

## Parenting Support Action Plan

Action/Activity	By When?	By who?	Performance Measures/Targets	Key risks & risk controls	Resources
<i>Examples of Activities to carry forward each Action are given below. Further Activities will be developed as the Strategy is implemented</i>		<i>Full name of post, lead officer and Org plus other partners</i>	<i>What would be the impact? How much? How well? Is anyone better off?</i>	<i>What could stop this happening and what controls could be put in place?</i>	<i>Where would the resources come from for doing this? Include targeted budgets / new funding / reprioritisation of existing resources / areas of activity that will cease</i>
<b>1. Establish appropriate parenting support training and development opportunities at each stage of their professional career for all staff working with parents and prospective parents</b>					
<ul style="list-style-type: none"> <li>• Carry out training audit with key practitioners and managers providing parenting support against National Occupational Standards</li> <li>• Report to Workforce Reform Board</li> <li>• Develop specific training and staff development targeted to identified groups of practitioners to enable them to engage more effectively with parents currently underrepresented in our universal and targeted parenting support services as identified in the Strategy</li> </ul>	<p>March 2008</p> <p>April 2008</p> <p>July 2008 and ongoing</p>	<p>Strategic Lead Children North East</p> <p>Strategic Lead</p> <p>Workforce Reform Board</p>	<p>100 practitioners audited 10 managers</p> <p>Reports identify training priorities</p> <p>Action plan produced to extend parenting practitioner training</p>	<p>Lack of capacity to carry out audit Low level of engagement by staff <b>Control:</b> Identify specific funding for work Use local knowledge to identify and engage staff</p>	<p>PESCO budget</p>

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<b>2. Ensure that the CYPIS Directory contains accurate, easy to access and regularly updated information on parenting support services available across Newcastle</b>					
<ul style="list-style-type: none"> <li>Ensure all entries relating to parenting support accurately reflect service availability</li> <li>Establish robust locality based intelligence gathering processes to ensure information regularly updated</li> <li>Develop the search capacity of the Directory so it presents information in the form of closest 'fit' rather than alphabetically</li> </ul>	<p>March 2008</p> <p>June 2008 and ongoing</p> <p>March 2008 and ongoing</p>	<p>CYPIS PESCO</p> <p>CYPIS</p>	<p>Full list of services in Directory</p> <p>PESCO contact sheets regularly collated</p> <p>Quarterly reports produced</p> <p>Searches produce accurate lists of best 'fit' of service provision to need</p>	<p>Insufficient resources given by CYPIS to task PESCO funding ends June 2008</p> <p>Search capacity limited by IT</p> <p><b>Control:</b> Use PESCO funding to pay for additional CYPIS time</p> <p>Apply for additional funding for PESCO post 2008</p> <p>CYPIS works with IT provider for upgrade</p>	<p>PESCO budget</p>
<b>3. Establish mechanisms whereby information about gaps and needs in parenting support at each Tier of need can be identified and fed into future commissioning processes</b>					
<ul style="list-style-type: none"> <li>Produce quarterly monitoring reports summarising gaps and needs</li> <li>Develop these to reflect gaps and needs at each Tier</li> <li>Establish parenting support as key strategic element at each Area Locality Partnership</li> </ul>	<p>Dec 2007</p> <p>March 2008</p> <p>March 2008</p>	<p>PESCO</p> <p>PESCO</p> <p>Strategic Lead</p>	<p>Quarterly reports produced</p> <p>Reports give Tiers of need for services</p> <p>Strategic Lead: Parenting Support at each Area Locality partnership</p> <p>Parent Advisory Group established</p>	<p>Failure to gain future funding for PESCO or to mainstream work</p> <p>Failure to engage members of Parent Advisory Group in strategic thinking</p> <p><b>Control:</b> Investigating future funding for PESCO from Parenting Fund</p>	<p>PESCO budget</p>



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<b>5. Ensure the views of mothers, fathers and carers, children and young people including those with disabilities and or additional needs inform the development of all parenting support services</b>					
<ul style="list-style-type: none"> <li>• Meet regularly with officers with expertise in and responsibility for advocating to discuss and action ways to involve these stakeholders in reviewing the progress of the Strategy action plan</li> <li>• Consult regularly with the strategic leads for participation of parents, carers, children and young people</li> <li>• Actively promote the inclusion of childcare in all parenting support activities</li> </ul>	<p>December 2007 and ongoing</p> <p>Ongoing</p>	<p>Strategic Lead</p> <p>Strategic Lead Participation leads</p>	<p>Minutes and action points feed into Strategy</p> <p>Evidence of childcare availability costed into all parenting support activities</p> <p>Greater use of venues where childcare facilities available</p>	<p>Officers not available</p> <p>Cost of childcare not prioritised and ring fenced by service providers</p> <p><b>Control:</b> Diary meetings in advance</p> <p>Promote the importance of childcare for parenting support through all relevant channels</p>	<p>Officer time</p> <p>Revenue funding in services providing parenting support activities</p>
<b>6. Increase the uptake of parenting support services as part of coordinated and better targeted support packages at Tiers 1-3 for those parents that currently are underrepresented in those services and support the development of clarity about thresholds to Tier 4 specialist services</b>					
<ul style="list-style-type: none"> <li>• Monitor the number of CAFs that contain a parenting support element</li> </ul>	<p>Ongoing</p>	<p>CAF coordinator</p>	<p>Number of CAFs with parenting support element increases</p>		<p>Officer time</p>

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<ul style="list-style-type: none"> <li>Use the parenting networks to publicise and promote all opportunities to support practitioners to become more confident in using the CAF process</li> <li>Actively promote the use of the CYPIS Directory</li> </ul>	<p>Ongoing</p> <p>March 2008 and ongoing</p>	<p>PESCO</p> <p>PESCO</p>	<p>Number and range of colleagues completing CAFs increases</p> <p>Number of hits to CYPIS Directory increases</p>	<p>Colleagues fail to prioritise CAF training and delivery CYPIS Directory not fit for purpose <b>Control:</b> range of support opportunities provided for CAF Targeted resources made available to develop CYPIS Directory</p>	
<p><b>7. Establish a coordinated, well publicised and attended range of parenting support programmes with an appropriate infrastructure of childcare, transport and venue hire delivered by a well qualified virtual team of practitioners</b></p>					
<ul style="list-style-type: none"> <li>Identify a range of well established high quality parenting programmes likely to support all aspects of parenting, including the ability to support children's learning</li> <li>Audit their current use, availability, likely incidence of need</li> </ul>	<p>January 2008</p> <p>March 2008</p>	<p>PESCO Senior Parenting Practitioner</p> <p>PESCO Senior Parenting Practitioner</p>	<p>Timetable of well facilitated parenting programmes established across City</p> <p>Virtual team of facilitators established and supported</p>	<p>Insufficient capacity of staff to deliver parenting programmes <b>Control:</b> performance monitoring and strategic discussion helps to reshape service delivery towards those parenting programme activities that are shown to have most impact</p>	<p>Service budgets</p>

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<ul style="list-style-type: none"> <li>Identify and establish virtual team of parenting practitioners that can deliver these programmes</li> <li>Develop timetable of programme delivery across City, monitor and evaluate its delivery</li> </ul>	<p>March 2008</p> <p>March 2008 And ongoing</p>	<p>Senior Parenting Practitioner</p> <p>Senior Parenting Practitioner</p>			
<p><b>8. Develop in parents the skills to support their children from a very early age to choose, access and organise healthy and positive pastimes, leisure activities and hobbies that they can continue to enjoy well into adolescence</b></p>					
<ul style="list-style-type: none"> <li>By working with appropriate community provision such as Children's Centres and Extended schools, support and promote the provision of a wide range of opportunities to enable parents: mothers and fathers to build better relationships, get to know, bond and tune into their children's needs and personalities from prebirth</li> <li>Promote a wide range of arts, sports, family learning and leisure activities for parents and children with specific focus on reaching out to parents currently underrepresented in such activities.</li> </ul>	<p>Ongoing</p> <p>Ongoing</p>	<p>Strategic Lead</p> <p>Parent Advisory Group</p>	<p>Increased incidence of mothers, fathers and carers particularly those from groups currently under represented in our services accessing parenting support</p>	<p>Low take up of early intervention services by under represented groups</p> <p><b>Control:</b> develop staff development programme to increase outreach skills of universal and targeted service providers</p>	<p>To be identified by Parent Advisory Group</p>

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<ul style="list-style-type: none"> <li>Actively support the promotion of family friendly policies in relation to employment, community spaces, housing, regeneration which will support parents to be able to spend more positive and quality time with their children both in the home and the wider community</li> </ul>	Ongoing	Elected members			
<p><b>9. Provide specific support for parents in black and minority ethnic families to enable them to explore and counteract the negative impact and tensions that can arise if their children and young people develop different values and beliefs from their elders</b></p>					
<ul style="list-style-type: none"> <li>Engage elders from faith communities in discussion about parenting issues that arise in families</li> <li>Make available and accessible parenting programmes tailored specifically to meet these needs</li> </ul>	<p>February 2008</p> <p>March 2008 and ongoing</p>	Senior Parenting Practitioner	Increased incidence of BME community members at parenting support activities and parenting programmes	<p>Low take up of early intervention services by BME groups</p> <p><b>Control:</b> develop staff development programme to increase outreach skills of universal and targeted service providers</p>	To be identified by Parent Advisory Group

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<b>10.Promote well informed, balanced messages in a range of local and national media about the realities of parenting, challenges and achievements</b>					
<ul style="list-style-type: none"> <li>Develop examples of stories and case studies that show the positive impact of parenting support</li> <li>Seek the support of relevant local media to promote such stories where appropriate</li> </ul>	January 2008 and ongoing  March 2008 and ongoing	Senior Parenting Practitioner  Press office	Stories and case studies developed	Insufficient interest in such stories in local media <b>Control:</b> utilise Press office expertise to develop relationships	Officer time