

MORAY PARENTING STRATEGY

Prepared by the Moray Parenting
Steering Group



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Section 1 - Introduction

This document has been produced by the Moray Parenting Steering group on behalf of the Implementation Group of the Children & Young People's Partnership. The Steering Group comprises representatives from statutory and voluntary organisations working to support children and families in Moray.

The strategy reflects recent initiatives from the Scottish Executive and looks to set parenting work in an integrated and interagency context that can encompass Parenting Order provision. This approach emphasises the need to set the implementation of such orders within comprehensive parenting support services for children of all ages (pre-natal to sixteen years and up to the age of eighteen in more limited circumstances).

The strategy seeks to:

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

Members of the Steering Group are listed at **Appendix I** which also details the role of the Group and that of the Parenting Development Worker.

An audit of parenting services in Moray was completed in 2004 by Aberlour National Parenting Development Project. Findings and recommendations from the audit are incorporated in this strategy document and the recommendations can be found at **Appendix 2**.

Section 2 - National Context

In any proposed development of parenting services in Moray, it is important to take cognisance 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
- 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
- Antisocial 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

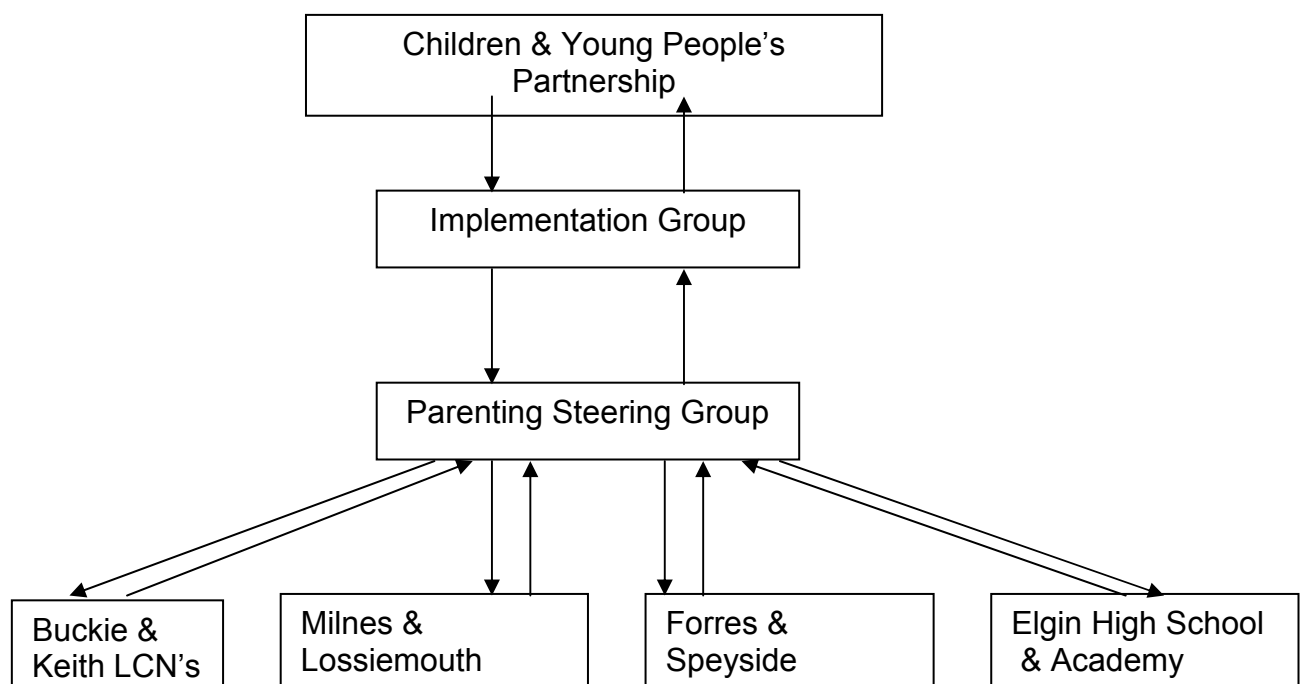
The various initiatives highlight the need for early intervention and accessible non-stigmatising services for families with all relevant agencies involved in their delivery.

Section 3 - Moray Context

The multi-agency Parenting Steering Group has been established to produce a Moray Parenting Strategy and then to guide its implementation. It is anticipated that key aspects of service delivery will be through the Local Community Network structure and each LCN will include parenting work within its annual action plan.

Diagram 1 shows these relationships and the connection to the Moray Children & Young People's Partnership which forms part of Community Planning arrangements in Moray.

Diagram 1 – Organisational Arrangements



Section 4 - Vision Statement

That 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.

Section 5 – Aim of the Moray Parenting Strategy

To support the positive parenting of children in Moray in order that all children have the opportunity to be successful learners, confident individuals, effective contributors and responsible citizens through being safe, nurtured, healthy, achieving, active, respected, responsible and included.

Section 6 – Strategic Objectives of the Moray Parenting Strategy

- To obtain a clear mandate from the Children & Young People's Partnership for the implementation of a Moray Parenting Strategy.
- For each LCN to produce annually a Local Parenting Action Plan reflecting both local assessed need and prioritised areas of parenting work identified through the Parenting Steering Group.
- For parenting support to be delivered in the context of family learning and as far as possible normalise the support of parents.
- To develop services in such a way that the service delivery commitments associated with Parenting Orders can be met by participating agencies.
- To increase the capacity all involved in parenting work to undertake parenting work through the establishment and implementation of an inter-agency Parenting Training Plan agreed by the Steering Group.
- For each participating agency to involve parents and children in the planning and evaluating of services. The monitoring and evaluation of services will reflect desired outcomes for both children and their parents.

Each objective will be implemented through a SMART Action Plan developed under the auspices of the Steering Group.

Section 7 - Assessment & Referral Processes

It is anticipated that the identification of family situations where parenting work is required will be through the Integrated Assessment Framework incorporated into the reviewing arrangements for local assessment and planning. The targeted use of scarce parenting resources will be significantly influenced by the impact of universal services in their day to day contact with parents (both actual and prospective).

A key aim of assessment processes will be to provide a proportionate approach to the parenting issues identified and so avoid escalation of families through statutory structures. In order that parenting services may be targeted effectively participating agencies will be asked to confirm the general scope for their involvement in parenting work to the Parenting Steering Group.

The identification of local collective need will be through the LCN structure and services and may be developed locally in accordance with these assessments. Communication about local need across LCN's will provide a Moray-wide context to service development and inform the Parenting Steering Group of strategic issues that require to be addressed.

The Moray Parenting Strategy will be supported by a specific policy in relation to Parenting Orders.

Section 8 - 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 standards. 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.
- Offers childcare provision alongside parenting support.

Section 9 - Statutory Involvement

All services provided in the context of the Moray Parenting Strategy need to act in accordance with key statutory and procedural instruments that seek to protect and promote the health, welfare and development of children when these are being significantly compromised.

These include referrals to the Reporter to the Children's Panel if it is believed a child may be in need of compulsory measures of supervision, consideration of powers under the Antisocial Behaviour (Scotland) Act 2004 including the use of Parenting Orders and actions under the North East of Scotland Child Protection Procedures.

Section 10 - Training

Research has highlighted that it is not just 'what' you do with parents that is important but 'how' and attention needs to be paid to qualities and skills of workers in engaging parents and forming relationships.

The Occupational Standards for Work with Parents approved by the UK Standards Approval Board in 2005 provide nationally agreed statements of competence in parenting work. These standards can be found at **Appendix 3** and will be used as the basis in designing training for work with parents in Moray.

Both the National Occupation Standards and the audit undertaken in Moray highlight the need for an inter-agency training plan for parenting work. This will foster shared understanding, encourage interagency working and aid development of quality of work in meeting the standards.

The inter-agency plan will include elements of the following key components:

1. Core training on basic skills including:
 - working with fathers
 - assessment of parenting and tools
 - monitoring and evaluation
2. Identification and training on specialist programmes
 - working with parents of teenagers
3. Developing trained facilitators to 'teach' and support others in parenting work.
4. Development of a practitioner forum to share skills, tools, follow up training and peer supervision.

Funding identified in **Section II** will be used towards training but there will also be an expectation that participating agencies will contribute some modest resources to promote the training for their own workforce.

Section 11 - Finance

The Scottish Executive has provided funding to local activities from 2006 to 2008 to aid the implementation and increase the capacity to deliver parenting services.

The sources and utilisation of finance for financial year 2006/07 are as follows:

Table 1 - Income

Source	Amount	Notes
Surestart	£30,000	Recurrent funding
Parenting Orders	£34,000	Funding until 2008
Total	£64,000	-

Table 2 – Expenditure

Use	Amount	Notes
Development Officer & associated costs	£49,500	See Appendix I
Training	£ 2,500	See Section 10
LCN's	£12,000	See Section 6 second objective
Total	£64,000	-

Appendix 1

Moray Parenting Steering Group

a. Membership

Name	Title	Organisation
Jennifer Gordon	Area Manager	Community Services Department, Moray Council
Ben Hinnie	Local Community Network Support Officer	Education Department, Moray Council
Jane Murphy	Youth Justice Manager	Community Services Department, Moray Council
Ian Todd	CLD Team Leader – Adult Learning	Education Department, Moray Council
Ian Wood	Assistant Regional Director	Aberlour Childcare Trust
John Carney	Social Work Manager	Community Services Department, Moray Council
Helen Adair	Principal Librarian, Young Peoples Services	Library Services, Moray Council
John Trodden	Quality Improvement Officer	Education Department, Moray Council
Andy Jamieson	Anti-social Behaviour Co-ordinator	Chief Executive's Department, Moray Council
Jeannette Brown	Area Operations Manager	Moray Health & Social Care Partnership
Chris Wiles	Clinical Psychologist	Rowan Centre
Jennifer Collins	Depute Service Manager, Community Services	NCH Moray
Catriona Rioch	Project Manager NPDP	Aberlour Childcare Trust
Christiane Braun	Parenting Development Worker	Aberlour Childcare Trust
Ruth Herrington	Childcare Development Officer	Moray Childcare Partnership, Moray Council

b. Role of the Steering Group

1. To develop and then guide the implementation of a Moray Parenting Strategy incorporating periodic review.
2. To form and then ensure the implementation of SMART Action Plans for each of the strategic objectives.
3. To oversee and guide the activities of the Parenting Development Officer.
4. To agree and monitor the usage and annual expenditure associated with the Parenting Strategy (see **Section 11**) and seek additional resources as required.

Role of the Development Officer

The Audit of Parenting Work in Moray identified the need to better co-ordinate information, development and delivery of local parenting services. These requirements led to the establishment of a Parenting Development Officer post with the following key functions.

1. To assist in the development of the Moray Parenting Strategy and particularly in the implementation of SMART Action Plans associated with its objectives.
2. Work with LCN's in rolling-out the strategy locally through the development and implementation of annual Parenting Action Plans.
3. Provide training, research and staff development support associated with the Strategy.
4. To build the capacity of agencies to deliver services prioritised by the Parenting Steering Group through direct participation in the delivery of those services for time-limited periods.
5. Assist in the preparation for the implementation of Parenting Orders in Moray and support the management and implementation of individual orders.
6. Provide professional advice and support to the Steering Group.

Appendix 2

Recommendations of an Audit of Parenting Work in Moray.

1. Parenting strategy

To develop a parenting strategy which outlines a 'continuum' of parenting interventions.

2. Interagency training

Need for both 'core skills' training which addresses engaging with parents; work with fathers; assessment and a selection of parenting programmes.

3. Practitioners group

In the long term set up inter-agency practitioner groups as forums where practitioners can reflect on research and practice and share ideas.

4. Continued mapping of parenting work in Moray

Identify central point in each geographical area where information and planning about parenting work can be co-ordinated.

5. Resourcing

To identify funding and resources to both deliver parenting work and offer child care provision.

6. Evaluation

Need to build in more consistent evaluation methods that focus on outcomes for children as well as for parents.

Appendix 3 - Occupational Standards for Work with Parents

These standards were developed by UK Regulatory Bodies (including SQA) and adopted in April 2006. The competencies identified for workers include:

Build and maintain relationships in work with parents

Provide access to knowledge and information

Contribute to providing safe, inclusive environments.

Help to keep parents safe and secure

Communicate effectively with parents

Ensure confidentiality whilst maintaining good practice in child protection

Build and maintain relationships with colleagues engaged in work with parents

Enable parents to reflect on influences on parenting and the parent-child relationship

Work with parents to meet their children's needs

Enable parents to develop ways of handling relationships and behaviour that contribute to every day life with children

Work with parents to understand and meet their own needs

Reflect on and update own knowledge and practice

Contribute to the work of a team

Deliver services that value and respect parents

Provide services that meet parents needs

Provide environments that are sensitive to the culture, religion, gender or disability of the parents

Support others in developing their practice

Promote a culture of quality in parenting provision