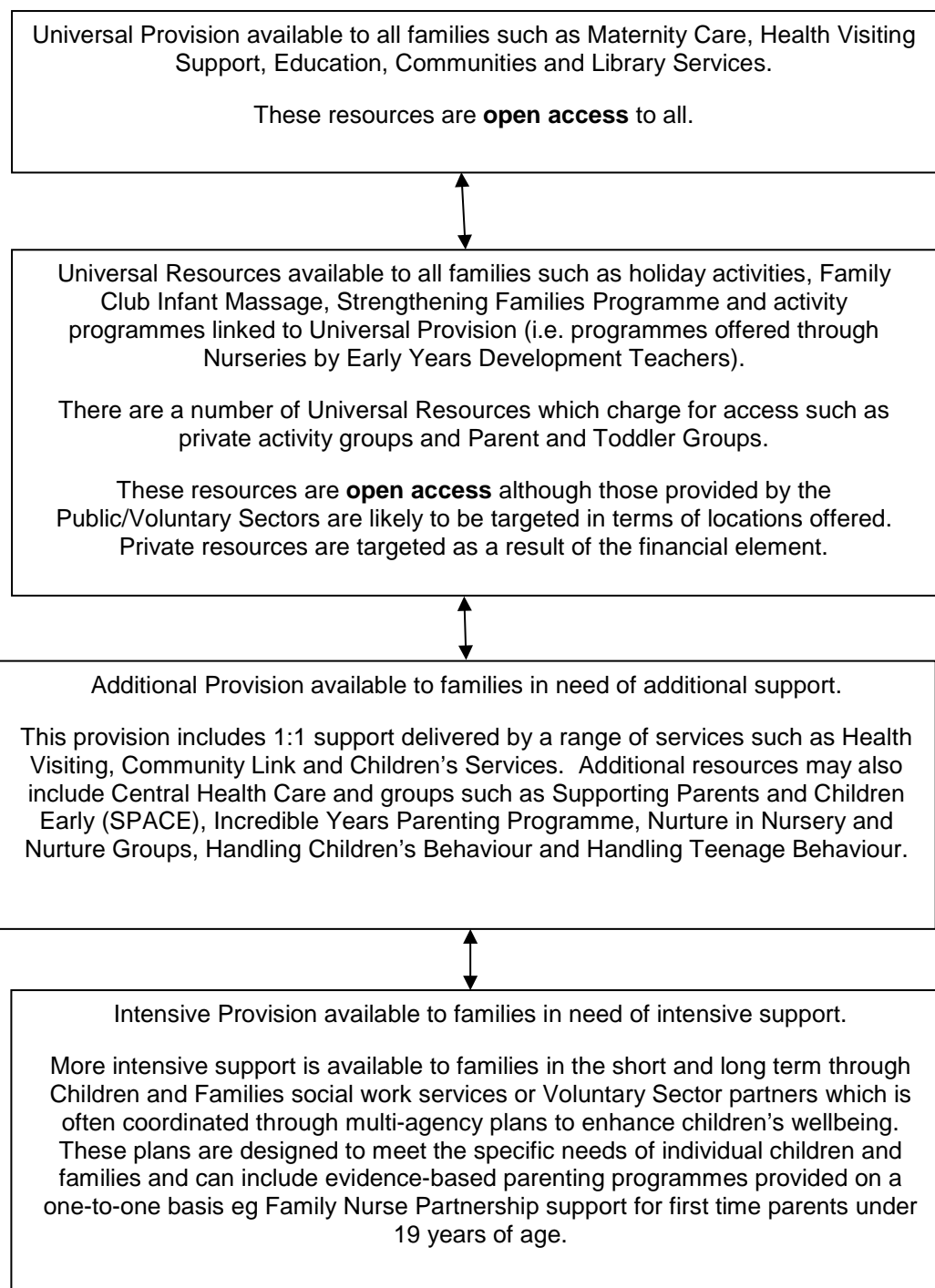
It is sensible to utilise existing structures for local planning as this streamlines processes and reduces additional demand on practitioners. Community Partnerships offer a natural position for the planning and implementation of the Strategy locally. Community Partnerships bring together practitioners from across sectors and services and local community members who have a significant role to play in the implementation of the Strategy. The involvement of local parents and representatives of community groups will ensure parenting services are influenced by local people and can also be more sustainably delivered by them.

Community Engagement and Community Capacity Building is critical to the success of the Strategy in ensuring influence and participation of local communities. The implementation of the Community Plan will ensure the link between local Community Partnerships and the strategic Outcome Delivery Groups for the Community Plan. As part of Evidence2Success the North Perth Community Partnership proved to be an effective platform for considering and developing local support for families. Parents in the Community Partnership have been consulted on the present Strategy and their views have informed the final document. Therefore, local implementation of the Parenting Strategy will be planned for through local Community Partnerships and based on a similar model to the North Perth Community Partnership adopted for Evidence2Success.

The Community Partnerships complement the proposed remodelling of the Council's Communities Service into locality based teams. Integration of Youth Justice and Youth Services will provide a wraparound service for vulnerable young people, young parents and families by working with other council services and 3<sup>rd</sup> sector providers both within schools and localities

## 5.1 Levels of Provision

The Strategy details different levels of intervention. This is a fluid structure with families moving in both directions depending on their wellbeing needs. Families may also access support at different levels at any one time. The less intensive levels of support are an important element of the structure as they often provide a platform for engaging with families and building relationships. In addition, universal resources can provide effective support in local communities and can often be key in building both community and parental capacity.



## 5.2 Delivery Approaches

A range of provision and delivery methods are important if the aims of the Strategy are to be met. However, it is also important for there to be a common set of values and methodologies underpinning provision as this ensures a core consistency across services which is recognised as essential for families:

- provision has a clear aim and purpose;
- the frequency, duration and level of intensity is in line with the needs of the families accessing provision;
- the importance of engagement is recognised and time for this allowed within provision
- engagement and delivery methods are responsive to those in need of/accessing support;
- there are clear links between services to ensure holistic support with the child and family at the centre;
- parents are engaged and identified as peer educators and leaders;
- parenting programmes are delivered with fidelity;
- service delivery is monitored and evaluated consistently;
- barriers to engagement are reduced eg childcare, transport and venues;
- appropriate methodologies and provision for parents with literacies and English as a Second Language.

Community capacity building underpins the removal of the stigma associated with support for families in local communities. Finding ways of parents supporting other parents in group settings, parents acting as peer tutors or befrienders will strengthen any interventions delivered by Community Planning Partners.

Families and parents with diverse needs respond differently to different methods at different times and a variety of techniques are required to ensure that services can engage responsively.

### 5.2.1 Family Learning

Family Learning is an essential method for supporting and engaging families.

*'Family learning improves the life chances of all families. Family learning works. It works because parental engagement in family learning has a large and positive impact on children's learning, giving children greater confidence and self-belief, with measurable benefits to their literacy, language and numeracy skills. It works because, for parents – especially those parents considered 'hardest to reach' – the wish to better support their children is often the key motive in overcoming any practical, financial or dispositional barriers to learning'*

*(National Institute of Adult Continuing Education, 2013)*

In Perth and Kinross Family Learning is used as an effective engagement tool universally (Bookbug Rhymetime) and to support families with more complex needs. As Family Learning involves the whole family it is often seen as a more informal method of delivery with which parents engage. Family Learning allows services to engage with families whilst supporting development in areas such as family relationships and parental confidence.

It supports parents into further learning opportunities related to Literacies, English for Speakers of Other Languages, accredited learning or employment. Family Learning will also offer an opportunity for families to contribute to wider community engagement and capacity building initiatives which inform service delivery and reduce barriers; all contribute to the Strategy outcome of families being part of a wider, caring community.

#### **Family Club – North Inch Community Campus**

*“My family look forward to Family club every week. It has given us quality time to spend together”*

*(Father)*

*“Family club has been a great opportunity for me to work with staff from a range of services. Parents have had the opportunity to engage with a range of staff in an informal environment about a variety of issues. This has led onto to a number of families being successfully linked up with other services.”*

*(Community Link Worker)*

*“When doing the promotional “ring around” one parent went so far as to say how much the encouragement from the staff had supported her in dealing with mental health issues”*

*(Family Learning Worker)*



### **5.2.2 Group Activities**

A range of services for families in Perth and Kinross are delivered through group work sessions. Groups can be unstructured parent led services such as informal Parent & Toddler groups, or more targeted provision led by a practitioner such as SPACE (Supporting Parents and Children Early) and Small Talk groups. Group work offers a number of benefits for families and parents including the opportunity to learn new skills, learn from the experiences and importantly develop social networks and reduce isolation within their own locality.

Group work offers a number of benefits for families and parents. It is also encouraged locally. A range of information is available to families about childcare, activities and support across Perth and Kinross [www.scottishfamilies.gov.uk](http://www.scottishfamilies.gov.uk)

### **5.2.3 One to One Support**

Although group work offers many benefits, for some parents and families individual support can be more appropriate. Families may not be in a position to access group based provision for a number of reasons and in these circumstances 1:1 support is available to them from Council, Health and Voluntary Sector providers.

The Child's Plan identifies appropriate range of interventions to address individual needs of parents as well as children often working with partners agencies and adult services.

## 5.2.4 Parenting Programmes

There is a wealth of research indicating that Parenting Programmes can be an effective intervention for families in need of additional support. Programmes can range from informal locally developed programmes universally available to more formal structured programmes designed to support families with specific issues.

As part of Evidence2Success there has been significant consideration given to the use of evidence based Parenting Programmes within Perth and Kinross, specifically to ensuring the most appropriate programmes are commissioned and delivered with fidelity.

Some of the programmes identified through Evidence2Success are focussed on those families in need of intensive support, whilst others will be made widely available to any family wanting to access support with parenting. There will continue to be a programme of support available to families in need of a less intensive resource through the Handling Children's Behaviour and Handling Teenage Behaviour Programmes. Speakeasy is an accredited course for parents, carers and those with a professional caring role. It provides participants with opportunities to gain the knowledge and confidence required to discuss relationships, sex and growing up with the children they look after. This informal and interactive group work programme is delivered by trained facilitators and encourages parents and carers to provide positive sex and relationships education in the home.

Through Evidence2Success and in consultation with practitioners the programmes recommended for Perth and Kinross are:

- Family Nurse Partnership (FNP) (targeted support for young parents of 0-2 year olds)
- Incredible Years (parents of 3 year olds)
- Strengthening Families (children aged 10 years old and their parents)

Other evidence based parenting and family learning programmes particularly targeting parents of children in the 0-3 age group include:

- Infant massage
- Parent Early Education Partnership (PEEP)
- Mellow Parenting
- Supporting Parents and Children Early (SPACE)



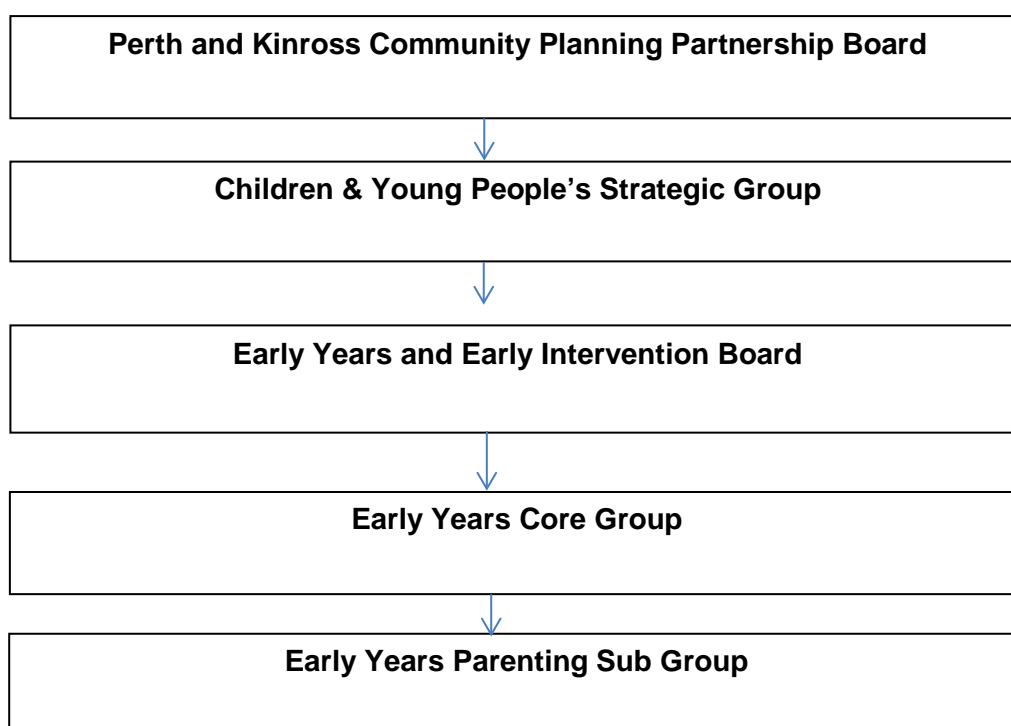
### 5.3 Delivery Progress - Monitoring and Reporting

The Early Years and Early Intervention Board will be responsible for the implementation and ongoing evaluation of the Strategy. Through the actions contained in the Early Years Sub Groups' Action Plans they will report back to the Children & Young People's Strategic Group annually. Monitoring and evaluation will take place via a number of routes, including the Early Years Collaborative Improvement Methodologies, Education Scotland Inspection Programme, Early Years Strategy Plan monitoring procedure and reporting on implementation of the Evidence2Success Improvement Plan. There are also clear accountability routes through the Early Years and Early Intervention Board to the Children and Young People's Strategic Group.

Additional external monitoring and scrutiny will also take place as part of the Care Inspectorate's Joint Inspection of Children's Services.

At a service delivery level, monitoring and evaluation should be consistent across provision and integrated as part of the service package received by families. Each service uses a performance and evaluation framework to measure the impact of delivery. A consistent evaluation would enable reliable comparison of provision which provides a platform for adopting and adapting good practice but also is helpful in terms of resource allocation.

#### Monitoring and Reporting



#### The following actions have been identified:

- evaluate local delivery in line with Early Years Collaborative Stretch Aims, Early Years and Evidence2Success outcomes;
- audit of parenting provision annually;
- review the Parenting Strategy Action Plan 6 monthly;
- plan a future Evidence2Success survey;
- The Early Years and Early Intervention Board will report to the Children & Young People Strategic Group 6 monthly;
- The Children & Young People Strategic Group will report high level delivery progress to the Community Planning Board 6 monthly;

- prepare themed position statements on parenting for external scrutiny and inspection by the Care Inspectorate.

Working in partnership, members of the Perth and Kinross Partnership Coordinators' Network, working in particular with the Alcohol and Drug Partnership, Adult Protection Committee, Child Protection Committee and the Violence Against Women Partnership, individually and collectively provide staff training and development opportunities, both single agency and multi-agency, aimed at developing a confident and competent workforce.

Joint workforce development opportunities are available to all practitioners across all services and agencies. Universally, OnLine staff training and development modules are also available to all staff aimed at [Protecting People Through Learning and Development](#).

## 6. Workforce Development

The Community Planning Partnership has a strong commitment to improving outcomes for children and young people through enhancing practice in all services delivering for all children and young people. This will be supported by the development of greater consistency on the core approach of staff. This will be based on the development of common core skills, knowledge and values (eg use of the Solihull Approach) relevant to public sector workers delivering services for children, young people and parents.

The Solihull Approach Model has been adopted by NHS Tayside and all frontline staff within Children, Young People and Families Service have been trained, providing professionals with a framework for thinking about children's behaviour that develops practice that can support effective and consistent approaches across agencies from antenatal to school years.

### Solihull Approach Training

*"Will use a whole family approach with young people now"*

*"I am going to try to implement the approach to my daily tasks and have a better understanding between mother and child relationships"*



A number of workforce development opportunities will be made available through the implementation of evidence-based parenting programmes. This will include enhancing the

expertise of those trained as group leaders and the skills and knowledge of the wider staff group through increased awareness of the methodology of these programmes.

Support for workforce development will be co-ordinated to complement those areas of practice identified as successful through the Early Years Collaborative 'Tests of Change', to support delivery of agreed parenting programmes and to contribute to any other related training needs as agreed.

Learning opportunities including 'raising awareness sessions' are available, by negotiation, to interested groups. The sessions may be delivered jointly by a number of agencies and content may be tailored to specific requirements. Opportunities aim to support early intervention and ensure outcomes for children and young people in Perth and Kinross. This allows for multi-agency workers across a variety of sectors.

### ***Men in Childcare***

*"On attending and meeting men in the same position as myself, I realise I am not alone in a female dominated profession"*

*"Coming from the building trade, a classroom situation is something I never thought I would see myself in. I would recommend the course."*



## **National and Local Strategies and Initiatives – Appendix 1**

The Strategy sets out a range of commitments to support parents and families. For instance our investment in the national *PlayTalkRead* Campaign includes a range of developments to support literacy, play and wider parenting skills. The PlayTalkRead Campaign is supported by the National Play Strategy (2013) [National Play Strategy](#).

[Getting It Right for Every Child \(GIRFEC\) - Perth & Kinross Council](#) is the methodology underpinning service delivery for children and adult services working in partnership around the child and family. It builds on universal health and education services and is embedded in the Early Years Framework and the Parenting Strategy.

Incorporating eight wellbeing indicators (Safe, Healthy, Achieving, Nurtured, Active, Respected, Responsible, Included) GIRFEC aims to have in place a network of support to promote wellbeing so that children, young people and their families get the right help at the right time.

[Children and Young People \(Scotland\) Bill](#) strengthens support for the GIRFEC agenda, aiming to improve the way services work to support children, young people and families. The Act also proposes to strengthen the role of early years support in children's and families' lives through additional hours and increased flexibility of free early learning and childcare.

[National Parenting Strategy](#) was launched by the Scottish Government with a clear purpose of making a positive difference to children and young people through parenting. The document is for all parents and recognises the importance of universal support and information through to more targeted services. In addition to the role of parents and carers the Strategy also highlights the importance of communities and service providers. It suggests that parents and carers alone cannot shoulder the responsibility of Scotland's future and therefore supportive communities, high quality information provision and effective and accessible services are crucial.

[Getting Our Priorities Right: Working with Children, Young People and Families Affected by Problematic Alcohol and/or Drug Use](#) published in 2013 by the Scottish Government, this publication provides updated good practice guidance for all services, agencies and practitioners working with children, young people and families affected by problematic alcohol and/or drug use and has been translated into the Perth and Kinross practice context by way of a [Practitioner's Guide and OnLine Toolkit](#).

[Improving Maternal and Infant Nutrition: A Framework for Action](#) recognises that improvements to nutrition cannot be achieved in isolation; it must be in a broader context of improving health and wellbeing across the whole population. This framework for action stresses the importance of concentrating efforts on the early years and targeting those in need to ensure that health outcomes for children are improved and health inequalities reduced.

[Maternity Framework](#) is a refreshed Framework for Maternity Care in Scotland and Reducing Antenatal Health Inequalities – Outcome focused Evidence into Action Guidance

The aim of the refreshment of Scotland's Framework for Maternity Care and the accompanying, practical antenatal inequalities Evidence into Action. Guidance is to strengthen the contribution NHS maternity care makes to improving maternal and infant health *and* reducing the unacceptable inequalities in maternal and infant health outcomes.

**Key drivers for refreshing the framework are:**

- The need to reduce inequalities in maternal and infant health outcomes at birth and across the life course;
- The need to measure improved access, care and experience for all women, prioritising improvements for those at risk of poor health outcomes;
- The need to develop tailored, proportionate, universal provision which identifies and facilitates access to specialist provision where needed;
- The need to strengthen communication and collaboration between services providing maternity care;
- The need to use women's experience of care to drive service improvement;
- The importance of strengthening NHS Board planning of maternity care at regional level; within local Children and Adult service planning processes and within local Community Planning Partnerships;
- The fundamental and critical importance of workforce planning and development to ensure that all women and their babies are cared for by the right team of people, with the right skills, in the right place, every time.

The framework describes the number of overarching principles and service descriptors for each part of a woman's, baby's and family's journey through maternity care. These are designed to strengthen two key aspects of maternity care provision:

- the quality of the care and support provided by NHS services, ensuring it is person centred, safe, effective, equitable, timely and efficient for every woman, baby and family every time;
- The contribution of maternity services as partners with Local Authority and other public services, including the Third Sector.

## Progress Related to Parenting Strategy Priorities (2008 – 2013) – Appendix 2

Since the launch of the previous Parenting Strategy and Early Years Framework, the Early Years Strategy Groups have supported the delivery of:

- Nursery Hubs in those areas identified as most in need together with a number of full time nursery places to support those families requiring additional assistance resulting in an integrated locality based approach to delivery of services to better support children and their families;
- Early Years Development Teachers - development of services for children 0-8 and their families, through a team of Early Years Development Teachers have supported the establishment of effective local services allowing high quality and appropriate support. Locality based, they work across a range of schools, nurseries, partner provider nurseries, playgroups and mother and toddler groups impacting positively on the liaison between a variety of agencies and families.
- Development and implementation of a Family Learning Framework ensuring expansion of family learning opportunities in localities;
- Two information resources; the Perth & Kinross Parenting Handbook and Childcare and Family Information Directories for local areas provide families and professionals with easy access to clear, concise information on local activities, services and support.
- training and network events including, Working with Fathers, Handling Children's/Teenage Behaviour, Speakeasy, Infant Massage, Family Learning Seminars: Early Years Conferences, Parenting Forums;
- a range of provision in partnership with HMP Perth such as leaflets to support fathers to communicate with their children, family play experiences and the delivery of Handling Children's Behaviour Programmes within the prison;
- a range of targeted/specialist services to support those families most in need, such as the Family Nurse Partnership, The Family Nurse Partnership is a highly researched model and has been run as part of a national Scottish Government pilot for the past two years. NHS Tayside has now secured small-scale permanency and a Perth base will be established this year.
- development of Supporting Parents and Children Early (SPACE) groups linked to Nursery Hubs and in Rio House providing parenting and family learning opportunities;
- Men and Kids and Men and Children Matter community groups and activities;
- Playstart crèches to enable partnership working with parents are a key factor in breaking down barriers to participation and successfully delivering parenting programmes and family learning;
- Men in Childcare training; a free childcare course for men over 16 has enabled 10 men between January – March 2014 to gain an SQA award, "The Process of Play";
- Muirton Community Nursery has removed barriers to employment for low income families and parents/carers of children in need;
- The Cedar programme is a therapeutic group work programme for children and mothers which has brought transformational change beginning to heal the effects of exposure to domestic abuse;
- Change is a Must undertakes complex and intensive parenting assessments;
- Children affected by Parental Substance Misuse (CAPSM), a multi-agency group has shared information, assessed and intervened to improve outcomes for children and families.
- Family Residentials provide families in North Perth with an opportunity to have a positive learning experience together, while gaining Family John Muir Awards. Regular residential involve many families in communicating skills, improved relationships and activities to continue at home.

In Perth and Kinross the Early Years Collaborative has developed a significant number of small **'tests of change'** with parents to assess effectiveness and suitability of improvement for further roll out.

Examples include:

- attracting more fathers and male carers to Child and Family Centre to be involved in groups and activities with their children;
- improving consistency amongst health staff and highlighting the developmental screening and routine review pages of the Personal Child Health Record when parents attend for their child's 1 year immunisation;
- providing an opportunity for new parents to improve communication and attachment with their babies through play using the Treasure Pouch resource;
- innovative approaches to improve learning outcomes for the children of parents with English as a Second language at Muirton Nursery and enable parents to access services;
- increasing high quality play provision for families and encouraging parents to make time to play through a Time2Play for children and families.

***Time2Play (Family Activities)***

*"Enjoyed the team building and working together."*

*(Parent)*



Short = within 3 -12 months  
 Medium = within 12 – 18 months  
 Long = within 18 months – 2 years

## PARENTING STRATEGY ACTION PLAN – Appendix 3

Actions	Lead Agency	Target Date
<p><b>3.1.1 Access to Information</b></p> <ul style="list-style-type: none"> <li>produce a parent and family friendly version of the Strategy</li> <li>further develop promotion of information to parents to access services</li> <li>roll out the Perth and Kinross Partnership Coordinators' Network public information, communication and community engagement model across Perth and Kinross</li> <li>ensure referral pathways for support for parents are clear</li> </ul>	<p>ECS/North Perth P/Ship CPP</p> <p>P&amp;K Partnership Coordinators' Network CPP</p>	<p>Short</p> <p>Medium</p> <p>Short</p> <p>Long</p>
<p><b>3.1.2 Engagement with Parents</b></p> <ul style="list-style-type: none"> <li>further develop a skilled and welcoming workforce through training and sharing of good practice</li> <li>improve access to engagement in parenting programmes by reducing barriers such as a lack of access to children, transport</li> <li>widen digital skills and access for parents through IT provision</li> <li>review existing venues to ensure they are welcoming whether in schools, health or community settings</li> <li>develop methods to involve parents and community members in promoting services and provisions through local partnerships</li> <li>build skills and capacity of parents, families and communities through community development approach</li> <li>ensure services are designed to enable parents to access them at time and places which suit them</li> </ul>	<p>ECS/NHS ECS/HCC</p> <p>CPP ECS</p> <p>ECS</p> <p>CPP</p> <p>CPP</p>	<p>Medium Medium</p> <p>Medium Medium</p> <p>Medium</p> <p>Long</p> <p>Medium</p>
<p><b>3.2.1 Parents of Children Pre-birth to 8 years</b></p> <ul style="list-style-type: none"> <li>strengthen links between maternity services and partners to provide parenting information and support pre-birth</li> <li>provide antenatal weight management support to all obese pregnant women</li> <li>continue to deliver breastfeeding support through groups in communities</li> <li>increase the number of partners that promote Healthy Start and support families to apply for and use the benefits</li> <li>continue with and further develop activities which encourage and support secure attachment such as Infant Massage and attachment based Parenting Programmes such as Mellow Parenting</li> </ul>	<p>NHS</p> <p>NHS NHS NHS</p> <p>NHS/ECS</p>	<p>Short</p> <p>Short Medium Medium</p> <p>Medium</p>



	NHS/ECS	Long
<ul style="list-style-type: none"> <li>develop programme of support available to parents directly linked to the Early Years Collaborative Stretch Aims and the local priorities including literacies, parenting and engagement with parents</li> <li>develop the evidence based parenting programmes: Family Nurse Partnership, Incredible Years (3 year olds) and Strengthening Families</li> <li>develop a parental leadership programme with Columba 1400</li> <li>Home-Start Perth continue to develop and increase the use of volunteers to support vulnerable families with children under 5</li> </ul>	<p>ECS</p> <p>ECS</p> <p>Home-start</p>	<p>Medium</p> <p>Short</p> <p>Medium</p>
<p><b>3.2.2 Parents of Children/Young People aged 8 – 18 years</b></p> <ul style="list-style-type: none"> <li>increase information on accessing support for parents of teenagers</li> <li>deliver Internet Safety sessions for parents across Perth and Kinross</li> <li>roll out Handling Teenage Behaviour groups in each locality</li> <li>introduce evidence based Strengthening Families programmes for parents and young people (age 10 – 14 years old)</li> <li>use E2S data to increase evidence based drugs and alcohol programmes</li> </ul> <p><b>4.1 Young Parents and Young Carers</b></p> <ul style="list-style-type: none"> <li>engage with young parents to encourage peer support and group activities</li> <li>consider what additional support should be offered to teenage mothers who are not part of the Family Nurse Partnership Programme</li> <li>address teenage conception through delivery of the Perth &amp; Kinross Sexual Health and Blood Borne Virus (BBV) Strategy</li> <li>ensure partners engage in the national development of Scotland's National Teenage Pregnancy Strategy</li> </ul>	<p>ECS/NHS</p> <p>ECS</p> <p>ECS</p> <p>ECS</p> <p>ECS</p> <p>ECS</p> <p>ECS/NHS</p> <p>NHS</p> <p>NHS</p> <p>NHS</p>	<p>Medium</p> <p>Short</p> <p>Medium</p> <p>Medium</p> <p>Medium</p> <p>Medium</p> <p>Medium</p> <p>Medium</p> <p>Medium</p>
<p><b>4.2 Fathers and Male Carers</b></p> <ul style="list-style-type: none"> <li>further roll out of Men and Kids and Family Clubs which men are known to attend</li> <li>scope options for weekend service delivery to ensure services are available to men</li> <li>provide training on engaging and working with men, including how to target services and use marketing effectively</li> <li>continue delivering the National Progression Award Men and Childcare Course</li> </ul>	<p>ECS</p> <p>ECS</p> <p>ECS</p> <p>ECS</p>	<p>Medium</p> <p>Long</p> <p>Medium</p> <p>Short</p>
<p><b>4.3 Families Affected by Poverty</b></p> <ul style="list-style-type: none"> <li>continue working in partnership with Welfare Rights to raise staff awareness to ensure consistent information is shared with families and signposting is appropriate</li> <li>deliver family budgeting sessions on finance, debt, energy and food</li> </ul>	<p>HCC</p> <p>ECS</p>	<p>Medium</p> <p>Medium</p>

<ul style="list-style-type: none"> <li>• deliver family cooking sessions in each locality</li> <li>• continue working in partnership with Adult and Family Learning staff, the voluntary sector, libraries, employment services and IT to support parents with form filling, accredited learning and employability</li> <li>• promote the Healthy Start Scheme by all partners</li> <li>• increase access to affordable childcare by effective promotion and engagement with parents</li> <li>• deliver 600 hours nursery provision and increase provision for vulnerable 2 year olds</li> </ul>	<p><b>ECS</b> <b>ECS</b></p> <p><b>NHS</b> <b>ECS</b></p>	<p><b>Medium</b> <b>Short</b></p> <p><b>Short</b> <b>Long</b></p>
<p><b>4.4. Vulnerable Families Affected by Problematic Alcohol and/or Drug Use, Mental Health Issues, Learning Disabilities or Domestic Violence</b></p> <ul style="list-style-type: none"> <li>• raise awareness amongst staff re identifying mental health issues and how to signpost/refer on appropriately through training</li> <li>• working in partnership with colleagues in adult services, ensure needs identified through children's services are highlighted and staff are aware of availability of provision</li> <li>• working in partnership with Children and Adolescent Mental Health Services to explore ways of supporting families who have been referred to the service and are on the waiting list and / or families supporting a child/young person with a diagnosis</li> <li>• promoting wellbeing in communities by building community networks which can combat isolation and improve people's sense of wellbeing</li> <li>• continue the Perth and Kinross Learning Disability Parenting Forum (Adult and Early Years Social Work, Health, Education and the Voluntary Sector)</li> <li>• Perth Women's Aid continue the CEDAR programme for children and parents affected by domestic abuse</li> <li>• continue Change is a Must in order to undertake complex and intensive parenting assessments</li> <li>• implement and roll out the Perth and Kinross Practitioner's Guide and OnLine Toolkit to GPR (Getting Our Priorities Right: Good Practice Guidance for all Services, Agencies and Practitioners Working with Children, Young People and Families Affected by Problematic Alcohol and/or Drug Use)</li> <li>• continue screening via the multi-agency Children Affected by Substance Abuse (CAPSM) group to share information and agreed action based on GIRFEC principles</li> <li>• Continue to develop screening of concerns about safety and welfare unborn babies, children and young people through the Multi-Agency Screening Group (MASG)</li> <li>• continue to work in partnership with Central Health Care to provide a dedicated health visiting service to disadvantaged parents</li> </ul>	<p><b>ECS</b></p> <p><b>HCC/ECS</b></p> <p><b>ECS/NHS</b></p> <p><b>CPP</b></p> <p><b>NHS/ECS</b></p> <p><b>Perth Women's Aid</b></p> <p><b>ECS</b> <b>ADP/CPC</b></p> <p><b>ECS</b></p> <p><b>ECS</b></p> <p><b>NHS</b></p>	<p><b>Medium</b></p> <p><b>Medium</b></p> <p><b>Medium</b></p> <p><b>Long</b></p> <p><b>Short</b></p> <p><b>Short</b></p> <p><b>Short</b></p> <p><b>Short</b> <b>Shor</b></p> <p><b>Short</b></p> <p><b>Short</b></p> <p><b>Short</b></p>

<p><b>4.5 Families Supporting Children and Young People with Additional Support Needs</b></p> <ul style="list-style-type: none"> <li>continue to support parents to be active participants in the planning and review of their child's educational needs</li> <li>work in close partnership with voluntary agencies such as Parent to Parent (P2P), Perth Autism Support (PAS) and ADHD Support Group to support children and families</li> <li>further develop training and awareness of developmental disorders with school staff to ensure a responsive and effective delivery of support</li> <li>Continue to ensure support and co-ordination of services for children (0 -5) with complex needs through</li> <li>Increase the support to children and young people with the provision of a Young Advocacy Worker to augment existing services</li> <li>Implement an autism action plan that will enhance locality supports for families of children with ASD</li> <li>Continue to extend support to parents of children and young people with a disability and embed the progress achieved through the <u>Transitions Within the Community Project</u></li> </ul>	<p><b>ECS</b></p> <p>ECS/Parent to Parent /PAS/ADHD Support</p> <p>ECS/Parent to Parent/PAS/ADHD Support</p> <p>ECS/NHS/Parent to Parent</p> <p>ECS/Parent to Parent</p> <p>ECS/HCC/NCC</p> <p><b>ECS</b></p>	<p><b>Medium</b></p> <p><b>Medium</b></p> <p><b>Medium</b></p> <p><b>Long</b></p> <p><b>Short</b></p> <p><b>Long</b></p> <p><b>Short</b></p>
<p><b>4.6 Families Affected by Offending Behaviour</b></p> <ul style="list-style-type: none"> <li>continue in partnership with HMP Perth to deliver parenting programmes and improve outcomes for children of offenders</li> <li>support to prisoners and their families when they are released through access to community based services/family learning opportunities;</li> <li>develop of support to parents/carers of young people involved in/at risk of offending</li> <li>support the development of the Visitors Centre and families of prisoners in the community</li> <li>support development of Public Social Partnership between Barnardos, Crossreach, Enable, Perth Prison and CPP partners to enhance family support to prisoners and their families and parents with learning disabilities</li> <li>provide maternal and infant nutrition training to prison officers (family support officers)</li> </ul>	<p><b>SPS</b></p> <p><b>SPS/ECS</b></p> <p><b>ECS/ Crossreach Barnardos/ Crossreach</b></p> <p><b>NHS</b></p>	<p><b>Long</b></p> <p><b>Long</b></p> <p><b>Long</b></p> <p><b>Long</b></p> <p><b>Medium</b></p> <p><b>Medium</b></p>
<p><b>5.3 Delivery Progress - Monitoring and Evaluation</b></p> <ul style="list-style-type: none"> <li>evaluate local delivery in line with Early Years Collaborative Stretch Aims, Early Years and E2S outcomes</li> <li>audit of parenting provision annually</li> <li>review the Parenting Strategy Action Plan 6 monthly</li> </ul>	<p><b>CPP</b></p> <p><b>ECS</b></p> <p><b>ECS</b></p>	<p><b>Short</b></p> <p><b>Medium</b></p> <p><b>Short</b></p>

<ul style="list-style-type: none"> <li>• plan a future Evidence2Success survey</li> <li>• The Early Years and Early Intervention Board will report to the Children &amp; Young People Strategic Group 6 monthly</li> <li>• prepare themed position statements on parenting for external scrutiny and inspection by the Care Inspectorate</li> </ul>	<p><b>ECS</b> <b>ECS</b> <b>ECS</b></p>	<p><b>Long</b> <b>Short</b> <b>Short</b></p>
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\*Timescales:

- Short = within 3 -12 months of Strategy being published
- Medium = within 12 – 18 months of Strategy being published
- Long = within 18 months – 2 years of Strategy being published

Appendix 2



# Perth and Kinross Parenting Strategy 2014-2019 "A quick read"



## **What is the Parenting Strategy and why do we have one?**

The local Parenting Strategy for Perth and Kinross and the National Parenting Strategy for Scotland recognise that parents are important and that different families have different needs at different times. Within this strategy a parent is defined as anyone with a parenting role of children from pre-birth to young adults. In Perth and Kinross we want to ensure; **all children to have the best start in life and ensure that families are nurtured and supported.**

To develop a local Strategy, discussions with parents, carers and staff took place. These discussions helped to identify what is important in Perth and Kinross. Almost nine thousand young people, parents, carers and staff were asked their views and opinions (through Evidence2Success research and Voices and Views consultation) on the support that they felt may be needed in family life.

### **The four main aims that were identified are:**

Children achieve their potential in a nurturing and safe family environment

Parents are confident in their skills to bring up their children

Families are part of a wider, caring community with opportunities to engage in learning

Children are resilient and have improved life chances with increased wellbeing

### **Priority Groups**

The strategy includes actions that will improve life chances for all families and additional support is available for those who may need it.

Priority groups include: Young Parents, Fathers/Male Carers, Families Affected by Poverty, Vulnerable Families Affected by Substance Misuse, Mental Health, Learning Disabilities or Domestic Violence, Families Affected by Offending Behaviour and Parents of Children with Additional Support Needs

Organisations within Perth and Kinross will consider these when developing their services. Some of the key organisations are: Tayside NHS, Perth and Kinross Council, Tayside Police, Her Majesty's Prison Perth, Home-Start Perth, Muirton Community Nursery, Barnardos, Crossreach and Action for Children.

## **Engagement with Parents**

We know from research and local parental surveys that there are continued barriers for parents to access parenting programmes and learning opportunities.

To address this key actions have been identified for all organisations:

- further develop a skilled and welcoming workforce through training and sharing of good practice
- improve parents access to parenting programmes
- widen digital skills and access for parents through IT provision
- ensure venues are welcoming
- develop methods to involve more parents and community members in promoting provision
- build skills of parents, families and communities
- ensure parents can have access to services at times and places which suit them



### **What actions have been identified?**

Nationally all children in Scotland now have a Named Person whose task is to be a point of contact for concerns about wellbeing and to help get the right support for children and families, at the right time. This will be a health professional, a midwife or health visitor, from birth until the child starts primary school. From the time a child starts primary school their Named Person will be from Education Services, normally the Headteacher. Within the local strategy, actions are divided into various groupings taking into account different family circumstances.

#### **Universal provision for parents of Children Pre-birth to 8 years**

The importance of a child's earliest years has been researched and it is agreed that if we give a child the best start this improves life chances. In Perth and Kinross Early Years is a core priority with a focus on engaging with parents, building family relationships, encouraging parent-child communication and supporting children's achievement of key milestones.

Here are some of the actions that have been identified and that organisations will work towards and further develop:

- **Maternity services provide accessible parenting information, support pre-birth and link to other parenting services**
- **Antenatal weight management support to all obese pregnant women**
- **Breastfeeding support through groups in communities**
- **Programmes of support available to parents**
- **Evidence based parenting programmes: Family Nurse Partnership and Incredible Years (3 year olds) and Strengthening Families**
- **The use of volunteers to support vulnerable families**
- **Ways of using funding on preventative work with the Early Years through Evidence2Success research**



### **Universal provision for parents of Young People aged 8 – 18 years**

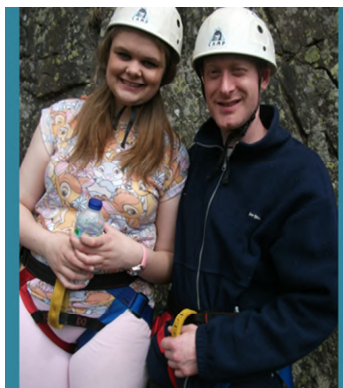
Support for parents of older children and teenagers cannot be overlooked as often this can be a time of new challenges and first challenges for a number of families.

Information gathered directly from local families through the Voices and Views Survey and focus groups suggests that supporting parents of older children and teenagers should be a priority for Perth and Kinross. Those families who shared their views highlighted concerns linked to supporting their children with homework, handling teenage behaviour, internet safety and supporting their child with issues such as drug and alcohol use and sexual health.

The following actions have been identified and organisations within Perth and Kinross will work together to ensure appropriate actions are taken to achieve them.

Organisations will work towards and further develop:

- information on accessing support for parents of teenagers
- Internet Safety sessions for parents across Perth and Kinross
- support for parents with teenagers
- Evidence based Strengthening Families programmes for parents and young people (age 10 – 14 years old)
- the use of Evidence 2 Success data to increase evidence based drugs and alcohol programmes



## Priority Groups and Key Actions

The strategy includes actions that will improve life chances for all families and additional support is available for those who may need it.

### Young Parents

- engage with young parents to encourage peer support and group activities;
- consider what additional support should be offered to teenage parents

### Families Supporting Children with Additional Support needs

- continue to support parents to be active participants in the planning and review of their child's educational needs
- further develop training with school staff to ensure effective delivery of support.
- Ensure support and co-ordination of services for children (0 -5) with complex needs
- Increase the support to children and young people with the provision of a Young Advocacy Worker
- Implement local autism action plan

### Vulnerable Families Affected by Substance Misuse, Mental Health, Learning Disabilities or Domestic Violence

- promote wellbeing in communities by building community networks which can combat isolation and improve people's sense of wellbeing;
- continue programmes for children and parents affected by domestic abuse
- explore ways of supporting families who have been referred to the Children and Adolescent Mental Health Services and who are on the waiting list for support or a diagnosis

### **Families Affected by Poverty**

- continue to work with Welfare Rights to raise staff awareness to ensure consistent information is shared with families
- deliver family budgeting sessions and family cooking sessions
- organisations continue to work together to support parents with form filling, accredited learning and employability
- promote Healthy Start Scheme - [Healthy Start](#)
- deliver 600 hours early learning and childcare for 3-5 year olds
- **establish 600 hours early learning and childcare for 2 year olds from workless families**



### **Fathers and Male Carers**

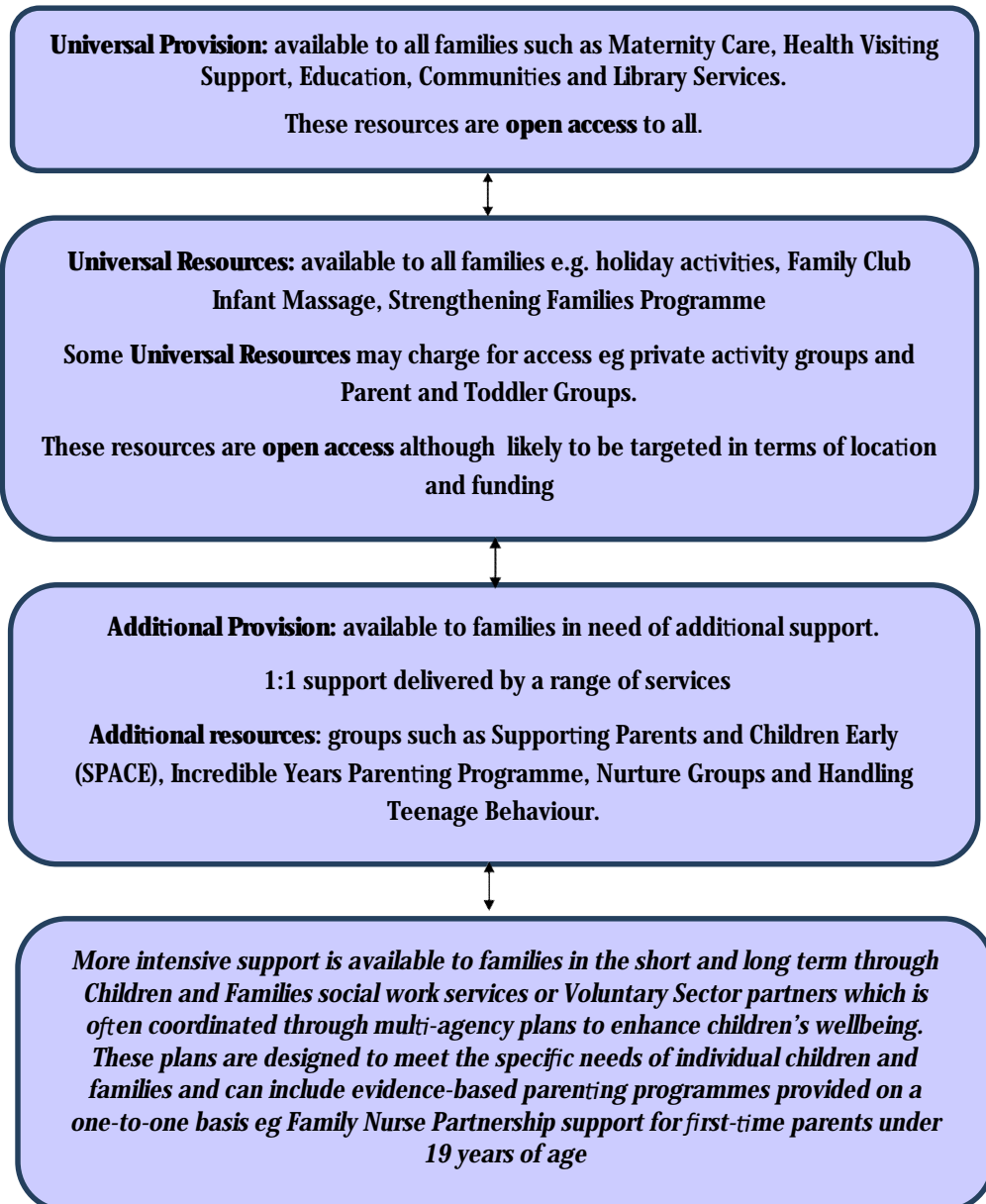
- further roll out Men and Kids and Family Clubs
- consider options for weekend service delivery
- provide worker training on engaging and working with men
- continue delivering the National Progression Award Men and Childcare Course

### **Families Affected by Offending Behaviour.**

- continue to work with HMP Perth to deliver parenting programmes
- support to prisoners and their families when they are released
- develop support to parents/carers of young people involved in/at risk of offending;
- support the development of the Visitors Centre and families of prisoners in the community;
- provide maternal and infant nutrition training to prison officers (family support)

### What levels of Support are available to Children and Families?

The table below shows resources and support available. Families may access support at different levels at any one time.





### **Delivery Approaches**

Families and parents with diverse needs respond differently to different methods at different times and a variety of techniques are required to ensure that services can engage responsively.

- **Family Learning** involves the whole family in informal, fun learning activities eg holiday activities, Family Club and Family Cooking
- **Group Activities** - Groups can be unstructured parent led services such as informal Parent & Toddler groups or more targeted provision led by a practitioner eg Small Talk groups. families can learn new skills, reduce isolation and make new friends
- **One to One Support** is available to for families from Council, Health and Voluntary Sector providers.
- **Parenting Programmes** can be effective for families in need of additional support. Programmes can range from informal locally developed programmes to more formal structured programmes designed to support families with specific issues.

## **Access to Information**

Families need access to high quality, accurate information to enable them to make informed choices about all aspects of family life such as childcare, family learning opportunities and specialist support.

If you would like to read the full Parenting Strategy ([link to Parenting Strategy here](#)).

Further information for parents can be found at:

- EYC - Early Years Collaborative
- Parent Zone - The Parent Zone
- Perth and Kinross Family Information Directories -
- Childcare and Family Information Directories PKC
- GIRFEC - Getting It Right for Every Child (GIRFEC) - Perth & Kinross Council
- E2S - Evidence2Success - Perth & Kinross Council
- Perth & Kinross Early Years Strategy - Early Years Strategy
- Children & Young People (Act) - Children and Young People (Scotland) Bill
- National Parenting Strategy - National Parenting Strategy

