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ParentClub



The Scottish Government Stakeholder Toolkit Managing the Challenges of Parenting

Version 1.0 – 08-10-2020

Contents

Introduction	3
The campaign	4
How you can support us	5
How to use the resources	7
Key messages	8
Support for parents	10
Useful contacts	11

Introduction

Parent Club has radically changed how the Scottish Government communicates to parents. Organising multiple health, education and financial support campaigns under one umbrella.

Parent Club speaks to parents in a supportive, non-judgemental way, using peer-to-peer content and a community feel. From teatime tantrums to bedtime battles, parents can tap into the best tips from other parents and carers who have done it all before.

ParentClub.scot features hundreds of articles across dozens of topics, from getting their vaccinations, to help getting them to eat their tea. All families are different and have their own challenges, but every parent wants their kids to grow up healthy and happy. Parent Club is there to help parents every step of the way.

The campaign

Being a parent is one of the best jobs in the world but it can be hard work. Whether children are fighting over their toys, having a meltdown when they can't wear pyjamas to school, or having huffs and puffs over homework, it can be a struggle for parents to keep their cool. There are things parents can do which will help them stay calm.

From 7 November 2020, all physical punishment of a child will be illegal, meaning children in Scotland will have the same protections against assault as adults. For more details on the Act **click here**.

Parent Club understands that being a parent is great fun but there will be days when it all feels a bit too much and that it can be difficult to keep calm when kids are acting up.

To help parents manage the challenges ahead, Parent Club has some tips on **cop**ing with **being a parent** and **keeping calm with your wee one** so you can **build a rewarding relationship** together.

How you can support us

We know you will be busier than ever at the moment. We hope these resources will streamline some of your parental communications and save you time.

However, if you are unable to use the resources, please do reshare posts from Parent Club on Twitter, Facebook, and Instagram as this will increase the reach of this messaging, and ultimately help parents cope and stay calm when their kids are acting up.

Please help us spread the reach of these helpful messages across social media using relevant Parent Club social channels and using **#ParentClub**:

- Facebook: @ParentClubScotland
- Twitter: @parentclubscot
- Instagram: @parentclubscotland



How you can support us

A number of communication materials to reach parents across Scotland have been created for you to use on your own channels. The below summary gives an overview of the type of assets available and how best to utilise them on your channels.

Newsletter copy

Simply download the newsletter text, copying and pasting it into your newsletters or online notice boards where relevant.

SMS/WhatsApp copy

Use the suggested SMS/WhatsApp copy to share campaign messaging directly and quickly. This recourse is particularly useful for families with limited or no digital access.

Summary campaign document

This document can be used to send out directly to parents and provide them with an overview of key messages and resources available to them.

Social media video and copy

There are a number of suggested social media posts which can be used as follows:

Download the campaign videos and pair with the corresponding copy on Facebook, Instagram, and/or Twitter.

Ensure the images and the copy are the correct ones for the message you are sharing.

You may adapt the copy to suit your followers, however please be sure to link to **ParentClub.scot**, as this will be the most up-to-date resource for parents.

Please use **#ParentClubTips** and **#ParentClub** to help us track engagement across social media, and mention our relevant Parent Club social channels:

Facebook

Twitter

Instagram

How to use the resources

This campaign is live across digital throughout October and November.

Links to campaign materials

All of the assets from the previous page can also be found in the Dropbox and FTP links below:

Login details

Username: union-sgcovid_read

Password: 9-9rS80*@xsFd@Z

Accessible versions of the summary campaign document are available in:

- Easy-read English
- Audio
- British Sign Language



Key messages

- Being a parent is the best job in the world, but it can also be one of the most stressful. There will be days when it all feels a bit too much, as the coronavirus pandemic will have likely shown, with kids spending more time at home while schools and nurseries were closed.
- To help parents manage the difficult and often unpredictable situations with their kids, whether that's dealing with tantrums or keeping households calm if you have to self-isolate, Parent Club is sharing some tried and tested tips from other parents on how to keep it calm.
- Parent Club is a digital information resource, support hub and online community offering practical advice and support for parents and carers across Scotland. The site includes a range of tips from helping parents to keep calm, to coping with difficult behaviour.
- As parents will know, how they are feeling can affect how they react to a situation, so there are tips to also show how parents can put themselves in a better frame of mind to be able to deal with stressful situations.



Key messages

- There are numerous times of the day that parents could potentially face challenges from their kids, whether it's not doing their homework, arguing with siblings and being loud or dealing with a crying toddler who isn't getting their way. Parent Club is aware of how the pandemic restrictions may increase the chances of such behaviours.
- If parents feel they're getting frustrated and losing patience, there are ways to calm things down.
- Parents should try avoiding eye contact with their children for a moment as they try to calm down, counting to five with their eyes closed or even asking their young ones to count with them, stepping away for 5 minutes if this can be done safely and taking some deep breaths until they feel more composed.
- Kids will be getting used to a new routine again as they settle back into school or nursery and may have to endure periods of time in isolation if they develop coronavirus symptoms. Often they don't mean to be testing, they are just simply being kids and it's often the way that the parent is feeling at the time that can make a situation seem worse.
- Parent Club also includes tried and tested tips to help prevent some of those challenging situations, including setting clear house rules and clear consequences; remembering to notice when children are being good; recognising good behaviour and setting clear rewards.
- Being a parent isn't easy. For more ideas from other parents to help keep it calm, visit **parentclub.scot**.
- Parent Club recognises that families can face a variety of pressures that reach beyond coping with challenging situations with their children, so they have launched a new directory which signposts parents to wider and more specific support around different pressure points. This can be found at: **parentclub.scot/family-support-directory**

Support for parents

Free Online Parenting Course

While we know parents may be under different pressures right now, they might be interested in looking at this free online parenting course for parents and carers of children aged 0 to 19. The course aims to help parents and carers understand their child's development, support them emotionally and improve their relationship. Parents can use code 'tartan' to gain their free access.

Children 1st Parent Line

It's important for parents to remember that they are not alone - all of us struggle from time to time. Children 1st Parentline are there to support parents and their families.

Family Support Directory

Being a parent or carer isn't always easy, and sometimes we all need some help. The Parent Club Family Support Directory brings together all the helpful organisations, benefits and information that support parents and carers, no matter what your situation or stage your child is at.

For more tips, advice and resources see our [Parent Club page on coping with parenting](#).

Thank you



Thank you so much for your continued support of Parent Club and these important campaigns.

Parent Club can also share posts from our partners and stakeholders. If you would like us to reshare any content from your channels, please do get in touch.

We want to be sure these resources and communications are working for you and would welcome any thoughts, suggestions or requests regarding our campaigns. Please get in touch with any feedback you have.

For more information and support, please contact:

Fiona McDiarmid
Account Manager
Union Connect
Fiona.McDiarmid@union.co.uk

For further campaign information, please contact:

Rachael Vassallo-Watson
Senior Marketing Manager
Parental Audience - Scottish Government
Rachael.Vassallo-Watson@gov.scot