



Argyll and Bute Parent and Family Support Strategy 2017 - 2020



“Working together to achieve the best for children, young people and families”

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Getting it Right for Argyll and Bute's Children and Young People

Introduction

Argyll and Bute recognises the important role of all parents who are involved in raising children of all ages and stages. Through their role of carer, role model and teacher, parents are the greatest influence on a child's life.

The promotion of the Parenting and Family Support Strategy is a crucial aspect of our approach to early intervention and prevention because we know that effective parenting is the key influence in positive outcomes for our children and young people.

This is the foundation of 'Getting it Right for Every Child' (GIRFEC), so that children and their families get the right help at the right time. This also contributes to the work of the Locality Children's Forums, the strategic Children's Services Plan, National Outcomes in the Scottish Government's National Performance Framework, the Argyll and Bute Education Strategy and local outcomes identified in the Argyll and Bute Single outcome agreement.

By bringing together universal services including health, education, social work and working with the voluntary sector we want to provide support which can make a difference to parents and carers who need a little information and support or to those with long term needs, from pre-birth through to adulthood.

Underpinning Principles

Argyll and Bute's Parenting and Family Support Strategy addresses the following key areas:

- Easy access to clear, concise information on everything from pregnancy through to the teenage years
- Informed, co-ordinated support to enable parents to develop their parenting skills, whatever their need, wherever they live
- Promotion of attachment and parenting support
- Universal parenting support
- Family support
- Targeted support for families facing additional pressures that impact on day-to-day parenting
- Improved availability of and access to early learning and childcare and out of school care, taking into account families in rural areas

Children's Services

'Argyll and Bute's Children Strategic Group' is the strategic multi agency governance group responsible for the provision and monitoring of services to children across Argyll and Bute. Membership comprises of representatives from Argyll and Bute Council and Health and Social Care Partnership, Police Scotland, Fire Service and third sector representatives. The overarching principles are in line with 'Getting it Right for Every Child' (GIRFEC). This strategic partnership group reports to the community planning process and helps to deliver commitments made in the Single Outcome Agreement.

The remit of the group includes:

- The development and implementation of the strategic Children's Service Plan
- Proactive scrutiny of services for children and young people across agencies, in consultation with young people and their families
- Monitoring of services for vulnerable children and young people
- Monitoring Getting it Right for Every Child implementation and maturity
- Co-ordinated consultation on and responses to national documents and those arising from individual agencies
- Monitoring and ratifying children's service policies across agencies

National Context

There is a strong national agenda on parenting and providing the right support when required in order to *'give the children and young people of Scotland the best start in life'* (National Parenting Strategy, 2012).

Below are some of the national drivers which influenced this strategy:-

- Curriculum for Excellence (2004)
- Scottish Schools (Parental involvement) Act (2006)
- Better Health, Better Care (2007)
- The Early Years Framework (2008)
- Getting it Right for Every Child (2008)
- Pre-Birth to Three (2010)
- Commission on the Future Delivery of Public Services (2011)
- National Parenting Strategy (2012)
- The Early Years Collaborative (2012) – now Children and Young People's Improvement Collaborative (CYPIC)
- Raising Attainment (2012)
- Supporting Young's People's Health and Wellbeing (2013)
- Children and Young People (Scotland) Act 2014
- Education (Scotland) Act 2016
- National Improvement Framework (2016)
- Health and Social Care Standards – My Support, My Life (2017)



Local Context - Argyll and Bute Family Pathway

The local context within Argyll and Bute has been vital in shaping this strategy, with key factors helping to determine how we target support where it is required. Argyll and Bute is geographically the second largest authority in Scotland. Families live in a range of locations from large towns such as Helensburgh and Oban, to rural and island locations. It is important in developing a family strategy that we consider the challenges and opportunities within each locality of Argyll and Bute and respond accordingly.

Following engagement with the Early Years Collaborative (now CYPIC) in 2014, agencies across Argyll and Bute engaged with parents and practitioners to develop the 'Argyll and Bute Family Pathway'. We tested the idea of multi-agency teams working together within localities in partnership with parents to build on local opportunity to overcome local need. In doing so, the Pathway is able to provide a strong framework to link national priorities and makes them relevant within a local context. It empowers communities to make the change they want to see. It also uses the shared language and system of GIRFEC for all children and families.

The Argyll and Bute Family Pathway creates coherence in support for children pre-birth – school entry and their families through the development of a family pathway. We aim to:

- Develop consistency with transitions between named persons: midwife – health visitor and health visitor – head teacher
- Improve the wellbeing of our children and their families (pre-birth – school entry) using the shared language of GIRFEC and the use of our *wellbeing indicator tool*
- Develop the use of the shared language of GIRFEC with all parents through an asset based approach – 'working with' rather than 'doing to'.

Key Contact Points within the Argyll and Bute Family Pathway



Multi- agency Pathway Champions now work together in partnership with parents and children to ensure further development of local opportunity to overcome local need. The shared system and language of GIRFEC builds a shared understanding and clarity around expectations for families. Parents are becoming more aware of the support available and how they can access that support should they need it.

Local Drivers

In addition to the Argyll and Bute Family Pathway, there are a range of local drivers and policies which influence this Parent and Family Support Strategy:

Argyll and Bute Education Vision and Strategy – ‘In Argyll and Bute, we work together to ensure children and young people experience a positive start that supports and nurtures as well as builds firm foundations for later life.’

Argyll and Bute Learning and Development Framework 0-5 Years – ‘Warm, reciprocal relationships are influential in promoting effective learning and emotional wellbeing for the child. Through these positive early experiences children have opportunities to develop emotional literacy; the ability to feel loved, secure and appreciated. These can impact on future outcomes and life chances.’

Argyll and Bute Anti- Poverty Strategy – ‘We want an Argyll and Bute where no-one lives in poverty. Everyone should be able to achieve their potential and feel healthy, happy and valued. We want to be a place where everyone understands that tackling poverty is everyone’s responsibility. We believe that if we act locally, and in partnership, we can make a real difference.’

Argyll and Bute Parental Engagement Strategy – ‘We recognise that most of a child’s development takes place outwith our schools and therefore the role of families and carers is critical to ensuring our children and young people succeed. We want to support families to engage meaningfully in their child’s education.’

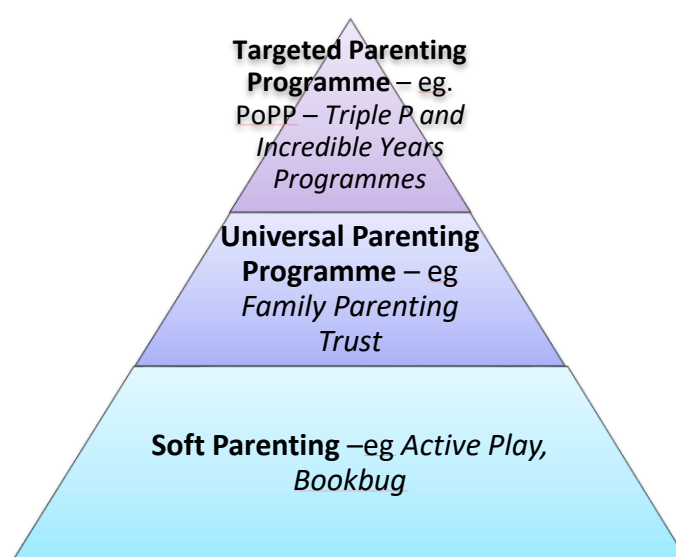
Argyll and Bute Children and Young People’s Services Plan – ‘Argyll and Bute’s vision commits partners across Argyll and Bute to working together to achieve the best for children, young people and families.’

Developing a Parenting and Family Support Strategy for Argyll and Bute

Providing a structured approach to parenting programmes within universal services supports the Getting it Right for Every Child early intervention approach and promotes positive parenting experiences which will help reduce health, social and emotional issues in later life.

Working with parents to help them to grow and develop in their role and feel confident in their ability to care for their children is a key element of this Strategy.

Equity of support for families is based on their particular needs. A number of tiered positive parenting programmes are being offered, these include:



Working together across agencies and sectors plays a key role in ensuring broad, coherent and consistent parenting provision for parents and carers. Services use forums such as ‘Argyll and Bute’s Children’, Locality Planning meetings and Children’s Plan meetings to work together to provide the best support to families. However, not all parents choose to engage in formal parenting programmes, which is why our soft parenting activities are so important. There is now a real focus in delivering soft parenting activities such as ‘Stay and Play’ and ‘Active Play’ sessions as part of ELC provision. Building strong and mutually respectful relationships with parents is also an important feature of these sessions.

Intervention Framework for Parent and Family Support

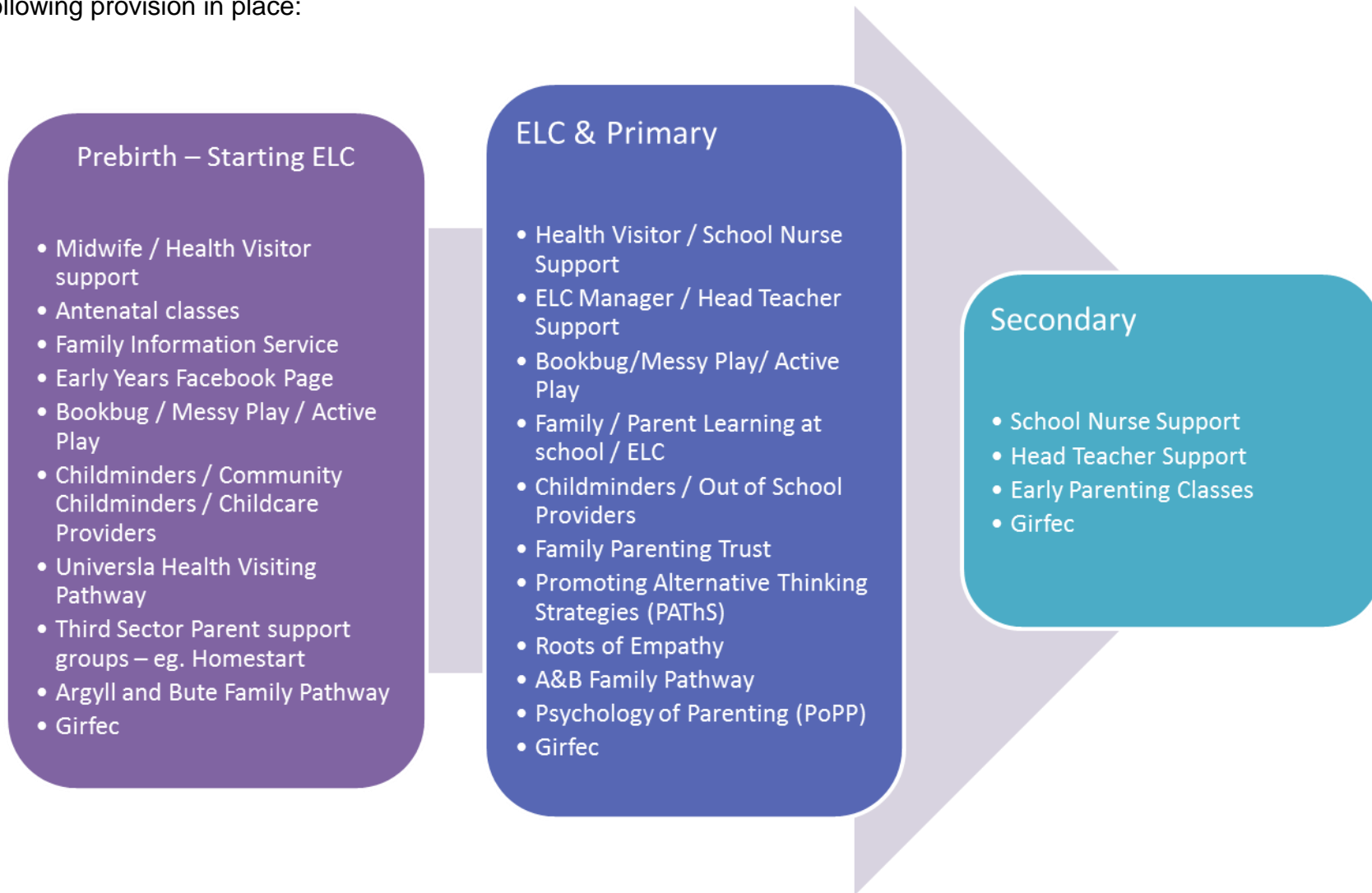
We propose to use a framework for intervention which specifies 4 levels of support, ranging from what is available universally to more intensive support.

It is key for partners across Argyll and Bute to have shared definitions around levels of need for parents and families and a clear framework of delivery will act as a positive driver towards using the strength of universal services to prevent issues from escalating through earlier identification and intervention, making use of universal services to better meet the needs of vulnerable children and families.



Existing Parenting and Family Support Provision

The vision for a Parenting Strategy in Argyll and Bute is to align the positive work of agencies and organisations to ensure cohesive universal and targeted parenting and family support provision for all our families in Argyll and Bute. At present we have the following provision in place:



Targeted Parenting Programmes

The Psychology of Parenting Project (PoPP)

The Psychology of Parenting Project targets 3 and 6 year-olds with elevated levels of behaviour problems utilising two evidence-based parenting programmes. These are The Incredible Years ELC programme and Level 4 Group Triple P. Practitioners from across Argyll and Bute are trained to deliver both targeted parenting programmes, as well as universal Triple P discussion groups.

The model resonates with the GIRFEC framework placing children at the centre of services, and values the assets of the families and the communities in which they live.



Changing Lives Initiative

The changing lives initiative is an early intervention service for children aged 3 to 7 and their families. The service is aimed at children with hyperkinetic disorder, which is a strong predictor of Attention Deficit Hyperactivity Disorder (ADHD). This year initiative will focus on disadvantaged border areas in Northern Ireland, Ireland and Scotland.



Planning our Future Parenting and Family Support Strategy

Parent and Family Support Driver Diagram 2017 – 2020

Aim – *what, by how much, by when*

Primary Drivers – *the main factors that drive the aim*

Secondary Drivers - Secondary factors/actions that influence delivery of the primary drivers

PDSA Ideas -Possible theory of what actions can be tested to deliver the drivers

By March 2020, 100% of agencies working with children, young people and their families in Argyll and Bute will engage in the delivery of Parenting and Family Support Strategies across all four tiers.

Operational definition of engage:

- Delivery of programmes
- Referring in to programmes
- Sharing information on parenting and family support

Engagement of Agencies

Engagement of Parents

Parenting Programmes

Communication

Training

Accessibility

Relationships

Collaboration

- Train staff groups in localities to deliver evidence based parenting programmes
- Test ways of engaging with parents less likely to engage in mainstream services
- Early identification of need through the Named Person and GIRFEC approach
- Equip staff to deliver universal parenting programmes
- Encourage attendance at soft parenting groups (Bookbug, Play@home)
- Ensure parents are aware of services and supports available in the community
- Provide training and resources to facilitate knowledge and understanding on attachment
- Test ways of promoting health improvement activities between children and parents
- Create opportunities for parents, communities and professionals engaged in building parenting capacity to share practice and exchange information

Parent and Family Support Action Plan – 2018-2020

ACTIVITY	ACTIONS	OUTPUTS	TIMEFRAME
<p>Map, recommend and test improvements on how parents currently access information and advice to ensure information is tailored to the needs of different groups</p> <p>Develop a Parent and Families Communications Plan to:</p> <ul style="list-style-type: none"> • develop a set of evidence-based key messages for parents and families • outline and timetable key methods of communication for parents and families • ensure our workforce are enabled to deliver key messages to parents and families in an appropriate and accessible manner <p>Develop a structure, system and process to ensure parenting and family support is guided strategically, and actions are implemented operationally across the CPP</p> <p>Develop and agree the evidence-based programmes and services for parents and families of children 0 – 18 years</p>	<ul style="list-style-type: none"> • Map current document and leaflets • Recommend and test improvement 	<ul style="list-style-type: none"> • Increase attendance at groups 	2017
	<ul style="list-style-type: none"> • Develop a communications plan 	<ul style="list-style-type: none"> • Increase parental awareness of groups • Ensure the workforce is equipped with the skills. Knowledge and training to deliver programmes 	2018-19
	<ul style="list-style-type: none"> • Establish a Parent and Family Support steering group, reporting to Argyll and Bute’s Children 	<ul style="list-style-type: none"> • Ensure senior leaders within the CPP (Community Planning Partnership) are aware of the parenting agenda 	2018-19
	<ul style="list-style-type: none"> • PoPP <ul style="list-style-type: none"> - Incredible Years, Triple P, Discussion Groups • Family Caring Trust • Mellow Bumps / Parenting 	<ul style="list-style-type: none"> • Families can access a number of evidence based programme across Argyll and Bute 	2018-19

Parent and Family Support Action Plan – 2018-2020

ACTIVITY	ACTIONS	OUTPUTS	TIMEFRAME
Develop core skill set required by the universal workforce to improve early identification and support for parents and families	<ul style="list-style-type: none"> • Programme staff training and development in parenting and family support sessions • Ensure this feeds into workforce development plans • EYS work with ELC settings to develop a family learning programme which reflects the challenges and opportunities unique to each setting • NHS Highland to be lead agency in recruiting parenting co-ordinator – to be in post by August 2018 • Develop multi-agency steering group • Increase the number of IY (Incredible Years) practitioners • Raise awareness of programme 	<ul style="list-style-type: none"> • Raised awareness and confidence in staff to signpost parents to the best source of help and support 	2017-2020
Ensure our workforce are equipped with the knowledge and skills to effectively engage with parents, families and communities, delivering services and supports across the Intervention Framework		<ul style="list-style-type: none"> • Each ELC setting will build stronger relationships with parents and partners within each community 	2018-2020
Recruit a Parenting Co-ordinator to oversee the development of the Argyll and Bute Parenting Pathway		<ul style="list-style-type: none"> • Parenting Co-ordinator will be responsible for implementation of the 'Argyll and Bute Parenting Strategy' • Parenting Co-ordinator will ensure progress is made within action points identified 	2018 - 2020
Engage in the 'Changing Lives Initiative'		<ul style="list-style-type: none"> • Parents of children manifesting ADHD type behaviours will be supported and feel less isolated • Changing Lives structure will increase uptake of other parenting programmes 	2018-2020

Implementation of the Strategy

Who will be responsible for the successful implementation of the Parenting Strategy?

- Following the development of the Argyll and Bute Parenting Pathway, 'Parenting Champions' within each locality will support all four tiers of parenting provision in their area.
- The Argyll and Bute Parenting Co-ordinator will monitor progress within each locality and within the Parenting and Family Support Action Plan
- The Parenting Co-ordinator will report on progress to the Argyll and Bute Parenting Steering Group
- The Consultant Nurse Children and Families will report on progress to 'Argyll and Bute's Children Strategic Group'

How will we know that we are getting it right?

- Establish a baseline of current provision to enable robust measurement of progress
- Use the Model for Improvement to establish effective measures
- Ask parents and carers what they need
- Ask practitioners what they need
- Evaluate progress using qualitative and quantitative data
- A report will be published annually to share progress against the 'Parent and Family Support Action Plan

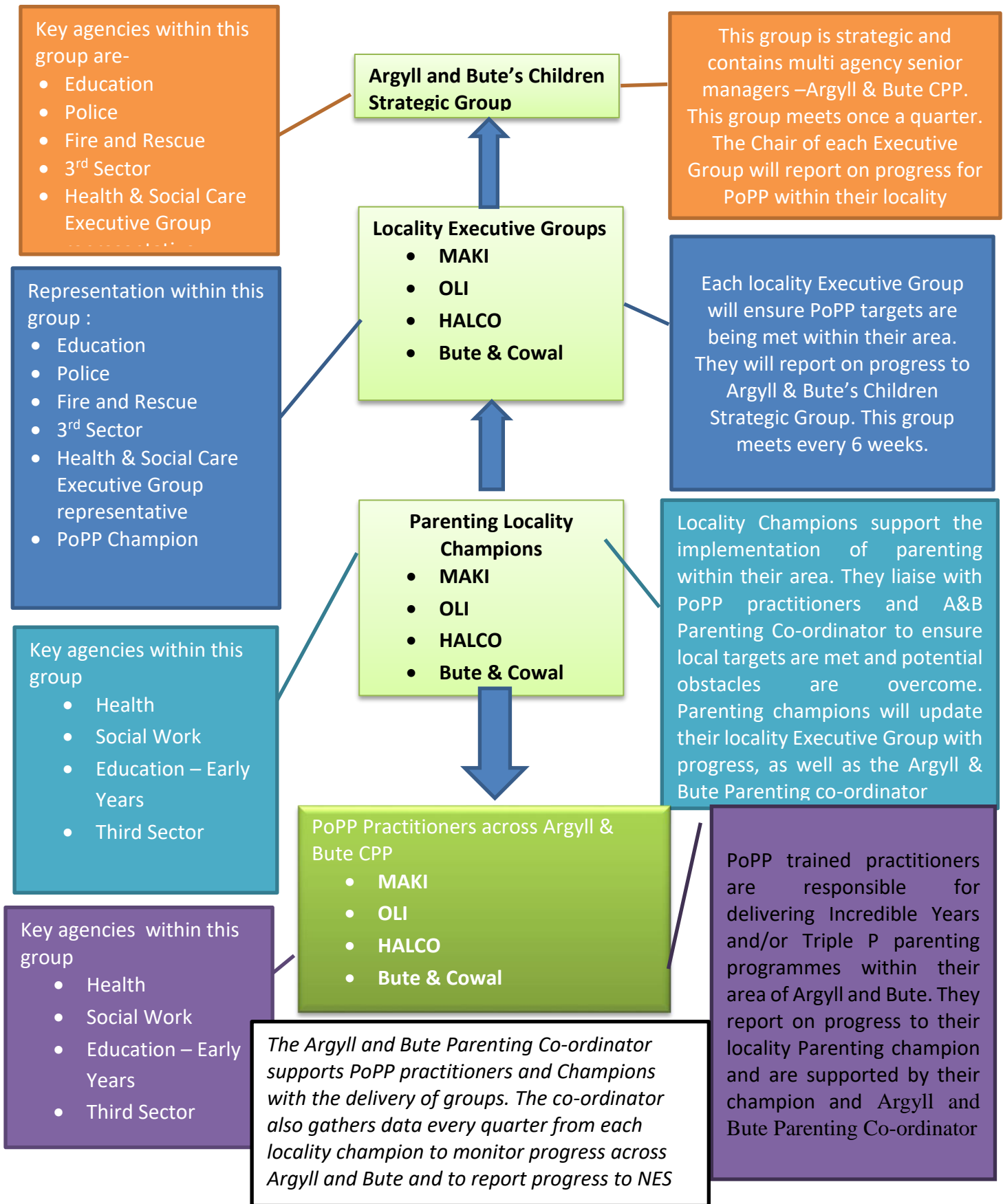
Who will implement the Strategy?

There are many partners who will contribute to the 'Parent and Family Support Strategy' – this all depends on the partners who are able to offer a service within each locality.

However, listed below are the main partners who will support delivery:

- Health practitioners – Nursery Nurses, Health Visitors, Midwives, Health Care Assistants
- Social Work – Social Workers, Social Work Assistants
- Third sector – Homestart, Children First, Women's Aid, etc
- Education – Partner Providers, Childminders, Childcare and Education Workers, Early Years and Family Support Workers, ELC Classroom Assistants, Teachers, Head Teachers

Parenting and Family Support Governance Flowchart within Argyll & Bute CPP



“Working together to achieve the best for children, young people and families”