

MORAY PARENTING STRATEGY

Prepared by the Moray Parenting
Steering Group
(July 2008)



CONTENTS

- Section 1 - Introduction**
- Section 2 - Vision Statement**
- Section 3 - The Aims of the Moray Parenting Strategy**
- Section 4 - National Context**
- Section 5 - Moray Context**
- Section 6 - Accessing Services and Assessment of Need**
- Section 7 - Partnership with Parents**
- Section 8 - Statutory Involvement**
- Section 9 - Training**

- Appendix 1 - Moray Parenting Steering Group – July 2008**
- Appendix 2 - Outcomes of Parenting Audit 2004**
- Appendix 3 - Occupational Standards for Work with Parents**
- Appendix 4 - Definition: What is Parenting Work?**
- Appendix 5 - Glossary of Terms**

Section 1 – Introduction

The Moray Parenting Steering Group on behalf of what was at that time the Implementation Group of the Children & Young People's Partnership produced the first Moray Parenting Strategy in 2006. This revised edition of the Parenting Strategy (2008) also falls within that communication structure for reporting and accountability, however the partnership group to which we report is now called the Smarter Theme Group of the Community Planning Partnership. The Moray Parenting Steering Group comprises representatives from statutory and voluntary organisations working to support children and families in Moray. See appendix 1 for agencies and remit of the Parenting Steering Group.

The approach that has been applied within the Strategy emphasises the need to set the implementation of Parenting Orders within a range of comprehensive parenting support services which meet the identified needs of parents and carers of children of all ages and which parents and carers can access. The inception and legislation for Parenting Orders was the key driver for developing this strategy.

The scope of the strategy, consistent with Scottish Executive and Scottish Government guidance, is such that all parents and carers of children should have access to a range of services, from universal provision such as health visiting service and school/ nurseries which should be easily and readily accessed by all, to those more specialist and targeted services for those with particular areas of interest or need, for example audiology/ speech and language and child/ social care services.

Section 2 - 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 3 - The Aims of the Moray Parenting Strategy

- 1) 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.
- 2) To encourage all who have a parenting role to access parenting support on a voluntary basis whenever possible.
- 3) To provide guidance and sign posting to supports that will meet the diverse needs and circumstances of parents and their children.

The Parenting Development Worker supports the current work.

Aberlour National Parenting Development Project completed an audit of parenting services in Moray in 2004. Findings and recommendations from the audit have informed the direction of the strategy and the work that has been undertaken during the 16 months following its launch in 2007.

A series of Smart Objectives support the implementation of the Moray Parenting Strategy. These Smart Objectives are based on ongoing assessment of needs of parents throughout Moray and evaluation and feedback from users, and providers, of the range of available services. The Smart Objectives are detailed in appendix 2.

Section 4 - National Context

The co-ordination group of the Smarter Theme Group and the Moray Parenting Steering Group are alert to the guidance and legislation that has driven and continues to inform the whole agenda of parenting. 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](#)
- [Getting it Right for Every Child in Moray](#)
- [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](#)
- [North East of Scotland Child Protection Procedures](#)
- [Early Years and Early Intervention – joint Scottish Government and COSLA policy statement](#)

Section 5 - Moray Context

The Moray Parenting Strategy is consistent with the objectives of the 2008-2009 [Single Outcome Agreement](#) of the Moray Community Planning Partnership and will contribute to the delivery of the Integrated Children's Services Plan.

Services respond to local need delivered at a local level.

Section 6 – Accessing Services and Assessment of Need

Ideally effective use of universal services should reduce the demand on targeted services.

For families where it is anticipated or identified that support for parenting may be required, such support will be accessed through structures that comply with the ethos of GIRFEC – Getting It Right For Every Child - including the planned implementation of Local Integrated Assessment and Planning processes.

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 enhanced through local structures from which services will be developed in accordance with these assessments. Communication about local need across local areas will provide a Moray-wide context to service development and highlight opportunities for more effective interagency working and sharing of resources will inform the Parenting Steering Group of strategic issues that require to be addressed.

With purposes in common, all services will evaluate the outcome of their work with parents using an appropriate set of evaluative measures.

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

Section 7 - Partnership with Parents

The discharge of parental responsibilities in the care, protection, guidance and control of children is a challenge to all parents. 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 supporting parents.

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 – (National Standards for Community Engagement).
- 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 involving parents and children in the planning and evaluating of services.
- Taking complaints about services seriously and resolving them in an open and transparent manner.
- Supports to overcome identified barriers to engagement such as offering childcare provision alongside parenting support.

Section 8 - Statutory Involvement

All services working within the context of the Moray Parenting Strategy need to act in accordance with key statutory duties and procedural responsibilities when the health, welfare and development of children are being significantly compromised. This includes: -

Referral 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 use of powers under the Antisocial Behaviour (Scotland) Act 2004 including the use of Parenting Orders.

Actions within Moray's Child Protection Policy and procedures which are consistent with North East of Scotland Child Protection Committee Guidance.

Section 9 - 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 Moray Community Planning Partnership and the Moray Council have adopted the National Standards for Community Engagement. These standards ensure community stakeholders involved in the community planning process have a voice and are involved in the decision making process regarding local services that effect them and their communities.

The inter-agency training plan will be created annually and will include elements of the following key components: -

- (i.) Core training on basic skills including:
 - Working with fathers
 - Assessment of parenting and tools
 - Monitoring and evaluation
- (ii.) Identification of training in specialist programmes in line with identified need.
- (iii.) Developing trained facilitators to 'teach' and support others in parenting work.
- (iv.) Developing a practitioner forum to share skills, tools, follow up training and peer supervision.
- (v.) A commitment to training parents as peer educators/ supports

Appendix 1

Membership of Moray Parenting Steering Group

Community Services: -

- Children and Families
- Youth Justice

Educational Services: -

- Libraries and Information Services
- Community Learning and Development
- Locality Representatives
- Primary Schools
- Secondary Schools
- Quality Improvement Officers
- Moray Childcare Partnership

Chief Executive: -

- Anti-Social Behaviour Co-ordinator

Aberlour Childcare Trust: -

- Moray
- National Parenting Development Project

Moray Health and Social Care Partnership

Action for Children (Moray)

Elected Members

Remit of the Steering Group

1. To re-view the Moray Parenting Strategy in accordance with the Integrated Children's Service Plan
2. To form and then ensure the implementation of SMART Action Plans for each of the strategic objectives and to monitor every quarter
3. To review the Smart Action Plans every year
4. To communicate with and report to the co-ordination group of the Smarter Theme group
5. To oversee and guide the activities of the Parenting Development Worker
6. To agree and monitor the usage and annual expenditure associated with the Moray Parenting Strategy and seek additional resources as required.

Appendix 2 - Smart Objectives

Strategic Objectives of the Moray Parenting Strategy

September 2008

Specific	Measurable How will we know ...	Achievable How will we do this	Realistic	Time- scaled	Lead Responsi bility
1. Re establish mandate from revised community planning theme group (SMARTER)	<ul style="list-style-type: none"> • Clear mandate signed off • Clear, documented reporting structure • Revised, agreed vision and values 	<ul style="list-style-type: none"> • Report to SMARTER Theme Group 		15/9 – 10/10	Chair PSG
2. Communication Strategy devised and implemented	<ul style="list-style-type: none"> • Communication strategy agreed and signed off by PSG • Consistent reporting mechanism • Understanding of roles • Understanding of lines of communication • Evaluation of communication strategy 	<ul style="list-style-type: none"> • Draft Strategy presented to PSG • Final Version agreed 		End of Nov 08 End of March 09	PDW IW

3. The establishment of a parenting sub-group in each locality to consider, audit and develop parenting needs	<ul style="list-style-type: none"> • A parenting sub-group established in each locality • Involvement of parents in local action plans 	<ul style="list-style-type: none"> • Financial return reporting on expenditure relating to parenting • Annual Report 		<p>Quarterly</p> <p>Annual to tie with Local management reporting/ action planning</p>	<p>LCNSO</p> <p>Locality Parenting Sub-Group</p>
4. To promote to partner agencies a shared understanding of the definition of parenting as defined in the Moray Parenting Strategy	<ul style="list-style-type: none"> • Evaluation with partners of their understanding of parenting work 	<ul style="list-style-type: none"> • Increased recognition of broader range of work supporting parents 		<p>March 09</p>	<p>PDW</p>
5. Plan and maximise involvement of parents in relevant forums	<ul style="list-style-type: none"> • Involvement of parents in delivery of services • Involvement of parents in evaluation of services 	<ul style="list-style-type: none"> • Service provision • Promotion of Parenting Sub-Groups • Evaluation of partners understanding of parenting work 			<p>Service managers PDW</p> <p>PDW</p>

<p>6. Implement and evaluate staff training plan which will include:</p> <p>Core training on basic skills including:</p> <p>(i.) Identification of and training in specialist programmes in line with identified need.</p> <p>(ii.) Developing trained facilitators to ‘teach’ and support others in parenting work.</p> <p>(iii.) Development of a practitioner forum to share skills, tools, follow up training and peer supervision.</p> <p>(iv.) A commitment to training parents as peer educators/supporters.</p>	<ul style="list-style-type: none"> • Previous plan evaluated • All training sessions evaluated and reported on 	<ul style="list-style-type: none"> • Financial return reporting on expenditure relating to parenting • Annual Report 		<p>Quarterly</p> <p>Annual</p>	<p>PDW</p> <p>PDW</p>
---	--	--	--	--------------------------------	-----------------------

<p>7. Ensure that services can be responsive within a specific timeframe to meet the requirements of any Parenting Order.</p>	<ul style="list-style-type: none"> • Parenting Orders are fulfilled 	<ul style="list-style-type: none"> • Individual negotiation 		<p>Ongoing</p>	<p>Responsible Officer</p>
--	--	--	--	----------------	----------------------------

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

Appendix 4 – The Definition of parenting work in Moray

“By parenting work we mean to provide a range of learning and support opportunities for families”

This will encompass:

- Building parenting and family capacity from pre birth to adult hood.*
- Creating communities that provide a supportive environment for children and families.*
- Delivering integrated services that meet the holistic needs of children and families.*
- Developing a suitable workforce to support the framework.*
- Quality childcare provision / support needs to be an integrated element of parenting work.

* Early Years Framework

Learning Fields for Parents

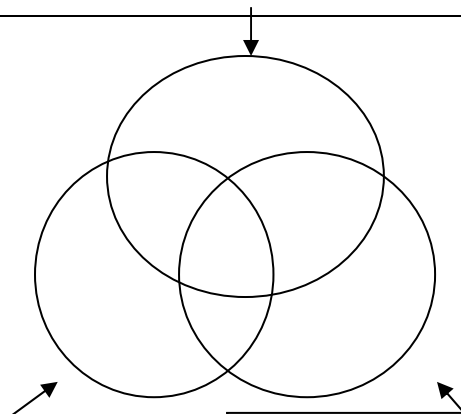
Addressing the Core Parent – Child / Young Person Relationship:

To improve the relationship by directly addressing/reflecting on it through, eg

- Learning to listen/talk to children
- Parents reflecting on own upbringing
- Understanding attachment issues & how to heal them

Services can include:

- Groups in which parents can reflect on their values, their past, their way of parenting, look at emotional needs of children/ Young People & parents self
- Groups in which parents share and be supported by other parents
- 1:1 services, eg counselling, family therapy, coaching



Parenting Skills:

- Enhance the ability to address the needs of children/Young People

Services can include:

- Information on child health, nutrition, development, schooling, drugs
- Information on activities/provisions for children
- Practical support of how to: bath a child, breast feed, play, help with homework

Life Skills

- To enhance general well being & quality of life of a parent which influences the quality of life for the child/family

Services can include:

- Literacy improvement
- Work skills, eg computing
- Budgeting
- Cooking
- Health & well-being

All services related to the three learning fields cover all levels of the intervention triangle from universal & preventative to specialist services and high level of need of support.

Appendix 5 – Glossary of Terms

PSG – Parenting Steering Group

Comprising membership of a number of statutory and voluntary organisations. For memberships see appendix 1 and specific details can be supplied by contacting Aberlour Childcare Trust on 01343546214 (Accurate at Sept 2008)

PO – Parenting Order

This is an order that the Sheriff can impose on application to court by Reporter or local authority solicitor. Application would be made following various failed attempts to effectively engage the parent in specific parenting task/s. Effective engagement would be measured by progress towards specific outcomes assessed necessary for the child. The decision to apply for a PO would be the remit of a specifically convened case conference. This case conference would consider key issues for child and parent/s, intended outcomes, the impact of failure to achieve those outcomes. Any PO Granted would detail what is expected of the parent.

[Integrated Children's Services Plan](#)

[Single Outcome Agreement](#)

Universal services - those services to which any and every child/ parents has access e.g. family doctor/ health visiting team/ primary school / secondary school/police

Targeted services – specific medical services such as hearing/ sight/ paediatrics/ language therapy/ specific voluntary established parenting supports/ children and family services/ youth justice service. It should be noted these are examples of services and this is not a whole and complete list.

[Getting it Right for Every Child](#)

LIAP – [Local Integrated Assessment and Planning](#) processes -

[Antisocial Behaviour etc \(Scotland\) Act 2004 – Parenting Orders](#)

[North East of Scotland Child Protection Procedures](#)

PDW – Parenting Development Worker- contact [Moray Parenting](#) (01343 546214) for full details