
Report to Education, Sport and Leisure Committee

Date of Meeting: 28 April 2016

Subject: Introduction of Parent & Family Support Strategy

Report by: Head of Education

1.0 Purpose

- 1.1 The purpose of this paper is to inform Committee of the adoption and implementation of the Clackmannanshire Council Parent and Family Support Strategy. The Strategy represents the commitment of agencies working in Clackmannanshire to value and support parents and families. The Strategy is to support children and young people from pre-birth to age 18, has a timeframe of 2015-2018 and includes an action plan. The Strategy and action plan were approved by the Children and Young People Strategic Partnership Group on 27 October 2015. The Strategy is part of Clackmannanshire Council's commitment to Getting it Right for Every Child.

2.0 Recommendations

It is recommended that the Education, Sport & Leisure Committee agrees:-

- 2.1. To note and comment on the Clackmannanshire Council Parent and Family Support Strategy.

3.0 Considerations

- 3.1. The Scottish Government's national outcomes include commitments focussed on improving the life chances for children, young people and families at risk in order to ensure that children have the best start in life and are ready to succeed.
- 3.2 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).
- 3.3 In line with the national agenda and the National Parenting Strategy, we recognise that every effort should be placed on supporting parents, who have the greatest influence on a child's development and health and wellbeing. There is strong research evidence to support this.

- 3.4 A Parent and Family Support Steering Group with representation from Education, Health, Social Services and the Third Sector was created to develop the Strategy and to monitor the actions detailed in the action plan.
- 3.5 The Clackmannanshire Council Parent and Family Support Strategy outlines Clackmannanshire Council's commitment to 'making a positive difference to children and young people through parenting' in order for them to have the best start in life (National Parenting Strategy, 2012). This commitment is reflected in Clackmannanshire Council's Single Outcome Agreement (2013) and in the Corporate Parenting Strategy (2013).
- 3.6 The Clackmannanshire Council Parent and Family Support Strategy sets out the national and local context for parenting and outlines the vision, values and aims that all agencies and organisations will work towards, to improve the outcomes for children and young people, particularly those who are most vulnerable. This will be done by improving on the quality of universal services whilst developing evidence based targeted supports to help build parenting capacity for all.
- 3.7 There are a number of examples of good quality parenting supports and initiatives taking place across Clackmannanshire. These include "Psychology of Parenting" groups and "Incredible Years" groups which have been taking place across the County. Evaluations of these groups have demonstrated a good uptake from families, and improvement in children's behaviour. Many parents/carers have reported that they have made changes in the way they manage their own and their children's behaviour. "Mellow Dads" groups have taken place in Alloa Family Centre. The success rate has been 100%. The Mellow Programme has been nationally and internationally acclaimed and is an approach which will continue to be developed. Building on this good practice, the Clackmannanshire Council Parent and Family Support Strategy aims to promote improved collaborative working with all agencies and organisations to ensure there is a consistent and co-ordinated approach to planning and supports in order to provide a more effective service delivery to parents and families.
- 3.8 The National Improvement Framework was finalised in January 2016. The vision of the Framework is;
- 3.8.1 Excellence through raising attainment: ensuring that every child achieves the highest standards in literacy and numeracy, set out within Curriculum for Excellence levels, and the right range of skills, qualifications and achievements to allow them to succeed; and
- 3.8.2 Achieving equity: ensuring every child has the same opportunity to succeed, with a particular focus on closing the poverty-related attainment gap.

The Clackmannanshire Council Parent and Family Strategy supports one of the key drivers of the Framework, which is Parental Engagement. The Framework states that 'Parental and family engagement is a key factor in helping all children achieve the highest standards whilst reducing inequity and closing the attainment gap'.

- 3.9 Within the Clackmannanshire Council Parent and Family Support Strategy, the principles of GIRFEC are embedded, with a focus on ensuring that parents and their children feel safe, healthy, active, nurtured, achieving, respected, responsible and included.
- 3.10 The local context within Clackmannanshire was vital in shaping the Clackmannanshire Council Parent and Family Support Strategy, with key factors helping to determine how we target support where it is required. The Integrated Children's Services Plan (2015) outlines the following:
- 3.10.1 26% of children living in the Clackmannanshire area are living in poverty with 14 of Clackmannanshire's data zones falling in the 15% most deprived areas in Scotland.
 - 3.10.2 There are concentrations of very young mothers in areas of deprivation.
 - 3.10.3 The teenage pregnancy rate per 1000 relevant female population is 6.3 for under 16 years olds and 42.3 for under 18 year olds compared with a national rate of 6.1 and 31.3 respectively.
 - 3.10.4 An estimated 20% of children in Primary 1 are overweight with a child obesity rate of 9.7% (Scottish average 9.8%).
 - 3.10.5 Clackmannanshire has the 6th lowest rate of breastfeeding in Scotland.
 - 3.10.6 The most common factor giving rise to additional support needs in schools is social, emotional and behavioural needs and language and communication.
 - 3.10.7 8% of 15 year olds are regular smokers (comparable to the national figures).
 - 3.10.8 20% of 15 year olds report drinking which is 1% higher than the Scottish figure.
- 3.11 Based on the aims of the National Parenting Strategy, the local context and consultation with parents, carers and practitioners, the Clackmannanshire Council Parent and Family Support Strategy aims to deliver the following key outcomes:
- 3.11.1 Ensure that all parents have equal access to clear information and advice for all stages of parenting;
 - 3.11.2 Partner agencies will work collaboratively to offer informed and evidence based supports to help build parenting capacity for all;
 - 3.11.3 Improve opportunities for all parents to access out of school activities and early learning and childcare;

3.11.4 Improve on the availability of targeted supports for parents and families who require additional support, with a focus on early intervention and prevention.

3.12 A framework for intervention is proposed, which specifies 4 levels of support, ranging from what is available universally to more intensive support. It is key for partners across Clackmannanshire to have shared definitions around levels of need for parents and families. In addition, a clear framework of delivery will act as a positive driver towards increasingly 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. The 4 levels of support are:

3.12.1 Universal

Universal support is for all parents and carers requiring information, advice and guidance on general parenting and family support issues. This may be accessed within universal services, such as those delivered through Health, Education, Libraries or Housing, or by other means, such as the Family Information Service website, or national campaigns like 'Play, Talk, Read' and 'Play@Home'. This support should enable parents to access clear, concise information on everything from pregnancy to the teenage years and beyond.

3.12.2 Enhanced

Enhanced support is designed to provide extra support when a specific need has been identified. The aim is to prevent more serious problems arising and therefore the need for more targeted or intensive support in the future. This should enable access to quality information, advice, resources or support around the identified concerns.

3.12.3 Targeted

Targeted support is for parents and families experiencing additional short or long-term barriers affecting their capability to be wholly effective. This will often involve access to more tailored or individualised support, co-ordinated through GIRFEC and based on identification, assessment and understanding of the barriers affecting wellbeing. These barriers may include developmental and behavioural concerns, domestic violence, disability, mental health, bereavement, unemployment and housing issues.

3.12.4 Specialist

Specialist support is for parents and families with identified support needs requiring high levels of support and supervision to carry out aspects of their parenting role resulting in services taking all or part responsibility for the care of a child or children. This may include formal measures such as Statutory Supervision Orders and Protection Plans.

- 3.13 The action plan supports the framework and is organised under each of the aims of the Strategy. The plan is organised over a 3 year period:

Short term actions will be completed by June 2016

Medium term actions will be completed by June 2017

Long term actions refer to a timeframe of June 2018 or beyond.

- 3.14 The action plan will be overseen, monitored and updated by the Parent and Family Support Steering Group. This group reports into the Children and Young Person's Strategic Partnership Group primarily via the Early Years reporting group but, at times, may also report via other groups.

- 3.15 The Clackmannanshire Council Parent and Family Support Strategy and action plan will run until 2018, with a review set for 2017/18.

3.16 Summary

- 3.16 The Clackmannanshire Council Parent and Family Support Strategy recognises the challenges that parents face and aims to build parenting capacity to improve the life chances of all children and young people. Within communities, parents and other community members can influence and deliver services for local families and as such the Strategy will support work in Clackmannanshire to strengthen community engagement and community capacity building.

4.0 Sustainability Implications

- 4.1 None

5.0 Resource Implications

5.1 Financial Details

- 5.2 The full financial implications of the recommendations are set out in the report. This includes a reference to full life cycle costs where appropriate. Yes

- 5.3 Finance have been consulted and have agreed the financial implications as set out in the report. Yes

5.4 Staffing

There are no additional staffing implications.

6.0 Exempt Reports

6.1 Is this report exempt?

Yes (please detail the reasons for exemption below) No

7.0 Declarations

The recommendations contained within this report support or implement our Corporate Priorities and Council Policies.

(1) **Our Priorities** (Please double click on the check box)

The area has a positive image and attracts people and businesses	<input type="checkbox"/>
Our communities are more cohesive and inclusive	<input checked="" type="checkbox"/>
People are better skilled, trained and ready for learning and employment	<input type="checkbox"/>
Our communities are safer	<input type="checkbox"/>
Vulnerable people and families are supported	<input checked="" type="checkbox"/>
Substance misuse and its effects are reduced	<input type="checkbox"/>
Health is improving and health inequalities are reducing	<input type="checkbox"/>
The environment is protected and enhanced for all	<input type="checkbox"/>
The Council is effective, efficient and recognised for excellence	<input checked="" type="checkbox"/>

(2) **Council Policies** (Please detail)

8.0 Equalities Impact

8.1 Have you undertaken the required equalities impact assessment to ensure that no groups are adversely affected by the recommendations?

Yes No

9.0 Legality

9.1 It has been confirmed that in adopting the recommendations contained in this report, the Council is acting within its legal powers. Yes

10.0 Appendices

10.1 Please list any appendices attached to this report. If there are no appendices, please state "none".

10.1.1 Clackmannanshire Council Parent and Family Support Strategy

11.0 Background Papers

11.1 Have you used other documents to compile your report? (All documents must be kept available by the author for public inspection for four years from the date of meeting at which the report is considered)


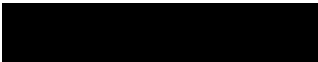
Yes (please list the documents below) No

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)
 Commission on the Future Delivery of Public Services (2011)
 National Parenting Strategy (2012)
 The Early Years Collaborative (2012)
 Raising Attainment (2012)
 Supporting Young People's Health and Wellbeing (2013)
 Children and Young People (Scotland) Act 2014

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Clackmannanshire Council Education Service

Parent and Family Support Strategy

2016



Getting it right for children and young people

Parent and Family Support Strategy

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Parent and Family Support Strategy

Foreword

Clackmannanshire Alliance are committed to a set of core values, and we are working together to:

- Put children and young people at the centre of our thinking and action
- Listen to children, young people and families and involve them in decisions that affect their lives
- Ensure that children, young people and families are supported to secure outcomes for themselves

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.

The Parenting and Family Support Strategy recognises the importance of appropriate engagement and support for all families, and that different families have different needs at different times. We aim to support a framework of universal services which will respond to local need while addressing the needs of those families who require a more targeted approach.

The Strategy will be supported by a detailed set of actions and will be delivered by a range of Community Planning Partners including Clackmannanshire Council, NHS Forth Valley, Police Scotland, Scottish Children's Reporter and the Clackmannanshire Voluntary Enterprise.

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.

Parent and Family Support Strategy

Introduction

This strategy outlines Clackmannanshire's commitment to '*making a positive difference to children and young people through parenting*' in order for them to have the best start in life (*National Parenting Strategy, 2012*). This commitment is reflected in both Stirling and Clackmannanshire's *Single Outcome Agreements* (2013) and in their shared *Corporate Parenting Strategy* (2013). A Parenting Co-ordinator was appointed by Stirling and Clackmannanshire to help take forward the Parent and Family Support Strategy.

This strategy sets out the national and local context for parenting and outlines the vision, values and aims that all agencies and organisations will work towards, to improve the outcomes for children and young people, particularly those who are most vulnerable. This will be done by improving on the quality of universal services whilst developing evidence based targeted supports to help build parenting capacity for all.

Across Clackmannanshire there are a number of examples of good quality parenting supports and initiatives taking place. Building on good practice, this strategy aims to promote improved collaborative working with all agencies and organisations to ensure there is a consistent and co-ordinated approach to planning and supports, in order to provide a more effective service delivery to parents and families.

Within this strategy the principles of GIRFEC are embedded, with a focus on ensuring that parents and their children feel safe, healthy, active, nurtured, achieving, respected, responsible and included.

Definition

Throughout this strategy the term parent will be used to include mothers, fathers, families, carers, and other adults, such as a corporate parent, with a responsibility for caring for a child.

Timeframe

This strategy will run until 2018, with a review set for 2017/18.

Parent and Family Support Strategy

Who is the Strategy for?

This strategy is for all staff in partner agencies and organisations that work in Clackmannanshire and provide services to children, young people, parents and families living in these areas.

Why do we need this Strategy?

In line with the *National Parenting Strategy* (2012), we recognise that every effort should be placed on supporting parents, who have the greatest influence on a child's development, health and wellbeing.

'Parents are the single biggest influence on a child's life: caregiver, role model, teacher and guide all rolled into one' (Aileen Campbell, Minister for Children and Young People, *National Parenting Strategy*, 2012).

This strategy recognises the challenges that parents face and aims to build parenting capacity to improve the life chances of all children and young people.

It is based on evidence, which emphasises the need to provide support for all parents when they need it. Children achieve the best outcomes later in life when they grow up in a nurturing and stimulating environment, surrounded by familiar adults. Good parenting and the quality of the parent-child relationship promotes social competence and protects against factors such as poor academic achievement, criminal behaviours, depression and anxiety (O'Connor *et al*, 2007).

A wide range of parenting skills are associated with good emotional, social, behavioural and health outcomes for children (e.g. parental warmth, low parent-child conflict, involvement of parent and child in shared activities, clear rules at home). For example, the *Growing up in Scotland* (2011) longitudinal study outlined that *'children experiencing a high level of mother-child activities and rules at home were more likely to exhibit healthy behaviours than those who took part in few activities or had few rules at home'*. Likewise, a *'father's interest in his child's education'* has been linked with better educational attainment (Flouri *et al*, 2002; Hango, 2007). In addition, studies have demonstrated that the home environment, where interactions between carer and child are particularly important, has as much impact on a child's language development as school (Wood *et al*, 2006).

This strategy also recognises the wider issues that can impact on a parent's ability to provide a nurturing, loving and stimulating environment for their child. National and local evidence confirms the negative influence that a range of external social and economic issues can have on children, parents and families; Issues related to substance misuse, mental health, poverty, housing, relationships, and community safety. For example, there is increasing evidence that the association between social disadvantage and language persists well into a child's schooling (*All Party Parliamentary Group on Speech & Language Difficulties*, 2003). However, parents who receive appropriate and timely support play a major role in mitigating against these language difficulties.

Parent and Family Support Strategy

Just as all parents need support in meeting their child's needs and aspirations, so too do the parents of looked after children.

We know that looked after children and young people are more likely to experience poorer life outcomes (*Scottish Executive Social Research, 2007*). It is key, therefore, that this Strategy supports developments outlined in Stirling and Clackmannanshire's Corporate Parenting Strategy (2013), where a key focus is on improving outcomes for all children who are looked after.

Parent and Family Support Strategy

National and Local Context

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)
- Commission on the Future Delivery of Public Services (2011)
- National Parenting Strategy (2012)
- The Early Years Collaborative (2012)
- Raising Attainment (2012)
- Supporting Young's People's Health and Wellbeing (2013)
- Children and Young People (Scotland) Act 2014

Local Context

The local context within Clackmannanshire has been vital in shaping this strategy, with key factors helping to determine how we target support where it is required. The *Integrated Children's Services Plan* (2015) outlines the following:

Clackmannanshire Council Area:

- 26% of children living in the Clackmannanshire area are living in poverty with 14 of Clackmannanshire's data zones falling in the 15% most deprived areas in Scotland
- There are concentrations of very young mothers in areas of deprivation
- The teenage pregnancy rate per 1000 relevant female population is 6.3 for under 16 years olds and 42.3 for under 18 year olds compared with a national rate of 6.1 and 31.3 respectively
- An estimated 20% of children in Primary 1 are overweight with a child obesity rate of 9.7% (Scottish average 9.8%)
- Clackmannanshire has the 6th lowest rate of breastfeeding in Scotland

- The most common factor giving rise to additional support needs in schools is social, emotional and behavioural needs and language and communication
- 8% of 15 year olds are regular smokers (comparable to the national figures)
- 20% of 15 year olds report drinking in the week prior to survey, which is 1% higher than the Scottish figure
- In 2013, Clackmannanshire had the highest rate of children on the child protection register at 5.4 per 100 children against a Scottish average of 2.9.

Parent and Family Support Strategy

Vision, Values and Aims

Stirling and Clackmannanshire's Integrated Children's Service Plan (2015-2018) vision and values are key to this strategy:

Vision

Our vision for all children and young people across Clackmannanshire is to work together with them, their families and communities to nurture, respect and be ambitious for their future. We will collaborate as partners to improve the wellbeing of all children and young people and support them to achieve positive outcomes.

Values

Partners are committed to a set of core values and we will work together to ensure that:

- we will put children and young people at the centre of our thinking and action
- we will listen to children, young people and families and involve them in decisions that affect their lives
- children, young people and families will be supported to secure outcomes for themselves.

Aims

Our aims are based on the National Parenting Strategy's key issues, which contribute to our overall vision:

- to ensure that all parents have equal access to clear information and advice for all stages of parenting
- partner agencies will work collaboratively to offer informed and evidence based supports to help build parenting capacity for all
- improve opportunities for *all* parents to access out of school activities and early learning and childcare
- improve on the availability of targeted supports for parents and families who require additional support, with a focus on early intervention and prevention.

Parent and Family Support Strategy

Views of Parents and Families

Our vision for all children and young people across Clackmannanshire is to work together with them, their families and communities to nurture, respect and be ambitious for their future. We will collaborate as partners to improve the wellbeing of all children and young people and support them to achieve positive outcomes.

Parents views were sought to help inform this strategy. They told us why the role of being a parent was so important:

“Parents spend more time with their children than anyone else and it is up to us to help them develop into kind, hard working adults.”

“I think both parents ... Grandparents, Aunties, cousins and extended family and friends all have a role to play in helping children & young people feel loved and secure.”

“To be a role model in all aspects especially ... being kind, gentle and respectful. To be there through the peaks and troughs of life.”

“To teach my kids self-respect, to raise them to know right from wrong” “Spending time with my children”

“As a parent you know and understand your child the best and will always love and care for them the deepest always having their best interests to heart.”



that they can make their dreams come true.”

“Being there for your kids; Making sure they are healthy, safe and clean.”

*“To nurture them.” “To respect them.”
“Make sure they go to school.”*

*“Having fun” “Playing WITH my child”
“Safety, routines, discipline and love”*

“Being a role model for my children so that they can grow into polite well-mannered adults with the inspiration to be creative and travel ... can't is not a word as anything is possible! ... I want my children to believe

Parent and Family Support Strategy

Parents also let us know how we could help to support them:

"We don't want to feel judged when we ask for help, we want support in an environment where we are not judged"

"I want to be heard without fear of my children being taken away from me"

"When asking for help, for services not to view this as a sign of not coping"

"A lot of parents are scared to admit that they are struggling ... I think that there needs to be somewhere to go to talk confidentially without that fear being there ... in order for a parent to open up it has to be informal ... and listen!"

"Getting the right support at the right time helps us and our children feel happier"

"More help to keep peer support going"



"Being recognised as being their teacher"

"Parents that feel more included are more effective and healthier parents for ourselves and our children"

"The Triple P parenting class is a fantastic opportunity."

"More for older children"

"Some communities have great additional supports, but not all of them. I've even thought about moving house to get closer to the supportive service I trust"

Parent and Family Support Strategy



“More i nclusive c ommunities. More s upport to ne w parents through better communication. This would support parental mental health better”

“Safe communities. I worry about my children’s safety”

“More t hings f or us to do w ith our c hildren i n t he community to build better relationships with our kids. This is so important because when they get older, they learn better how to respond to others”

“Better i nformation abou t what i s goi ng on” “ More whole family activities”

“More help with older child’s challenging behaviour”

“A one stop shop where parents can access advice and practical help”

“Easier access to support in communities without having to shout for it or without becoming ill before they come to you”

Parent’s views have formed the basis of this strategy, helping us to identify what is important to them and their children, and the support that may be needed in family life. This strategy sets out how we believe we can best support these views. They have informed and influenced our approach to supporting parents and families, as well as our key aims going forward.

Parent and Family Support Strategy

Corporate Parenting

The Parent and Family Support Strategy supports the key aims of the Corporate Parenting Strategy.

The following is taken from Stirling and Clackmannanshire's Corporate Parenting Strategy (2013-2018, pp 5-6) outlining our key duties for looked after children.

1.1 Looked After Children and Young People

The Children and Young People (Scotland) Act (2014) states that corporate parenting applies to:

- every child who is looked after by a local authority, and
- every young person who:
 - (i) is under the age of 26, and
 - (ii) was, but is no longer looked after by a local authority.

The term looked after includes those children and young people who are living at home with birth parent(s) and/or other family members and who are subject to a supervision requirement made by a Children's hearing. It also refers to those children who are accommodated away from home, living with foster or kinship carers, in residential homes, residential schools or secure units.

1.2 Corporate Parenting

Corporate Parenting means "the formal and local partnerships needed between all local authority departments and services, and associated agencies, who are responsible for working together to meet the needs of looked after children and young people, and care leavers".

Corporate Parenting is not merely a responsibility, but it is an opportunity to turn around and improve the life chances and outcomes for all of the looked after children in Stirling and Clackmannanshire. It is an opportunity to make being in care a positive experience, one that gives young people, the care, stability, and safety that every child deserves.

Parent and Family Support Strategy

1.3 Corporate Parents

The Children and Young People (Scotland) Act (2014) places a duty of corporate parenting locally on:

- Stirling Council
- Clackmannanshire Council
- NHS Forth Valley
- Skills Development Scotland
- Police Scotland
- Scottish Fire and Rescue Service
- Forth Valley College
- Children's Reporter
- Stirling University

The Act states that this duty means that Corporate Parents must:

- be alert to matters which might adversely affect the wellbeing of looked after children and young people
- assess the needs of looked after children and young people for their services and support
- help looked after children and young people to make use of their services and support
- promote the interests of looked after children and young people
- seek to provide looked after children and young people with opportunities to participate in activities designed to promote their wellbeing, and help young people to access them.

As Corporate Parents, Clackmannanshire Council, and its' partners will aim to provide the opportunity for every child and young person in our care to achieve the best possible outcomes. The extent of involvement and intervention from agencies will vary depending upon the particular circumstances and needs of each child and young person.

However, as good Corporate Parents we will all:

- respect and nurture our looked after children and young people
- be ambitious for our looked after children and young people
- ensure that our looked after children and young people can access play, sporting, leisure and cultural activities
- promote the health needs of our looked after children and young people
- promote the social inclusion of our looked after children and young people.

Parent and Family Support Strategy

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.

We know it is key for partners across Clackmannanshire to have shared definitions around levels of need for parents and families. Likewise, when working to address these needs effectively, it is key that partners work through an agreed framework because even minor differences in interpreting levels of intervention can impact on service planning and delivery.

In addition, a clear framework of delivery will act as a positive driver towards increasingly 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.

Level 4: Intensive Support:

Parents and Families with identified support needs requiring high levels of support and supervision to carry out aspects of their parenting role resulting in services taking all or part responsibility for the care of a child or children. This may include formal measures such as Statutory Supervision Orders and Protection Plans.

Level 3: Targeted Support:

For parents and families experiencing additional short or long-term barriers affecting their capability to be wholly effective. This will often involve access to more tailored or individualised support, co-ordinated through GIRFEC and based on identification, assessment and understanding of the barriers affecting wellbeing. These barriers may include developmental and behavioural concerns, domestic violence, disability, mental health, bereavement, unemployment and housing issues.

Level 2: Enhanced Support:

Enhanced support is designed to provide extra support when a specific need has been identified. The aim is to prevent more serious problems arising and therefore the need for more targeted or intensive support in the future. This should be co-ordinated through GIRFEC processes, and enable access to quality information, advice, resources or support around the identified concerns.

Level 1: Universal Support:

Universal support is for all parents and carers requiring information, advice and guidance on general parenting and family support issues. This may be accessed within universal services, such as those delivered through Health, Education, Libraries or Housing, or by other means, such as the Family Information Service website, or national campaigns like 'Play, Talk, Read' and 'Play@Home' This support should enable parents to access clear, concise information on everything from pregnancy to the teenage years and beyond.

Parent and Family Support Strategy

Action Plan

This strategy provides an action plan which outlines our key aims and the actions required to improve service delivery and respond to the local needs of parents and families. It also includes a timeframe as follows:

- Short term actions will be completed by June 2016
- Medium term actions will be completed by June 2017
- Long term actions refer to a timeframe of June 2018 or beyond.

Aim 1: To ensure that all parents have equal access to clear information and advice for all stages of parenting

Activity: we will	Output	Timeframe
Map and recommend improvements on how parents currently access information and advice looking to ensure that information and its delivery are tailored to the needs of different groups.	Mapping document and recommendations	Short term
In conjunction with related work being carried out within partner services, draft a 2015/16 Parent and Families Communications Plan, which will: <ul style="list-style-type: none"> • develop a set of evidence-informed key messages for parents and families; • outline and timetable the 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; • evaluate the effectiveness of the plan. 	Draft 2015/16 Communications Plan	Short term
Ensure that future communication planning is linked to the Childcare Sufficiency Assessment.	Childcare Sufficiency Assessment	Short and Medium term

Parent and Family Support Strategy

Aim 2: Partner agencies will work collaboratively to offer informed and evidence based supports to help build parenting capacity for all

Activity: we will	Output	Timeframe
Develop a structure, systems and processes to ensure the parenting and family support agenda is owned and guided strategically, and actions are implemented operationally across the CPP.	Parent and Family Support steering group in place, reporting to the Early Years sub-group of the Children and Young People's strategic partnership	Short term Complete
Map parent and family support provision across Stirling to help identify gaps in services and/or locations.	Mapping document	Short term
Develop and agree a menu of evidence-based services and supports across the Intervention Framework for parents and families of children 0 – 18 years of age.	Draft 'Intervention Framework – Services and Supports'	Short term
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 with quality and fidelity.	Integrate the 'Intervention Framework – Services and Supports' into workforce development and commissioning plans across partner agencies	Short term
Develop core skill set required by the universal workforce to improve early identification and support for parents and families.	Programme of staff development in parent and family support core skills feeding into workforce development plans across partner agencies	Medium term
Utilise the Parent and Family Support Strategy as a tool to challenge and influence partners across the CPP to review their support for parents and families against the aims and principles set out within the strategy.	Timetable of partner services responding to the Parent and Family Support Strategy by producing Action Plans	Short term
	Implementation of timetable and Monitoring of Action Plans	Medium to Long term
Develop a Performance/Improvement Framework through which progress towards the four strategic aims can be tracked and measured.	Performance/Improvement Framework	Medium term

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Aim 3: Improve opportunities for all parents to access early learning, child care and out of school care

Activity: we will	Output	Timeframe
Conduct Parental Childcare needs survey to inform early learning, childcare and out of school care service delivery.	Childcare Survey 2015 complete	Short term Complete
Complete a Childcare Sufficiency Assessment which will: <ul style="list-style-type: none"> map early learning and childcare across Clackmannanshire to help identify gaps in services and/or locations; map out of school care across Clackmannanshire to help identify gaps in services and/or locations; map childminders across Clackmannanshire to help identify gaps in services and/or locations. 	Childcare Sufficiency Assessment	Short term
Develop a Play Strategy to promote the positive ways of playing with children and young people, highlighting to parents the benefits of outdoor play and ensuring that more opportunities exist to do so.	Play Strategy	Short term
Provide information and advice for parents and groups/organisations on what early learning, childcare and out of school care is available, how to access it and what supports are in place (e.g. childcare vouchers systems)	Draft 2015/16 Communications Plan	Short term
Provide guidance and support to individuals or communities interested in setting up out of school care.	Protocol document	Short term

Parent and Family Support Strategy

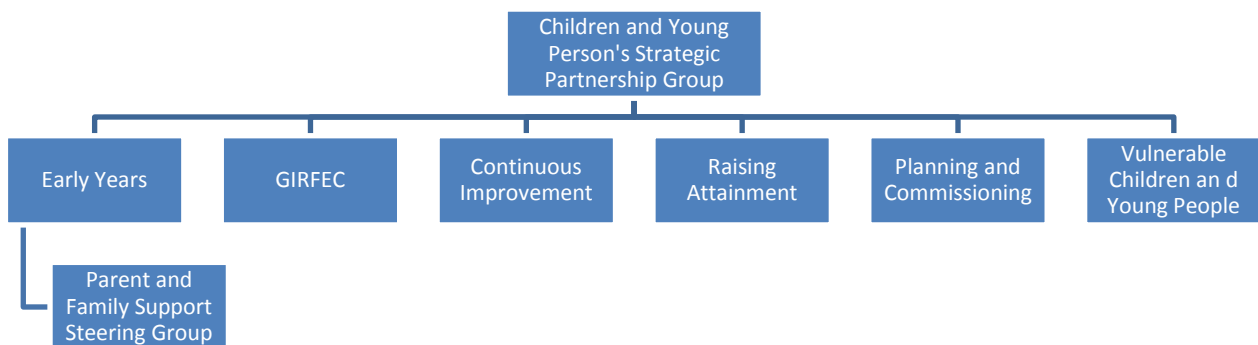
Aim 4: Improve on the availability of targeted supports for parents and families who require additional support, with a focus on early intervention and prevention.

[Note: This may be temporal support or thematic, and recognises the challenges faced by the full range of parents/carers (e.g. kinship carers, teenage parents, lone parents, parents of disabled children, or CYP affected by a parent in prison).]

Activity: we will	Output	Timeframe
Kinship carers - review current support offered, including information and advice (e.g. access to financial support), respite care services (in particular for grandparents), and back up support.	Review and Recommendations complete	Short term
Fathers - review our current support for fathers to ensure our services are 'father friendly' and that our workforce are best able to engage with them – tying in with 2016 Year of the Dad.	Review and Recommendations complete	Short term
Foster Carers – review current support offered.	Review and Recommendations complete	Short term
In addition to universal support for parents and families, priority groups will be identified as a key focus for attention. These will be identified through local analysis and will complement those set out within the National Parenting Strategy.	Further priority groups identified	Short term
Improve outcomes for parents and families by taking into consideration the wider issues that impact on a parent's ability to provide a nurturing, loving and stimulating environment for their child. For example, alcohol, drugs, mental health, smoking, child poverty, housing, welfare reform, relationships and sexual health, community safety, reducing reoffending, carers and young carers and adult services.	Support activity within the Integrated Children's Services Plan Contribute to setting priorities for the next Integrated Children's Service Plan	Medium term

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Reporting and Monitoring



As the diagram demonstrates, this strategy and action plan will be overseen, monitored and updated by the Parent and Family Support steering group. This group reports into the Children and Young Person's Strategic Partnership Group primarily via the Early Years reporting group but, at times, may also report via other groups*.

*[*Note: Within the CPP structure, responsibility for planning, oversight, delivery and evaluation of the Integrated Children's Service Plan sits with the Children and Young Person's Strategic Partnership Group (C&YPSPG). This strategic group is supported in its task by 6 reporting groups: Vulnerable Children and Young People; Early Years; GIRFEC; I CSP/Continuous Improvement; Raising Attainment; Planning and Commissioning. The reporting groups will provide progress reports to each C&YPSPG meeting.]*

Parent and Family Support Strategy

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Parent and Family Support Strategy

Appendix 1: Single Outcome Agreement Priorities

The actions outlined in the implementation framework should contribute to the Single Outcome Agreement Priorities outlined below:

Clackmannanshire's Priority Outcomes (2013-2023):

- Improved outcomes in children's early years.
- Improved support for disadvantaged and vulnerable families and individuals.
- Reduced risk factors that lead to health and other inequalities.
- Improved opportunities for learning, training and work.

Parent and Family Support Strategy

Appendix 2: Useful Weblinks

National Drivers

Other key policies and sources of information and guidance which contextualise the information presented here include the following:

National Parenting Strategy

<http://www.scotland.gov.uk/Publications/2012/10/4789>

Children and Young People (Scotland) Bill

www.scottish.parliament.uk/parliamentarybusiness/CurrentCommittees/63073.aspx

Parentzone

www.educationscotland.gov.uk/parentzone/learningathome/index.asp

Education Scotland

www.educationscotland.gov.uk/

Scottish Family Information Service

www.scottishfamilies.gov.uk

United Nations Convention on the Rights of the Child

Available from: www.unicef.org/crc/

The UN Convention on the Rights of the Child is an international human rights treaty which grants all children and young people a comprehensive set of rights. The Convention comprises 54 articles that cover different aspects of childhood, rights and freedoms. All children and young people up to the age of 18 years are entitled to all rights in the Convention. Some groups of children and young people, for example those living away from home, and young disabled people, have additional rights. The UNCRC was ratified by the UK Government on 16 December 1991.

The Scottish Government (2011) A New Look at Hall 4 The Early Years Good Health for Every Child

Available from: www.scotland.gov.uk/Publications/2011/01/11133654/0

This guidance sets out the way forward for the successful delivery of Health for All Children (Hall 4) in the early years. The Health for All Children document, (also known as 'Hall 4'), offers guidance to support the implementation of the recommendations of the Royal College of Paediatrics & Child Health's fourth review of routine child health checks, screening and surveillance activity. The review examined the evidence for existing child health surveillance and screening activity, including the purpose, content and timing of interventions. It also took into account the impact of social, economic and environmental factors on children's health.

The Scottish Government (2008) *The Early Years Framework*

Available from: <http://www.scotland.gov.uk/Publications/2009/01/13095148/0>

The Early Years Framework defines early years as pre-birth to 8 years old in recognition of the importance of pregnancy in influencing health, social, emotional and cognitive outcomes for children and families.

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The Framework, which is based on principles of early intervention and the tailored delivery of services, outlines the steps that the Scottish Government, local partners, and practitioners in early years services need to take to maximise positive opportunities for children so that they get the best start in life.

The Early Years Collaborative (EYC) is an outcomes-focused, multi-agency quality improvement programme that will deliver nationally on the vision and priorities of the Early Years Taskforce and bring focus and clarity to agreed objectives, outputs and outcomes. The ambition of the Early Years Collaborative is to make Scotland the best place in the world to grow up in by improving outcomes, and reducing inequalities, for all babies, children, mothers, fathers and families across Scotland to ensure that all children have the best start in life and are ready to succeed.

(www.eycollaborative.co.uk/about-the-collaborative)

‘Getting it right for every child’ (GIRFEC, 2008)

Available from: www.scotland.gov.uk/Topics/People/Young-People/childrenservices/girfec

‘Getting it right for every child’ is the national cross-cutting programme which outlines an approach to working with children and families in Scotland. Based on individual need, the wellbeing of the child is placed at the centre of the approach, which establishes the principle of giving all children and young people the best possible start in life as a priority for all services. GIRFEC builds upon the universal services of health and education and sets out a national programme of transformational change to ensure that each child is:

• **Safe** • **Healthy** • **Active** • **Nurtured** • **Achieving** • **Respected** • **Responsible** • **Included**

These principles inform or influence choices and action across a wide range of roles and contexts. As a national approach to meeting the needs of all children and young people, GIRFEC is the vehicle to deliver the other key national action plans and frameworks in the early years.

The Scottish Government (2011) A Refreshed Framework for Maternity Care in Scotland

Available from: www.scotland.gov.uk/Publications/2011/02/11122123/0

The refreshed framework is designed to address all care from conception, throughout pregnancy and during the postnatal phase. The term ‘maternity care’ in this document is intended to refer to any NHS service that provides maternity care to women and their babies, including care provided by midwives, obstetricians, general practitioners, anaesthetists, paediatricians, neonatologists, public health nurses, pharmacists, optometrists, dentists and allied health professionals.

The Scottish Government (2011) Improving Maternal and Infant Nutrition A Framework for Action

Available from: <http://scotland.gov.uk/Publications/2011/01/13095228/0>

The framework for action is designed to be taken by NHS Boards, local authorities and others to improve the nutrition of pregnant women, babies and young children in Scotland.

The Scottish Government (2011) Reducing Antenatal Health Inequalities

Available from: www.scotland.gov.uk/Publications/2011/01/13095621/0

This guidance was designed to provide details of the specific actions needed to strengthen antenatal healthcare at NHS Board and national level.

The Scottish Government (2013) Play Strategy for Scotland and Action Plan

Available from: www.scotland.gov.uk/Publications/2013/06/5675 and www.scotland.gov.uk/Publications/2013/10/9424

The Scottish Government’s Play Strategy sets out an aspiration to improve the play experiences of all children and young people, including those with disabilities or from

disadvantaged backgrounds in Scotland. The Strategy was followed by an action plan that supports the Play Strategy by setting out what actions need to be taken, in the domains of home; nursery and school; community; and positive support for play to realise this vision for play.

The Scottish Government (2013) Supporting Young People's Health & Wellbeing A Summary of Scottish Government Policy

Available from: www.scotland.gov.uk/Publications/2013/04/4112

This document was prepared for the Youth Health Improvement and Health Inequalities Strategic Leads Group. It sets out the key government policies that aim to support young people's health and wellbeing.

The Scottish Government (2011) Commission on the Future Delivery of Public Services

Available from: www.scotland.gov.uk/Publications/2011/06/27154527/0

The Commission on the Future Delivery of Public Services, (The Scottish Government, June 2011), sets out in detail what it sees as the scale of the challenge facing public services in Scotland. This document emphasises the following:

- a decisive shift towards prevention
- greater integration of services, better partnership, collaboration and 63
- effective local delivery
- greater investment in the people who deliver services
- a focus on improving performance through greater transparency, innovation and digital technology
- assets-based approaches.

Growing Up in Scotland (GUS) Study

Growing Up in Scotland is a longitudinal research study which began in 2005. GUS follows a cohort of 8000 Scottish children and their families, and focuses on a range of outcomes, from birth through to their teenage years. A series of reports that outline the findings of the research to date have been produced by GUS. These include topics such as maternal mental health and children's social, emotional and behavioural characteristics. The GUS reports are available from: www.crfr.ac.uk/gus/

Parenting Across Scotland

Available from: www.parentingacrossscotland.org/

Parenting across Scotland is a partnership of charities that offers support to children and families in Scotland through their information service and partners' helplines.

Local Drivers

Clackmannanshire Single Outcomes Agreement

<http://www.clackweb.org.uk/document/2327.pdf>

Corporate Parenting Strategy

<http://minutes.stirling.gov.uk/pdfs/educationcommittee/Reports/ED20140306Item07CorporateParentingStrategy.pdf>

Parent and Family Support Strategy

Parent and Family Support Strategy 2016

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