

# Moray Parenting Plan 2010-12

Prepared by the Moray Parenting Steering Group



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## **SECTION 1 – Introduction**

The Moray Parenting Plan has been produced by the interagency Moray Parenting Steering Group (MPSG). The Group is composed of representatives from statutory and voluntary organisations working in support of children and families in Moray. Membership is shown in Appendix 1 of this document.

It is important to focus on parenting as an issue because it has a major impact on children's life chances. It is vital that work with parents is planned in a co-ordinated and locally responsive manner.

It should be noted that the term 'parent' within the strategy refers to individuals exercising a parenting role as either parents or carers.

## **SECTION 2 – Vision Statement**

'Every child in Moray should reach his or her full potential while living in their local community supported by confident and resourceful parents and carers.'

Parenting is defined as 'those acts of providing care, safety, individual warmth, stimulation, boundaries and stability to children for whom parents are responsible'.

Work is undertaken with parents by local agencies, organisations and individuals in the context of this plan to 'promote or develop parenting skills'.

In providing such assistance the plan seeks to:-

- (i) encourage parents to access parenting support on a voluntary basis whenever possible.
- (ii) provide support that will meet the diverse needs of parents and their children.

All services are required to act in accordance with key statutory and procedural measures that seek to protect and promote the health, welfare and development of children when these are believed to be significantly compromised.

## **SECTION 3 – National Context**

In any development of parenting services in Moray it is important to take cognisance of national policy initiatives that are informing and driving the parenting agenda.

The Moray Parenting Plan will contribute to achieving a number of National and Local Outcomes identified in the Moray Single Outcome Agreement.

**Table 1 – National & Local Outcomes**

<b>National Outcomes</b>	<b>Local Outcomes</b>	<b>Improvement Indicator</b>
4 – Our young people are successful learners, confident individuals, effective contributors and responsible citizens.	More young people will succeed in school (Curriculum for Excellence).	Increase % of young people achieving appropriate outcomes for their stage.
5 – Our children have the best start in life and are ready to succeed.	More young children in Moray will thrive.	Increase % of Primary 1 children who attend pre-school education.
8 – We have improved the life chances for children, young people and families at risk.	Life chances for children, young people and families at risk in Moray will improve.  Child protection services in Moray will improve.	Increase % of looked-after children and young people achieving appropriate outcomes for their stage (please see National Outcome 4 above).  Increased proportion of children on the Child Protection Register for whom there is evidence of improved outcomes.

The development of a Parenting Plan is a key action of the Early Years Strategy Group that is formulating Moray’s response and developments arising from the Scottish Government’s Early Years Framework.

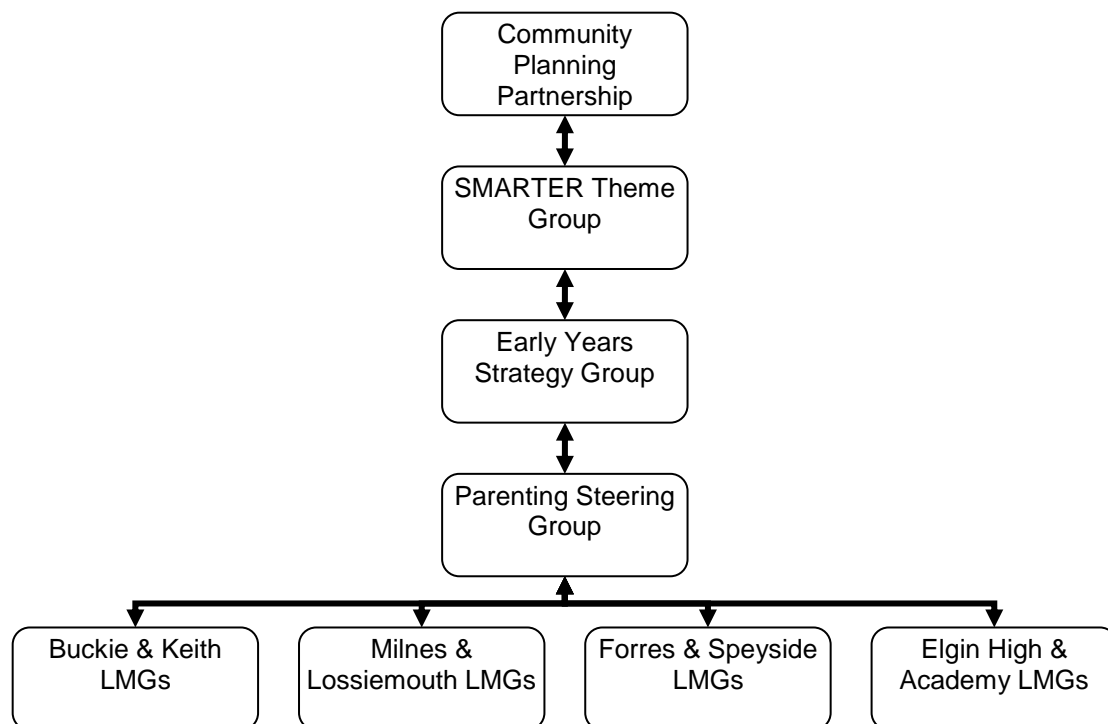
The Plan will contribute to improving outcomes for children in ensuring they are safe, nurtured, healthy, achieving, active, respected, responsible and included in line with ‘Getting it Right for Every Child’.

## **SECTION 4 – Moray Planning Context**

The Parenting Steering Group has been established to produced a Moray Parenting Plan and then guide its implementation and review on an annual basis. The MPSG reports to the Early Years Strategy Group that is an associated group of the SMARTER Theme Group of the Moray Community Planning Partnership. The Theme Group reports to the Community Planning Board through the monitoring of its Local Delivery Action Plan for early years.

Key aspects of service delivery for the Moray Parenting Strategy will be through Locality Management Groups (LMGs) at Area School Group (ASG) level. The Moray Integrated Children’s Services Plan requires LMGs to address parenting as one of their local planning actions.

## Diagram 1 – Organisational Arrangements



## SECTION 5 – Assessment & Referral Process

The identification of family situations where parenting work is required will be through the interagency Local Integrated Assessment & Planning (LIAP) Framework. This includes work undertaken by single agencies and through multi-agency action plans. A key aim of these assessment processes is to provide a proportionate response to the parenting issues identified so avoiding wherever possible the escalation of families through statutory and child protection structures.

The identification of local collective need will be through the Locality Management Group structure and services may be developed locally in accordance with these assessments. The Moray Parenting Plan will therefore address priority issues at a Moraywide and local level and remain responsive to changing requirements.

## SECTION 6 – Partnership with Parents

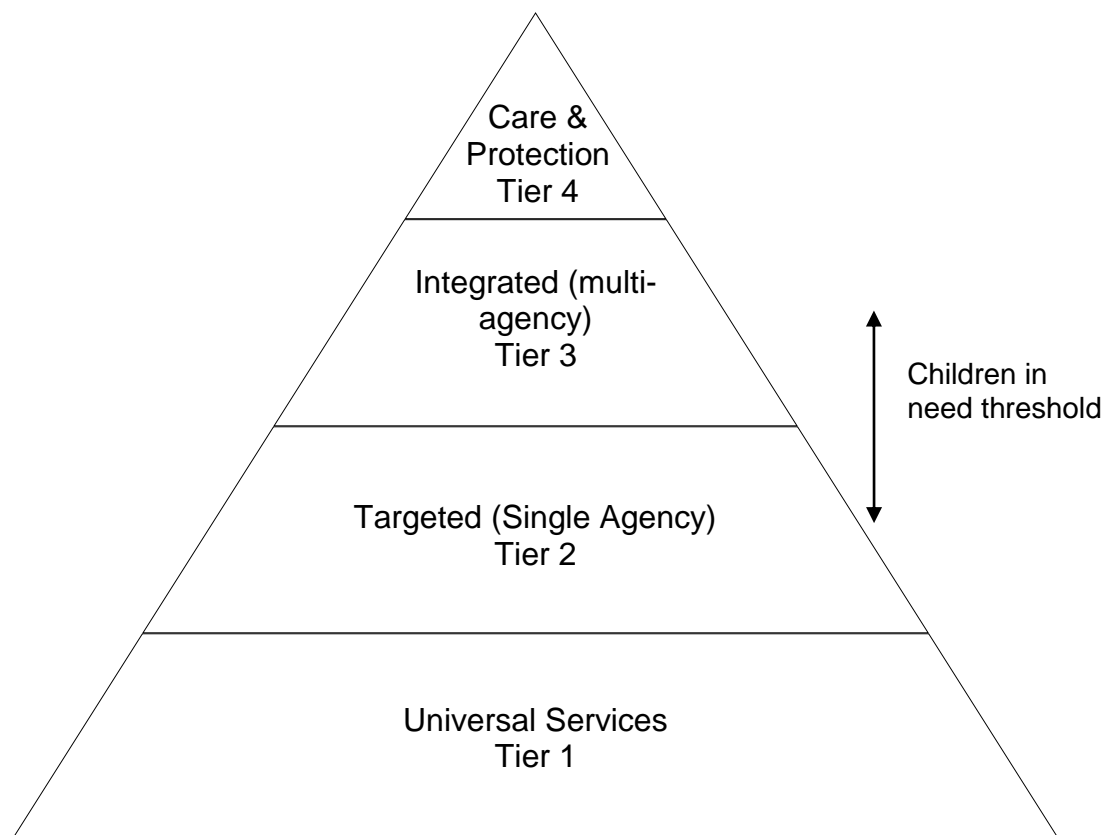
The discharge of parental responsibilities in the care, protection, guidance and control of children is a challenge to all parents and all parents need assistance in some form to support them in helping their children grow, learn and develop to maturity. In discharging their responsibilities the vast majority of parents want what is best for their children and this forms the basis of partnership in parenting work.

In order for this partnership to work effectively it must have a number of key principles. These include:-

- Recognising that life events and experiences impact on all parents' ability to exercise their parental responsibilities.
- Providing the particular support that is required in a non-judgemental fashion.
- Ensuring that the views of parents and their children are central to the assessment of need.
- Offering support that builds on parenting strengths, is enabling, empowering and recognises the rights of parents to make choices and decisions in the best interests of their children.
- Actively involves parents and children in the planning and evaluating of services.
- Takes complaints about services seriously and resolves them in an open and transparent manner.

## SECTION 7 – Four tier model

The Moray Parenting Plan has a four-tier model for the delivery of services. This model recognises the need to deliver services of different intensity in accordance with the needs of families and the agreed role of local agencies.



<b>Tier</b>	<b>Descriptor</b>	<b>Type of Support</b>	<b>Indicative Agency Involvement</b>
1 – Universal Services	Available to all families	Information & advice	Health Visitor Education
2 – Targeted (single agency)	Additional focussed support	Guidance on identified issues	Health Visitor Education Social Work
3 – Integrated (multi-agency)	More complex needs	Co-ordinated plan through LIAP system	Health Visitor Education Social Work Action for Children
4 – Care & Protection	Need for statutory intervention	Supervision requirements and/or Child Protection Register	Health Visitor Education Social Work Action for Children Children’s Hearing

In interpreting the four-tier model please note that:-

- (i) a children is ‘in need’ if he or she is unlikely to achieve or maintain or will have significant impairment to health or development unless services are provided.
- (ii) agencies identified at lower tiers can be involved at higher levels of need as part of interagency care and/or protection plans.

## **SECTION 8 – Improvement Objectives 2010/12**

The 2010/12 improvement objectives agreed by the Parenting Steeting Group are as follows:-

1. Assess the use made of ‘universal pre-5 services’ by families where children are vulnerable (as defined by child protection registration, looked-after or involved with social work on a voluntary basis).
2. Complete a directory of community provision where vulnerable pre-5 children and their families can have their needs assessed and be worked with.
3. In conjunction with LMGs establish clarity as to availability of parenting support in each locality including access arrangements.
4. Oversee and ensure the delivery of targeted parenting training programmes for staff.
5. Implement locally agreed parenting actions through Locality Management Groups (as described in the 2010/12 Integrated Children’s Services Plan)
6. Fully analyse the information collected through the audit of local provision.

The Locality Management Groups have also developed local actions for their areas and these can be found in Appendix 2.

The Locality Management Groups will be asked to contribute to the implementation of Performance Improvement Objectives set by the Parenting Steering Group.

The Performance Improvement Objectives and local actions will be reviewed by the Parenting Steering Group and Locality Management Groups in February 2011.

The accountability arrangements associated with these improvement objectives are found in Appendix 2.

## **SECTION 10 – Partnership**

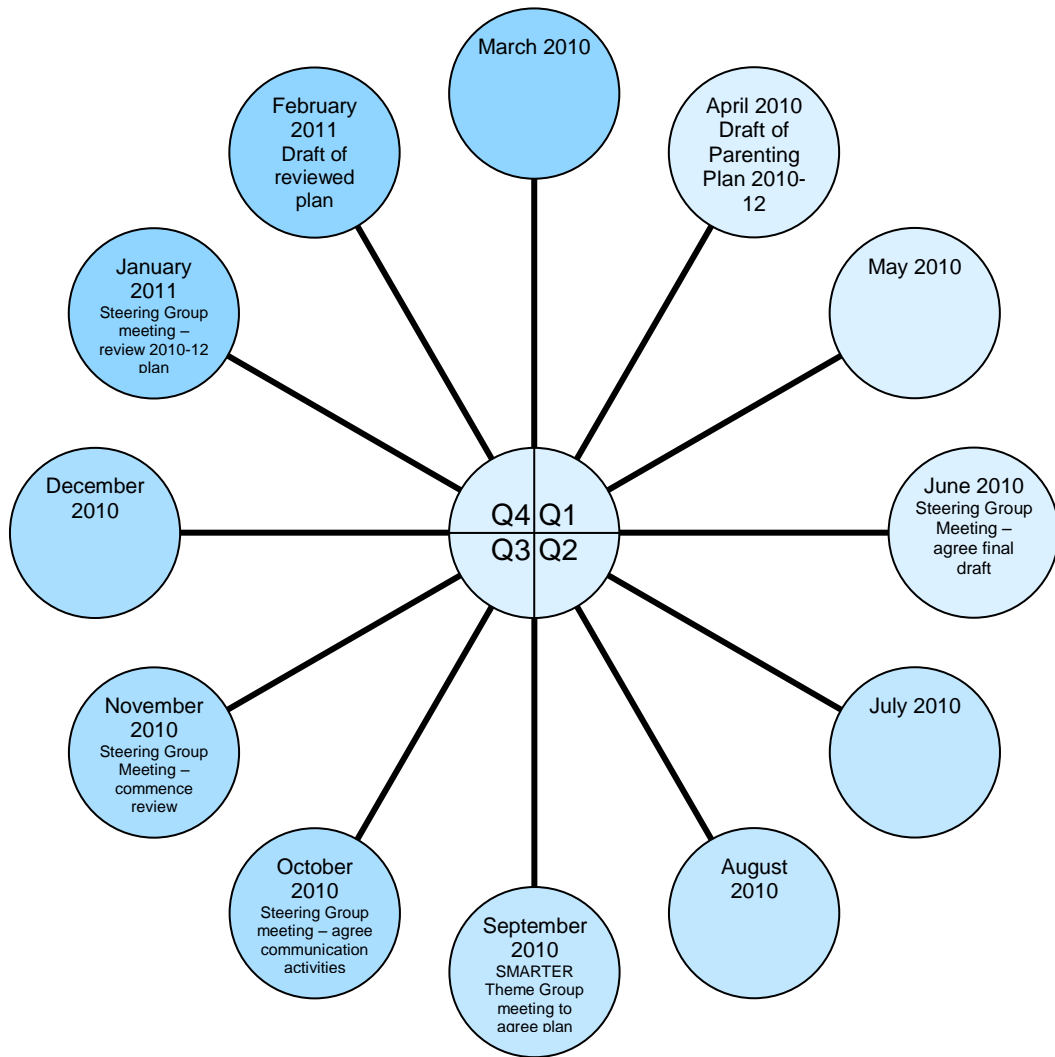
The Parenting Plan will be delivered through the principles of partnership working incorporating children, young people, families and participating agencies. The Partnership commitments are as follows:-

- to work together as equal partners;
- to share information and resources;
- to mutual accountability;
- to transparency;
- to listen to service users; and
- to respond to public concerns.

## **SECTION 11 – Communication**

The Parenting Strategy Group has agreed with the Early Years Strategy Group to take a strategic approach to communication in promoting the activities and development of early years and parenting in an inclusive way. The full communication strategy is set-out in Appendix 4.

## SECTION 12 – Business Cycle



**Membership of Parenting Steering Group**

CLD Team Leader (Youth Work), Moray Council  
Community Learning & Development Manager, Moray Council  
Head of Children & Families and Criminal Justice Services, Moray Council  
Head of Educational Development Services, Moray Council  
Integrated Mental Health Services Manager, NHS Grampian  
Lead System Manager (Nursing), NHS Grampian  
Local Integrated Support Officer (Central), Moray Council  
Local Integrated Support Officer (East), Moray Council  
Casework Services Manager, Moray Council  
Principal Librarian, Moray Council  
Service Manager (Community), Action for Children  
Public Health Lead, NHS Grampian  
Quality Improvement Officer, Moray Council

## Improvement Objectives

<b>Specific Objective</b>	<b>Success Measure</b>	<b>Achievable/ Realistic</b>	<b>Timescale</b>	<b>Lead Officer</b>
1. Assess the use made of pre-5 services by vulnerable families.	Complete the assessment and agree action to address any conclusions that are reached.	The information is held within case records and can be accessed through survey.	December 2010	Gordon Sinclair
2. Complete a directory of community facilities for work with vulnerable families.	The directory is complete and communicated to the providers of the facilities, Locality Management Groups and others. The facilities are then used in work with vulnerable families.	Work has commenced and information has been provided.	November 2010	Jennifer Gordon
3. Establish clarity on the access to and availability of parenting support at locality level.	Each LMG to provide a document that describes what is available and how support is accessed. Clarity will then be provided by LMGs as to how the information will be used and how support can be improved.	LMGs have participated in the service audit so work has commenced on this objective.	December 2010	Graham Jarvis

4. The delivery of targeted parenting training programmes for staff.	The Steering Group has clarity on what is available and how it can be accessed. Consider preparing a training calendar and how training shortfalls can be addressed.	The exercise is in the first instance about information gathering.	January 2011	Tracey Gervaise
5. Implement locally agreed parenting actions.	The actions have been concluded.	The actions have been agreed by each LMG and will be reviewed in November 2010.	1 <sup>st</sup> Review November	LISO's
6. Fully analyse the information collected through the audit of local provision	The information is analysed, actions agreed, incorporated into the Moray Parenting Plan and then implemented.	Audit is underway and Steering Group can analyse the information received.	December 2010	Paul Johnson

## Local Parenting Actions

### Elgin North

Action	Outcome	Evidence	Timescale
Parenting Working Group to explore working with parents and young people through The Bridge as an alternative staged intervention.	<ul style="list-style-type: none"> <li>• To establish a multi-agency option for parents to teenage with their child's behaviour/ attendance.</li> <li>• Integrated working.</li> <li>• 'Hands on' learning option for parents.</li> <li>• Multi-agency staff exposed to parenting techniques which can be used on an 'ad hoc' basis.</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation from participants and staff.</li> <li>• Increase in school attendance.</li> </ul>	December 2010

### Elgin South

Action	Outcome	Evidence	Timescale
Parenting Working Group to explore multi-agency working with parents and young people through New Elgin Annexe as an alternative staged intervention	<ul style="list-style-type: none"> <li>• To establish a multi-agency option for parents to teenage with their child's behaviour/ attendance.</li> <li>• Integrated working.</li> <li>• 'Hands on' learning option for parents.</li> <li>• Multi-agency staff exposed to</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation from participants and staff.</li> <li>• Increase in school attendance.</li> </ul>	December 2010

<b>Action</b>	<b>Outcome</b>	<b>Evidence</b>	<b>Timescale</b>
	parenting techniques which can be used on an 'ad hoc' basis.		
To establish a Toy Library within NEON incorporating multi-agency support for learning opportunities.	<ul style="list-style-type: none"> <li>• Parents have access to a wide range of informal support.</li> <li>• Parents can explore play in a safe context.</li> <li>• Staff can react at an early level.</li> </ul>	<ul style="list-style-type: none"> <li>• No of parenting and children accessing Toy Library.</li> <li>• Evaluation/ feedback from participants and staff.</li> </ul>	February 2011

### **Forres**

<b>Action</b>	<b>Outcome</b>	<b>Evidence</b>	<b>Timescale</b>
Facilitate the development of the PPP – Parenting Programme	Increase support for 'targeted' parents.	Comparative questionnaires (before/ after) from parents, professionals.	March 2011
Pilot a 'Fathers' Parenting Group	Increased support for 'targeted' parents.	Comparative questionnaires (before/ after) from parents, professionals.	December 2010
Facilitate a Family Day at Forres Academy	Increased parental awareness of the range of information and support available.	Comparative questionnaires (before/ after) from parents, professionals.	September 2010

### **Speyside**

<b>Action</b>	<b>Outcome</b>	<b>Evidence</b>	<b>Timescale</b>
Facilitate the development of the PPP Parenting Programme	Increase support for 'targeted' parents.	Comparative questionnaires (before/ after) from parents, professionals.	March 2011

Facilitate awareness/ training event for parents eg. Drug and Alcohol, Internet Safety, Health Promotions	Increased awareness of specific issues.	Comparative questionnaires (before/ after) from parents, professionals.	March 2012
Facilitate a family day at Speyside High School	Increased parental awareness of the range of information and support available.	Comparative questionnaires (before/ after) from parents, professionals.	March 2011

### Lossiemouth

Action	Outcome	Evidence	Timescale
To review and update contents of existing parent information packs.	<ul style="list-style-type: none"> <li>• Most appropriate and information to be included in packs.</li> <li>• 50% of targeted parents have an increased knowledge of relevant and appropriate subjects relating to their child/ren.</li> </ul>	<ul style="list-style-type: none"> <li>• Parent's focus group and professional's focus group to identify need and evaluate contents.</li> <li>• Electronic audit with parents and professionals.</li> </ul>	April 2010- June 2011
To identify parenting needs and if necessary establish and integrated and appropriate locality based parenting provision.	<ul style="list-style-type: none"> <li>• Improved parent/ carers support provision established if need identified.</li> </ul>	<ul style="list-style-type: none"> <li>• Locality audit of current provision and need.</li> <li>• Moray wide Parenting Strategy Audit.</li> <li>• Parent's focus group.</li> </ul>	By April 2011
To offer a substance misuse information sharing programme to all Lossiemouth locality parenting prior to and post 'BOTTLE' Theatre productions.	<ul style="list-style-type: none"> <li>• 80% of targeted parents attend, 75% of those are more informed about substance misuse.</li> <li>• 25% reduction in the number of young people misusing</li> </ul>	<ul style="list-style-type: none"> <li>• Participant evaluations.</li> <li>• Attendance at performance and on information sharing programme.</li> <li>• Grampian Police and Moray Alcohol &amp; Drug Partnership</li> </ul>	<p>October 2010 – Production.</p> <p>By December 2010 – Information Sharing.</p> <p>March 2011 – Evaluation.</p>

Action	Outcome	Evidence	Timescale
	substances.	Statistics. • Mobile Information Bus Statistics.	
To establish and offer information sharing sessions and practical internet safety sessions for all parents of school age children.	<ul style="list-style-type: none"> <li>• 50% of targeted parents attend, 75% of those will have an increased understanding of the dangers associated with the internet.</li> <li>• 75% of parents in attendance will have an increased knowledge about internet/ computer usage and establishing parental controls.</li> </ul>	<ul style="list-style-type: none"> <li>• Attendance numbers</li> <li>• Evaluations pre and post programme with participants.</li> <li>• Grampian Police Statistics.</li> </ul>	By June 2011

**Milne's**

Action	Outcome	Evidence	Timescale
To review and update contents of existing parent information packs.	<ul style="list-style-type: none"> <li>• Appropriate, relevant, and informative information included in packs.</li> <li>• 50% of targeted parents have an increased knowledge of relevant and appropriate subjects relating to their child/ren.</li> </ul>	<ul style="list-style-type: none"> <li>• Parent's focus group and professional's focus group to identify need and evaluate contents.</li> <li>• Electronic audit with parents and professionals.</li> </ul>	April 2010- June 2011
To develop and implement a locality specific LMG strategy for targeting and identifying	<ul style="list-style-type: none"> <li>• 60% increase in targeting and identification of vulnerable parents.</li> </ul>	<ul style="list-style-type: none"> <li>• Statistics from parents identified.</li> <li>• Parent's Focus Group</li> </ul>	December 2010 – April 2011

<b>Action</b>	<b>Outcome</b>	<b>Evidence</b>	<b>Timescale</b>
vulnerable parents.		evaluation. • LMG Strategy.	
To evaluate locality specific parenting audit and if require, implement parenting programmes to address any gaps in local service provision.	<ul style="list-style-type: none"> <li>• LMG informed of current parenting provision in Milne's area.</li> <li>• Milne's parents have access to relevant and appropriate programmed to address their needs.</li> <li>• Parenting programme established if required.</li> </ul>	<ul style="list-style-type: none"> <li>• Parenting Strategy Audit.</li> <li>• Evaluation report.</li> <li>• Numbers attending programme.</li> <li>• Local evaluation from parents attending, pre and post programme.</li> <li>• Feedback from parent's focus group.</li> </ul>	Evaluation by December 2010.  Programmes established April 2011- March 2012.
To offer a substance misuse information sharing programme to all Milne's locality parenting prior to and post 'BOTTLE' Theatre productions.	<ul style="list-style-type: none"> <li>• 80% of targeted parents attend, 75% of those are more informed about substance misuse.</li> <li>• 25% reduction in the number of young people misusing substances.</li> </ul>	<ul style="list-style-type: none"> <li>• Participant evaluations.</li> <li>• Attendance at performance and on information sharing programme.</li> <li>• Grampian Police and MADP Statistics.</li> <li>• Mobile Information Bus Statistics.</li> </ul>	October 2010 – Production.  By December 2010 – Information Sharing.  March 2011 – Evaluation.

### **Buckie**

<b>Action</b>	<b>Outcome</b>	<b>Evidence</b>	<b>Timescale</b>
Identify needs of parents/ carers in locality.	Improve support for parents/ carers.	Audit of current provision and need undertaken.  Parental support group(s) established.	By November 2010  By May 2011
Provision of Triple P Courses.	Improved parenting skills.	4 Triple P Courses to be run in	By March 2011

<b>Action</b>	<b>Outcome</b>	<b>Evidence</b>	<b>Timescale</b>
		locality.	
Survey of parents/ carers to identify topics where they require further information.	Parents/ carers are better informed about and able to access services available to them.	Random survey of 100 Primary and 100 Secondary parents undertaken.	By end November 2010
Each agency to identify appropriate information for inclusion in leaflets and on website.	Parents/ carers are better informed about and able to access services available to them.	Information provided by agencies.	By end February 2011
Information on service provision provided in written and electronic form and regularly updated.	Parents/ carers are better informed about and able to access services available to them.	Leaflets produced and website created/ updated.	By end May 2011 and updated quarterly
Parent packs produced and provided for P1 and S1 intakes – June 2010.	Parents/ carers are better informed about and able to access services available to them.	Feedback from parents/ carers on current P1 and S1 packs – 20% of parents sampled.	By end September 2010

### Keith

<b>Action</b>	<b>Outcome</b>	<b>Evidence</b>	<b>Timescale</b>
Identify needs of parents/ carers in locality.	Identify which parental support groups exist in locality and where there is a gap in provision.	Audit of current provision and need undertaken by relevant agencies.	By May 2011
Support parents to establish appropriate group(s).	Parental group(s) established.	Appropriate support, as identified by audit, in place.	By May 2012
Survey of parents/ carers to identify topics where they	Parents/ carers are better informed about and able to	Random survey of 100 Primary and 100 Secondary parents	By end November 2010

<b>Action</b>	<b>Outcome</b>	<b>Evidence</b>	<b>Timescale</b>
require further information.	access services available to them.	undertaken.	
Each agency to identify appropriate information for inclusion in leaflets and on website.	Parents/ carers are better informed about and able to access services available to them.	Information provided by agencies.	By end February 2011
Information on service provision provided in written and electronic form and regularly updated.	Parents/ carers are better informed about and able to access services available to them.	Leaflets produced and website created/ updated.	By end May 2011 and updated quarterly
Parent packs produced and provided for P1 and S1 intakes – June 2010.	Parents/ carers are better informed about and able to access services available to them.	Feedback from parents/ carers on current P1 and S1 packs – 20% of parents sampled.	By end September 2010

## **Communication Strategy**

### **Aim**

The key strategic aim of the Communication Strategy will be to 'promote the activities of the Parenting Group in an inclusive manner'.

### **Objectives**

In order to achieve this aim the Communication Strategy has the following SMART objectives:-

1. Ensure straightforward and efficient communication between the Parenting Group and Early Years Strategy Group to effectively co-ordinate their work.
2. Improve the accessibility of information about the Parenting Group's activities.
3. Develop stakeholder consultation in the evaluation and development of Parenting Group activities.

The objectives of the Communication Strategy will be supported by the following the use of different channels of communication including:-

- Conferences, seminars and workshops;
- Maintaining a web-page; and
- Press releases and production and circulation of other written material.

### **Principles**

The Communication Strategy will adopt the following principles. Communication to be:-

1. Purposeful and timely.
2. Open and based on reliable information.
3. In plain English and be available in other languages on request.
4. The responsibility of all members of the Parenting Group.

<b>Action:</b> Ensure straightforward and efficient communication between the Parenting Group and Early Years Strategy Group to effectively co-ordinate their activities.			
<b>Activity</b>	<b>By whom</b>	<b>By when</b>	<b>Outcome</b>
Production and distribution of minutes to highlight common issues	Group Chairs	Within one month of each group meeting	Good flow of information between groups

<b>Action:</b> Improve the accessibility of information about SMARTER Theme Groups activities.			
<b>Activity</b>	<b>By whom</b>	<b>By when</b>	<b>Outcome</b>
Press releases	Agreed by Parenting Group	As and when required	Raise awareness of wider public
Website	Project Officer	Ongoing	Timely reporting of Parenting Group activities

<b>Action:</b> Develop stakeholder consultation in the evaluation and development of Parenting Group activities.			
<b>Activity</b>	<b>By whom</b>	<b>By when</b>	<b>Outcome</b>
Widen service user and other stakeholder involvement	Lead Officer	As and when required	More inclusive development of Parenting Group activities and their evaluation