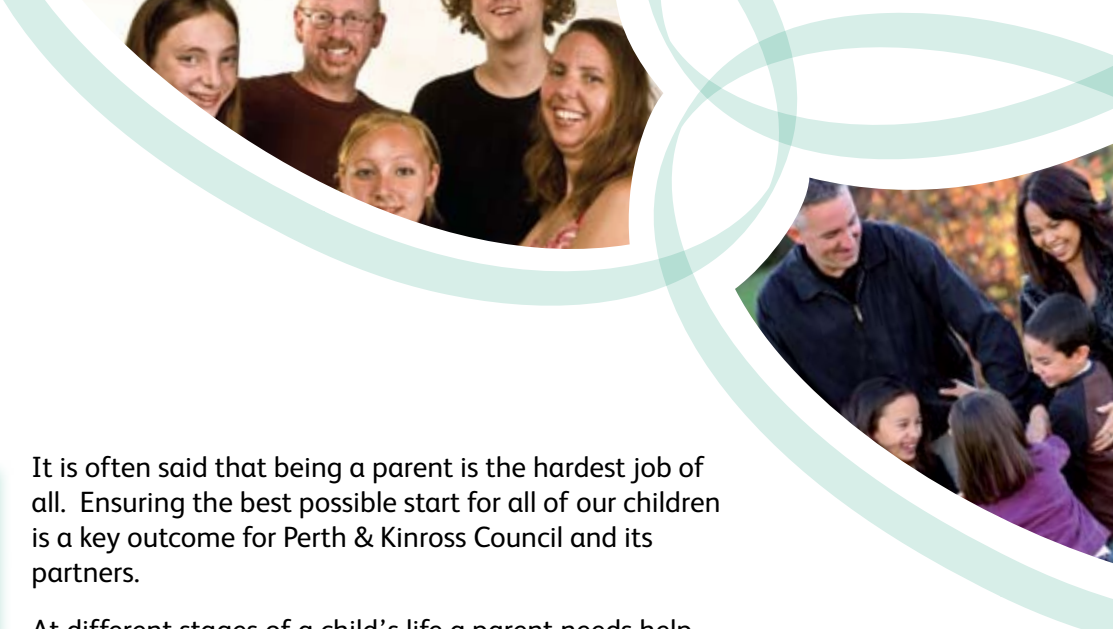


2008-2012

We will support all our children and young people to be the best they can be
**Parenting Strategy
for Perth and Kinross**





Forewords



It is often said that being a parent is the hardest job of all. Ensuring the best possible start for all of our children is a key outcome for Perth & Kinross Council and its partners.

At different stages of a child’s life a parent needs help and support. We believe that working in partnership with parents is the most effective way to achieve our goal of protected, healthy, successful and confident young people.

This strategy aims to ensure that all parents have access to the information, support and resources they need, when they need them. It commits all professionals to work with parents and work together to ensure our children and young people are successful learners, confident individuals, effective contributors and responsible citizens.

Bernadette Malone
Chief Executive, Perth & Kinross Council



Good parenting is one of the most important things that all parents and carers can provide for their children. It is not easy to be consistent and other than personal experience there are few other opportunities to acquire or practise these skills. For many people it is “learning by trial and error”.

There are however some excellent parenting skills programmes and approaches which can be used when the challenges faced by parents are a little more difficult. This Strategy sets out a range of evidence based parenting approaches which will be of benefit not only to parents and carers but social workers, teachers, nursery

staff, health staff and those working with children in a voluntary capacity.

There are two essential components to effective parenting. The first is to use an evidence based approach - for many of us this comes from things that worked well for our own parents and grandparents. This Strategy builds upon that knowledge and experience to ensure that a staged intervention approach to the development and delivery of services meets individual and family needs. The second is to be consistent. This is perhaps the greatest challenge of all. Building resilience in early years is a solid foundation for challenges that we all face as we grow up. The Strategy will support professionals to work together to promote a consistent approach to service development and delivery to help achieve better outcomes for children and their parents and families.

Caroline Selkirk
Child Health Commissioner, NHS Tayside





Contents

Introduction	5
Vision	5
National Context	10
Local Context	11
The Parenting Strategy: Framework	13
Views of Parents, Carers, Children and Families	19





Introduction

“In the early months and years it is crucial that each child has the opportunity for a warm reciprocal relationship with a small group of special adults who respond to the child’s varying needs for stimulation or soothing, shape his or her later relationships and emotional self-regulation, and give the capacity to learn and develop empathy. The most dramatic changes in brain structure that take place during the early years of life are seen in the area involved in social behaviour. There is increasing evidence that children’s early experiences can influence the way the brain develops. Creating a favourable environment for Scotland’s babies, toddlers and pre-school children is therefore a key for society as a whole and the health service has an important part to play. Parenting programmes serve an important purpose in ameliorating some of the effects on a child of a family’s vulnerability, but further efforts are required to make families less vulnerable in the first place, for example by early recognition, support and treatment of mental health or substance misuse problems, improved housing and neighbourhood environments, and improved job opportunities.”

Dr Harry Burns
Health in Scotland 2006
Chief Medical Officers Annual Report

Vision

“We will support all our children and young people to be the best they can be”

Perth and Kinross Children & Young People’s Strategic Partnership 2008

The Strategy clearly supports the aim of ensuring better outcomes for children and in particular to “...improve the life chances of children and young people by working to reduce inequalities in Child Poverty, Health, Employment and Training”

The Strategy also complements the shared vision for Perth and Kinross as identified in the Community Plan:

“Our vision is of a confident and ambitious Perth and Kinross, to which everyone can contribute and in which everyone can share.

We will create and sustain vibrant, safe, healthy and inclusive communities in which people are respected, nurtured and supported and where learning and enterprise are promoted.”

Perth and Kinross Community Plan 2006-2020



To deliver on this vision, the Community Planning Partners have identified three key aims:

- *Vibrant and safe area*
- *Safe, healthy and inclusive communities*
- *Nurtured and supported people*

These aims are underpinned by the following core values:

- *Equalities*
- *Community engagement*
- *Sustainability*

The Parenting Strategy underpins each of these aims and values to ensure that all children benefit from positive parenting and have the opportunity to fulfil their potential.

The focus of the Strategy is on improving outcomes for children, young people and their families, ensuring that they are safe, nurtured, healthy, achieving, active, respected, responsible and included.

There is increasing evidence which links health outcomes in later life to the experiences in early life, and in particular of the impact of parenting.

Parenting has a major impact on children's life chances; parents, carers and families are not the only influence on a child's behaviour, but effective parenting is one of the strongest protective factors. It is vital therefore that agencies, organisations and individuals with a role in supporting parents work together in a planned, co-ordinated and locally responsive way.

The purpose of the Perth and Kinross Parenting Strategy is to provide a clear framework within which information, services and support for parents and carers can be developed. This will be through local area plans developed in response to identified individual and community needs in order to ensure that across Perth and Kinross “our children have the best start in life and are ready to succeed”. The framework will be supported by a range of guidance materials for professionals to assist them implement high quality interventions which impact on and improve outcomes for children and their families.

The Strategy complements and supports developments undertaken through the Perth and Kinross Corporate Parenting Strategy and the Parental Involvement in Learning Strategy to ensure a consistency of approach in services for parents, carers and families.

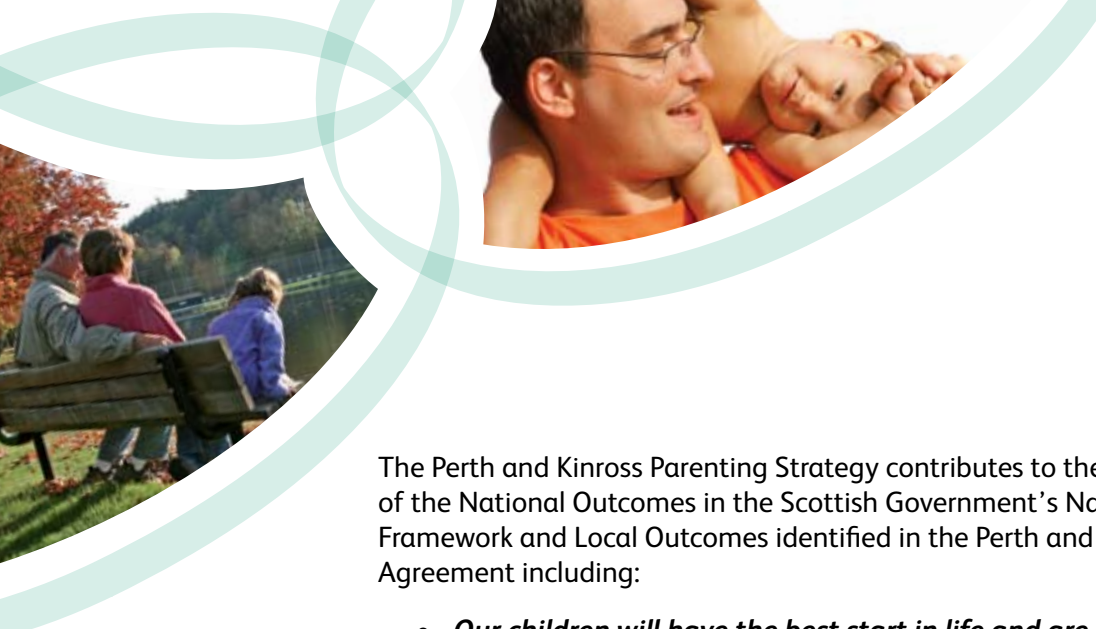


The Strategy recognises that parents require support at various stages in their child's life and in response to life events and experiences. Through the provision of a clear framework for the development and delivery of services, the Strategy seeks to ensure the provision of a continuum of support services pre and post birth and throughout the life of a child (up to age 18). Building on the broad range of services already in place, the Strategy will impact on individuals who are either prospective parents or engaged in a parenting role, and their wider families. The Strategy reflects local needs and will enable parents to access support before they reach a crisis point where their confidence and relationships are at risk. It is recognised that a broad range of people will at some stage in their lives be engaged in parenting in its broadest terms. Throughout this document the term parents is used to reflect this range which includes carers, families, communities and individuals.

The development of the Strategy has been overseen by the Childhood & Parenting Group. This is a sub-group of the Children & Young People's Strategic Partnership which includes representation from NHS Tayside, Perth and Kinross Community Health Partnership, Perth & Kinross Council, Education & Children's Services, Housing & Community Care, Tayside Police, Scottish Children's Reporter Authority, the Voluntary Sector and the Independent Schools.

The Strategy seeks to:

- *ensure a diverse range of accessible parenting support and information services are available to individuals and families at all life stages;*
- *promote collaborative, multi-agency working at a local level to the benefit of individuals and families;*
- *ensure preventative services which provide support for children, young people and their families before they reach crisis, with the aim of reducing the future probability of poor outcomes and maximising life chances;*
- *develop the capacity, knowledge and skills of individuals employed to support parents and families;*
- *ensure equality of access to support and information services taking into account the diverse needs of individuals and families;*
- *improve outcomes for children and their families, including their health, safety and wellbeing.*



The Perth and Kinross Parenting Strategy contributes to the attainment of a number of the National Outcomes in the Scottish Government's National Performance Framework and Local Outcomes identified in the Perth and Kinross Single Outcome Agreement including:

- ***Our children will have the best start in life and are ready to succeed.***
By providing an infrastructure to support parents and carers at the very earliest stage in a child's life, the Parenting Strategy will ensure early interventions support and promote positive parenting experiences reducing health, social and emotional issues in later life.
- ***We have improved the life chances for children, young people and families at risk.***
Through the introduction of a common Staged Intervention Framework, the Parenting Strategy will ensure that the needs of the most vulnerable children and families are met through appropriate resources and co-ordinated, early interventions leading to a reduction in referrals to Social Services or the Children's Reporter citing 'lack of parental care'.
- ***Our young people are successful learners, confident individuals, effective contributors and responsible citizens.***
The Parenting Strategy will support young people to make informed choices by ensuring a broad range of information on parenting is available in schools and community settings.
- ***We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.***
Parents whose confidence is increased through participation in parenting activities and events planned and implemented through the Parenting Strategy will take that confidence into other areas of family and community life.



The Strategy will be supported by the development of best practice guidance and more specific policy on areas such as Parenting Orders.

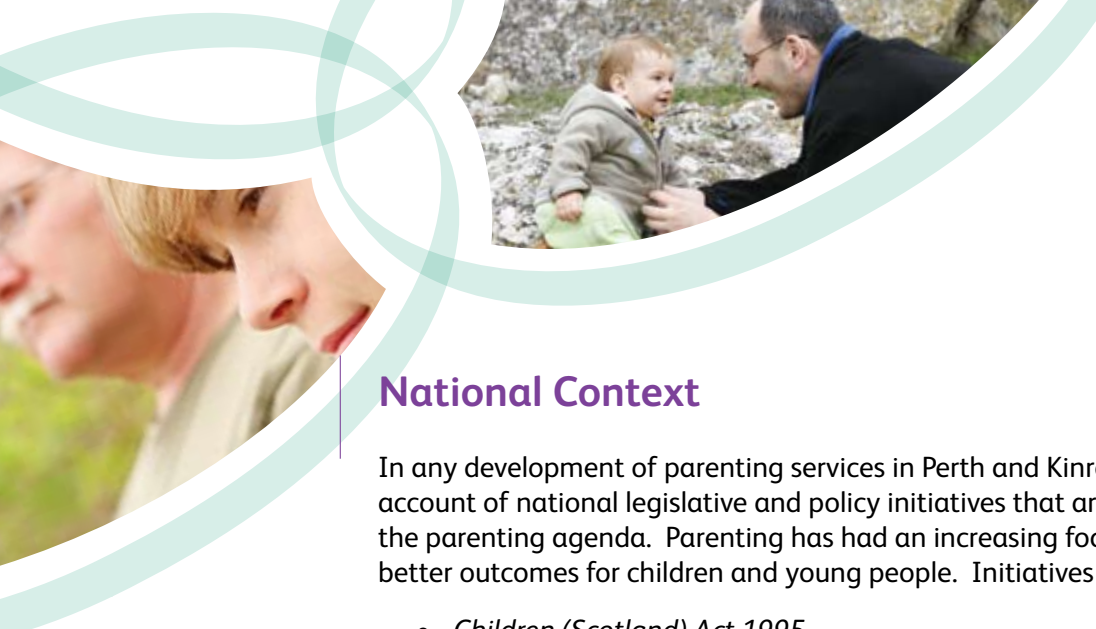
The Strategy has been developed following an extensive audit of parenting services and of the views of parents and carers accessing those services undertaken between September 2007 and January 2008. Members of the Perth and Kinross Parenting Forum were central to the completion of the audit and in gathering the views of parents. Schools, Social Work staff and others also contributed to the audit.

The Strategy links to a number of important policies and initiatives within Perth and Kinross including:

- *3-18 (Curriculum for Excellence)*
- *Better Health, Better Care*
- *Health Promoting Schools*
- *Raising Achievement Strategy*
- *Perth and Kinross Integrated Children's Services Plan*
- *Corporate Parenting*
- *Community Engagement Strategy*
- *Early Years Strategy*
- *Joint Health Improvement Plan*

Scottish Schools (Parental Involvement) Act 2006

The Parenting Strategy complements the work being undertaken in schools to implement the Scottish Schools (Parental Involvement) Act 2006 and will support parental engagement in children's learning by ensuring parents have the support required to build their confidence to work with staff and others to meet their child's needs.



National Context

In any development of parenting services in Perth and Kinross, it is important to take account of national legislative and policy initiatives that are informing and driving the parenting agenda. Parenting has had an increasing focus nationally in addressing better outcomes for children and young people. Initiatives include:

- *Children (Scotland) Act 1995*
- *Better Health, Better Care*
- *Child Protection Reform Programme*
- *Integrated Children's Services Plan*
- *HALL 4*
- *Getting it Right for Every Child*
- *Integrated Assessment Framework*
- *Scottish Schools (Parental Involvement) Act 2006*
- *Anti-Social Behaviour etc (Scotland) Act 2004 - Parenting Orders*
- *Education (Additional Support for Learning) (Scotland) Act 2004*
- *National Framework for the Mental Health of Children & Young People*
- *Surestart*
- *Hidden Harm*
- *Early Years and Early Intervention Framework*

The various initiatives highlight the need for early intervention and accessible non-stigmatising services for families, with all relevant agencies involved in their delivery.



Local Context

There are a number of factors which have influenced the development of the Parenting Strategy. These will vary from community to community as well as changing over time, supporting the need for locally responsive planning and delivery of services.

- *2006 based population projections for Perth and Kinross show an increase of 22% for the period 2006-2031. The 0 to 15 age group is projected to increase by 14%. It is unlikely that the growth projected for Perth and Kinross will be evenly spread across the geographic area.*
- *Perth and Kinross has areas experiencing deprivation. Where it exists, deprivation and disadvantage is concentrated in areas of North Perth such as Letham, Hillyland, Fairfield and Muirton and in Rattray in Eastern Perthshire, which can be hidden by the overall positive picture.*
- *66% of new mothers in some areas were still breast-feeding after 6 weeks in 2006. However, this figure is considerably lower in areas experiencing deprivation.*
- *The Teenage Conception Rate in the under 16 age group has fluctuated around the Scottish average over time. Numbers are small and this has partly caused the fluctuations in the rates, but nevertheless, the overall trend is reducing. Conception in under 16s is more likely to end in a termination than a delivery.*
- *580 children under 16 living within Perth and Kinross had a sufficiently severe disability to qualify for a Disability Living Allowance in August 2006.*
- *In the period 2004/05 there were 1,225 referrals to the Children's Reporter in Perth and Kinross. Children referred to the Reporter as a percentage of the child population is only 2.5% in Perth and Kinross, compared with 4.7% across Scotland. The ratio of offence to non-offence referrals was 2:1. The majority (93%) of all referrals were from the Police (the national average for Police referrals was 87%). The number of persistent offenders in Perth and Kinross during this period was 23.*
- *At March 2007 183 children and young people were being looked after and accommodated. This represents 0.6% of the population of 0-18 year olds, compared with 1.3% for Scotland as a whole. 28 (15%) of these children were known to have a disability, 30 (16%) were under the age of five and 16 (9%) were aged 16 or over. The proportion of children looked after in residential care was 12% nationally, 3% in Perth and Kinross. Key to returning children to their families is the resolution of parenting issues.*
- *The total number of children whose names have been placed on the Child Protection Register reduced from 50 (2.0%) in 2003 to 30 (1.2%) in 2006 compared with figures of 2,289 (2.4%) and 2,288 (2.5%) for Scotland as a whole.*



- *One in nine children live in households where no-one is in employment, but rates vary across postcode sectors. This is lower than other areas in Tayside and in Scotland as a whole. However, nearly 10,000 (12%) of the working age population are claiming benefits.*
- *As in many other areas of Scotland, Perth and Kinross has seen a rise in the number of migrant workers and there is evidence from recent school intakes that the previous trend for migrant workers to be young, single and short term is changing with more families settling and seeking school places for their children.*

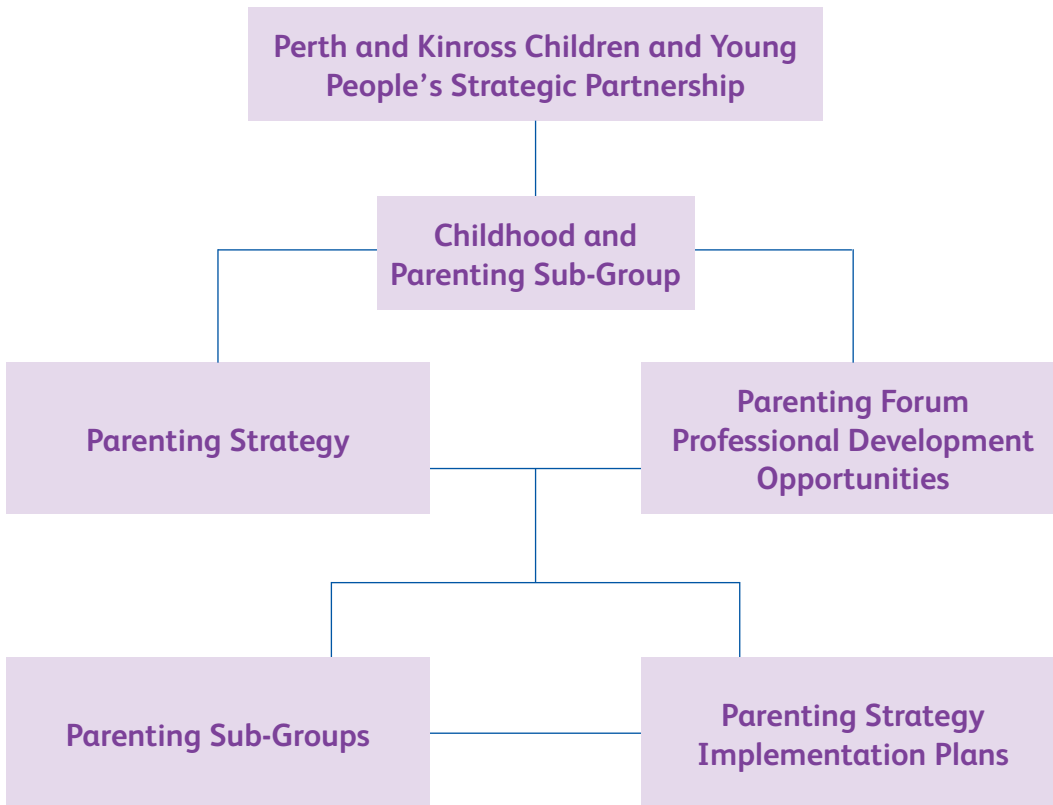
Voluntary Sector

The voluntary sector in Perth and Kinross is one which is extremely wide ranging in the depth and breadth of services and support that is provided for children and young people in our area. Service provision includes the Young Carers Project, Home-start Perth, Playgroups and Parent and Toddler groups and many others too numerous to mention. Organisations in the voluntary sector work in partnership with other sector agencies to ensure that children and young people are provided with opportunities and support to enhance their lives and their life chances.



The Parenting Strategy: Framework

The following Framework has been devised as a result of priorities and recommendations identified through the Parenting Audit in addition to the local and national policy and service context.



Priorities for Service Provision and Stage Intervention

Whilst the strategy aims to support all parents, carers and families across the authority area priorities for service provision have been identified. In response to these priorities both universal and targeted services will be identified through a Staged Intervention Framework.

The audit clearly highlighted a number of gaps in current service provision which require to be addressed through Parenting Implementation Plans as appropriate within each locality. Priorities will differ from locality to locality, over time and as community needs change, however key priorities are likely to include support for:

- *fathers*
- *parents of teenagers*



- *young parents*
- *migrants and minority ethnic groups*
- *parents of children with Additional Support Needs*
- *parents of Looked After Children*
- *families or parents with drug and alcohol issues*
- *Kin carers (ie grandparents, relatives etc)*
- *families experiencing domestic abuse*
- *families affected by offending*

In addition there is some duplication of services for parents of children in their early years and this too should be addressed within local plans.

Staged Intervention Framework

It is clear from the audit that organisations and agencies work within similar definitions of intervention. However, even minor differences in interpreting different stages of intervention can impact on service planning and delivery. It is vital, therefore, to the success of the Strategy that those involved in its implementation work from a common understanding of the following model of staged intervention:

Level 1: *Universal Services - all children and families*

Level 2: *Preventative Services - vulnerable children and families needing extra support*

Level 3: *Targeted Families/Statutory Services - children and families needing intensive assistance*

Level 4: *Children at Risk/Acute Services - children and families in crisis needing urgent intervention*

Local plans will reflect the framework to enable resources to be targeted appropriately to locally identified needs.

Implementation

Key to the success of the Strategy will be the continuing support of Senior Managers within Health, the Local Authority and the Voluntary Sector in championing the cause of parenting, family support and family learning. Senior Managers should advocate on behalf of parents and carers in the development of strategic policy to ensure that developments take account of the needs of parents and families and complement the work undertaken through the Parenting Strategy.



The following are key elements of the Strategy:

- **Parenting Strategy Co-ordination**

In order to ensure effective implementation and evaluation of the Strategy the Childhood and Parenting Sub-Group will:

- › *promote and raise awareness of Parenting and the Parenting Strategy;*
- › *ensure the development of local Parenting Sub-Groups ensuring membership reflects local communities;*
- › *support steering groups to undertake local audits;*
- › *support steering groups to develop and implement Parenting Implementation Plans (PIPs);*
- › *support groups to undertake monitoring and evaluation of services;*
- › *produce evaluative reports on whole authority implementation;*
- › *support the production of information booklets and resources for parents and carers;*
- › *identify and promote best practice through seminars, conferences and newsletters;*
- › *identify and promote funding opportunities;*
- › *identify, promote and, where appropriate, co-ordinate training opportunities.*

- **Local Implementation**

The implementation of the Strategy will be undertaken at a local level within the following localities:

- › *Crieff and Strathearn*
- › *Highland Perthshire*
- › *Blairgowrie and Strathmore*
- › *Kinross*
- › *South Perth (and environs)*
- › *North Perth (and environs)*

A Parenting Sub-Group will be formed in each locality, linked to existing planning structures and with support and guidance from a Parenting Strategy Co-ordinator. These groups will be multi-agency and reflect the range of professionals within the locality involved in the development and delivery of parenting services. Membership may include local representatives from:

- › *Police*
- › *Secondary and Primary Schools*



- › *Community Link*
- › *Health (Health Visitors, Public Health Practitioners, GPs, Midwives, School Nurses)*
- › *Sure Start*
- › *Perth & Kinross Leisure*
- › *Social Work*
- › *Housing*
- › *Drug and Alcohol Teams*
- › *Voluntary Sector (including NCH, Barnados, Home Start, Parent to Parent)*
- › *Adult Learning*
- › *Representative(s) from local Integrated Teams*

Within each locality, groups will undertake a further, more focussed audit of the services and resources available to support individuals and families; identifying priorities for work within the locality, and the steps to be taken to address any gaps in direct services, information resources and professional training and development. This audit will formulate the basis of the local Parenting Implementation Plan. These Parenting Implementation Plans (PIPS) will be developed, linked to existing planning structures such as Community Learning and Development Planning Groups and Integrated Children's Services Partnerships.

The Parenting Sub-Groups will also be responsible for the promotion of the Parenting Strategy, engaging with parents and carers and well as the production of a range of information and advice leaflets.

- **Parenting Forum**

The Parenting Forum already provides an invaluable opportunity for a broad range of professionals with an interest in parenting to come together to share their experiences, identify and disseminate best practice and discuss gaps in services or new initiatives. There is strong inter-agency commitment to the Forum and this needs to be built upon, strengthening its role in disseminating best practice.

Work also needs to be undertaken to increase the voice which parents and children have through the Forum, either through their direct involvement or input through those attending. The Parenting Strategy Co-ordinator will have as a key action the improvement of links between parents and their children and the Forum.



- **Information Services**

Currently information on parenting activities is available through the Childcare Information Service. It is recommended that this aspect be further developed and the range of information available expanded to include opportunities for parents forums and the provision of advice and guidance. In addition further development of parenting information on www.pkc.gov.uk should take place. This will require additional resourcing of the Childcare Information Service.

A Parenting Information Booklet/Magazine will be developed within each locality, based on the Perth and Kinross Parenting Directory.

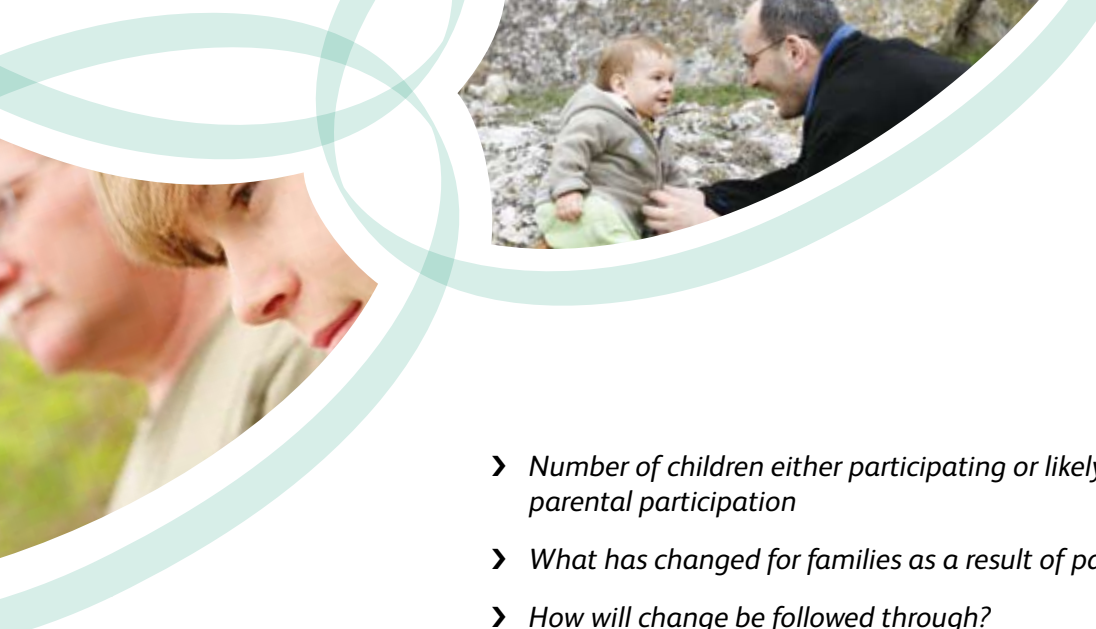
Evaluation

Evidence from the Parenting Audit suggests that evaluation of services is currently undertaken in an adhoc manner and that it is impossible to make judgements about the impact of such services from the available information. The Strategy will therefore ensure that evaluation and monitoring of services is undertaken on a consistent basis with a core evaluation which can be used to produce evidence of impact at both a local and authority-wide level. In addition, the importance of evaluation is recognised in relation to evidencing the contribution to the Single Outcome Agreement in delivering the priorities for children and families.

Guidance on the development and use of evaluations will be produced by the Parenting Strategy Co-ordinator as part of a suite of guidance designed to support the implementation of the Strategy.

Evaluations will:

- *focus on outcomes for children and families;*
- *use scaling to identify impact on confidence and wellbeing using tools such as Solution Focussed Scaling and Warwick - Edinburgh Mental Wellbeing Scale;*
- *enable staff to make links to national frameworks of performance indicators;*
- *be undertaken pre and post activity, following through with parents and children in the months following initial contact;*
- *be collated locally and co-ordinated by the Parenting Strategy Co-ordinator;*
- *evidence the achievement of national outcomes and indicators;*
- *have as central the involvement of parents and children in their design;*
- *include opportunities for both parent and child feedback.*
- *include core evaluative questions which consider the following areas:*
 - › *Number of participants in parenting activities (total number and number of families represented)*



- › *Number of children either participating or likely to be impacted on by parental participation*
- › *What has changed for families as a result of participation?*
- › *How will change be followed through?*

Evidence Based Programmes

The Parenting Strategy is not exclusively about parenting programmes, indeed a broad-based approach is required if the needs of individual families are to be met, although a broad range of parenting activities based on a number of parenting programmes are currently in use across the authority area. Whilst there is value in using a range of tools to meet the diverse needs of parents, it is recognised that programmes and activities chosen must be evidence based and that funding will be targeted at programmes where clear evidence of impact exists such as Handling Children's Behaviour, Handling Teenage Behaviour, ESCAPE, PEEP, Getting it Sorted, Mellow Parenting and Video Interaction Guidance (VIG).

In order to further develop the range of evidence-based programmes available to workers, the Parenting Strategy Co-ordinator will identify and promote best practice through a series of seminars/fora linked to the Parenting Forum.

Inter-Agency Training

The ongoing professional development of those providing support and information to parents is vital. Staff require support in more than just the implementation of parenting programmes to be successful. The audit identified a number of areas for training or development support, however each local sub-group will also need to include a training needs analysis within their local audit to ensure training needs are addressed.

Areas of training already identified include:

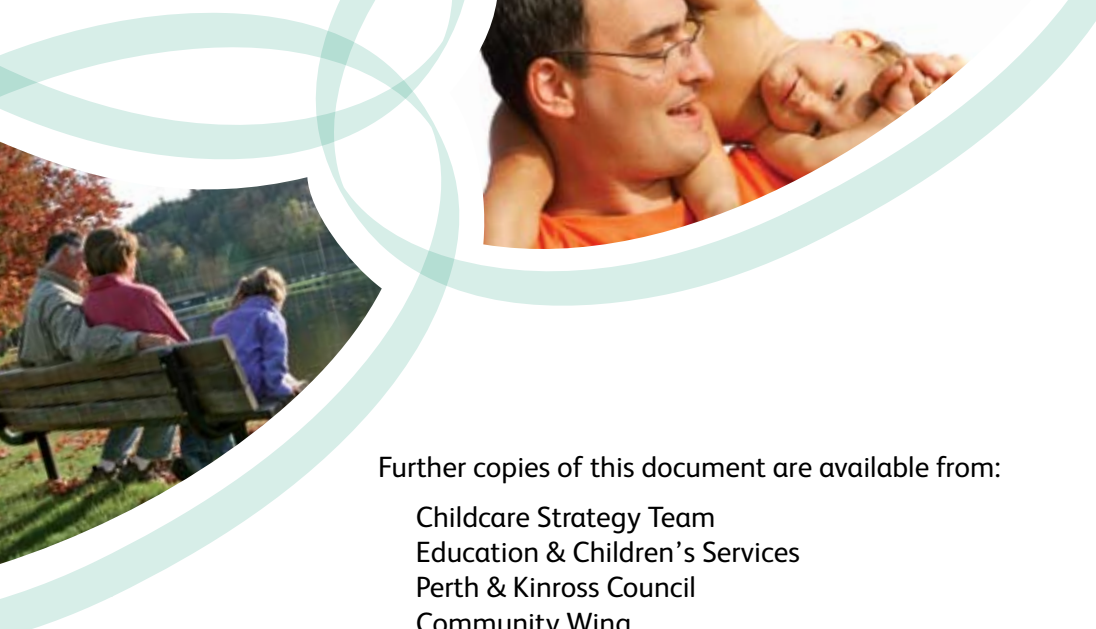
- *Assessing and meeting complex needs*
- *Community engagement*
- *Work with fathers*
- *Staged intervention*
- *Substance misuse*
- *Domestic abuse*
- *Mental health*
- *Offending*



Views of Parents, Carers, Children and Families

The views of parents have been gathered as part of the development of the Strategy and local Parenting Sub-Groups will be charged with continuing a dialogue with parents to ensure that the development and delivery of services meets their needs. In order for this partnership with parents to be successful the following will be put into place:

- *All staff will work in a non-judgemental way which recognises that life events and experiences impact on all parents' abilities to exercise their parental responsibilities.*
- *All support services will build on parents strengths, building confidence and recognising the rights of parents to make choices and decisions in the best interests of their children.*
- *All needs identification activities will have as central the views of parents and their children.*
- *Parents and children will be actively involved in planning and evaluating services.*
- *Barriers to participation in parenting support services will be identified and addressed. This will include the provision of childcare alongside parenting support.*



Further copies of this document are available from:

Childcare Strategy Team
Education & Children's Services
Perth & Kinross Council
Community Wing
Perth Grammar School
Gowans Terrace
PERTH
PH1 5AZ

Tel 01738 634934

Email childcare@perthgrammar.pkc.sch.uk

Also available to download from www.pkc.gov.uk

If you or someone you know would like a copy of this document in another language or format, (on occasion only a summary of the document will be provided in translation), this can be arranged by contacting
Lynsey Kidd on 01738 634934

إن احتجت أنت أو أي شخص تعرفه نسخة من هذه الوثيقة بلغة أخرى أو تصميم آخر فيمكن الحصول عليها (أو على نسخة معدلة لمخلص هذه الوثيقة مترجمة بلغة أخرى) بالاتصال ب:
الاسم: Lynsey Kidd
رقم هاتف للاتصال المباشر: 01738 634934

اگر آپ کو یا آپ کے کسی جاننے والے کو اس دستاویز کی نقل دوسری زبان یا فارسیٹ
(بعض دفعہ اس دستاویز کے خلاصہ کا ترجمہ فراہم کیا جائے گا) میں درکار ہے
تو اس کا بندوبست سروس ڈیولپمنٹ Lynsey Kidd سے نمون
نمبر 01738 634934 پر رابطہ کر کے کیا جاسکتا ہے۔

如果你或你的朋友希望得到這文件的其他語言版本或形式
(某些時候，這些文件只會是概要式的翻譯)，請聯絡
Lynsey Kidd 01738 634934
來替你安排。

Jeżeli chciałbyś lub ktoś chciałby uzyskać kopię owego dokumentu w innym języku niż język angielski lub w innym formacie (istnieje możliwość uzyskania streszczenia owego dokumentu w innym języku niż język angielski), Proszę kontaktować się z
Lynsey Kidd 01738 634934

P ežete-li si Vy, anebo n kdo, koho znáte, kopii této listiny v jiném jazyce anebo jiném formátu (v n kterých p ípadech bude p eložn pouze stru ný obsah listiny)
Kontaktujte prosím Lynsey Kidd 01738 634934
na vy ízení této požadavky.

Если вам или кому либо кого вы знаете необходима копия этого документа на другом языке или в другом формате, вы можете запросить сокращенную копию документа обратившись
Lynsey Kidd 01738 634934



Council Text Phone Number
01738 442573

All Council Services can offer a
telephone translation facility

