

WORKING DRAFT

THINK FAMILY
Kent Children's Trust
Implementation Plan for
Supporting Parents

2009-2012

The Strategic Vision

In Kent's successful communities, achievement exceeds aspiration, diversity is valued and every child, family, mother, father and carer is supported, Parents and carers are positive about their own and their children's futures and are able to be effective in ensuring that their children have every opportunity.

Kent mothers and fathers are confident in supporting their children so that they are:

- nurtured and encouraged at home
- inspired and motivated by learning
- safe and secure in the community
- living healthy and fulfilled lives

Organisations and individuals working with parents, carers and their families will work together to ensure that:

1. parents and carers' views, faith, beliefs, strengths and knowledge of their children are respected and their involvement in the design, delivery, evaluation and development of services is encouraged and supported continuously
2. diversity and difference is valued – including different models of family life
3. Support is provided wherever possible by universal services in a variety of local and centralised welcoming areas, this includes Children's Centres and Extended Schools.
4. the importance of natural community support systems is recognised and encouraged
5. seeking help will be seen as a strength, not a weakness and will lead to better outcomes
6. services value and support the role of fathers and are sensitive to fathers' needs, lives and motivations.
7. all services will draw on the best available research evidence of what is effective and staff will be supported by appropriate training, information and supervision
8. the wellbeing of children, young people and vulnerable adults is paramount and is the responsibility of all those working with families

Context, Ownership and Implications for LCSPs

Context

This plan is the implementation arm of the Kent Children's Trust Strategy for Supporting Parents which was launched in November 2008. For information see http://www.kenttrustweb.org.uk/Community/com_sch_ext_parenting_strategy.cfm

Implicit in this plan are the overarching commitments made in the strategy and the expectations outlined in the Parents charter¹

Extensive research and consultation was carried out around the county for the development of the strategy, the parents' summary of the strategy and the parents charter. Consultation and feedback is continuing through local children's service partnerships and services that support children, young people and their families. This implementation plan reflects the findings of the research and consultation carried out. However, further consultation with a wider range of parents with varying levels of need and with practitioners has continued and is reflected through the priorities.

Ownership of this Plan

This plan was commissioned by the Kent Children's Trust and will be championed by the Kent Children's Trust 8-13's sub group who be the lead group for parenting . However, the Thinking Family Implementation group will take the lead responsibility for the plan. ²This group will be made up of designated people responsible for each priority who will monitor, feedback, and identify gaps in provision for parents. There will be an additional representation for workforce and for parent participation/engagement and involvement.

This group will report to the Kent Children's Trust 8-13's sub group which will in turn support and inform the performance monitoring cycle of the KCTB.

Performance management/monitoring

Discussions are currently in place with CFE colleagues in policy, strategy and performance about developing qualitative and quantitative measures of performance.

Where actions and outcomes can be tracked against national indicators we plan to show how the implementation of this strategy is contributing towards these indicators. In other areas of action, data will be monitored against service monitoring. Work is being done to put together a framework for this.

¹ See Appendix 1 and 2 for more information.

² To see proposed terms of reference please see Appendix 3.

Qualitative data will be tracked on a “red, amber, green” scale, asking project leads to feed back where the project lies on the scale so that there is a clear idea on how the plan is both being implemented and achieving outcomes for families.

Implications for LCSPs

The current “developmental” position of LCSPs poses challenges and opportunities to the implementation of the strategy.

As a result of this, many of the actions reflect a focus on overall service development, re-assessment or developing new models or guidance of working to meet the needs of an ever increasing Think Family agenda.

The aim here is to support the co-ordinating and commissioning role of the LCSPs so that the services they pull together are already beginning to focus on whole family engagement, the implications of Think Family, and the strategic commitments made to parents.

Nevertheless, and in advance of many of these discussions, LCSPs have developed their children and young people’s plans and most have already identified their actions for supporting parents locally.

However this plan should be used in developing their children and young people’s plans further with an expectation that all LCSPs will reflect their priorities for parents by 2010.

Each LCSP will need to engage in discussions around workforce issues for supporting parents. These will include training, supervision, availability of and access to services and resources in order to meet the strategic commitments whilst making links to the Workforce Strategy.

In addition, each local partnership will benefit from bringing together local practitioner forums to look at implementing strategic commitments and local priorities and to co-ordinate local delivery. Support will be provided for this.

Parents’ fora across the county have begun to shape local priorities for parents and there are different models and priorities emerging. Actively seeking the views of, and developing services in partnership with parents will ensure that local provision is needs led. Particular attention must be paid to engage a broad range of mothers, fathers, carers and extended family from across all sections of the community. Working in partnership with a range of parent groups, in particular those hosted by voluntary sector partners will be crucial to ensuring that representation is as inclusive as possible.

Think Family.

Every Child Matters is already transforming the way services are delivered for 0-19 year olds. 'Think Family' extends this model to include adult services and puts families firmly at the centre". (DCSF)

This first implementation plan is taking clear steps toward meeting the requirements of the Think Family agenda through workforce development and encouraging wider discussions with adult service providers and partnerships to look at ways of joint working.

Some of this work is already happening, for example, a joint protocol with CFE and KAS around supporting young carers and their families.

Practically, this will mean

1. **Planning and delivering support for families as a whole**

- Effective provision that responds to how risk in families inter-relates. For example:
 - Improving children's behaviour may require support with parenting
 - Enabling a parent to consider returning to work may require tackling a child's school absenteeism
- Ensuring whole family support packages are available at different levels of intensity, including very intensive support (the FIP model) for the most risky families

2. **Reforming LA systems to 'Think Family'**

- Changes to delivery systems and workforce culture to ensure consideration of the family context to need in order to identify and intervene early with all families at risk

3. **Joining up children's and adult services**

- Ensuring there is joint governance and commissioning.

There are many important steps to take towards this approach and many of them involve huge culture and attitudinal shifts.

This plan aims to reflect some of the work required to meet these incredibly challenging but necessary demands with particular emphasis through workforce development and strategic delivery.

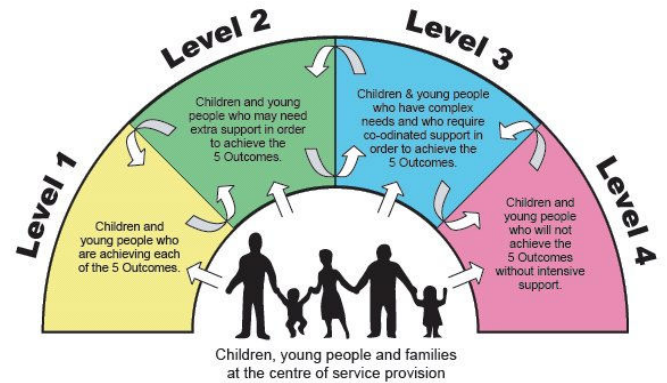
The direction of travel from ECM to Think Family (DCSF 2008)

| | The ECM Framework | 'Think Family' |
|--------------------------------|--|---|
| Integrated front-line delivery | <ul style="list-style-type: none"> • Multi disciplinary teams: 'team around the child' • Lead professionals | <ul style="list-style-type: none"> • 'Team around the family' • Lead professional/key worker for the family |
| Integrated processes | <ul style="list-style-type: none"> • Common Assessment Framework • Information Sharing across local children's services | <ul style="list-style-type: none"> • Whole family assessment • Information sharing across children's and adults services about family needs |
| Integrated strategy | <ul style="list-style-type: none"> • Single Children & Young People's Plan • Pooled budgets to support joint commissioning of services for children • Single outcome framework C&YP | <ul style="list-style-type: none"> • C&YP and Parenting Strategy includes the contribution of adults' services to family wellbeing • Pooled budgets to support joint commissioning of services for families • Common vision and agreed outcomes for families |
| Inter-agency governance | <ul style="list-style-type: none"> • Director and lead member for Children's services • Duty to create LSCB | <ul style="list-style-type: none"> • Nominated senior lead to ensure clear accountability for outcomes for families • Strategic leadership of TF (on CT board?) |

A Family Support Model

The Supporting Parents Strategy sets out areas for further development within the context of a continuum of support, from universal to targeted, through to specialist support, or where required, intervention. The strategy also covers families with all ages of children.

This implementation plan therefore looks at the **whole range of services and workforce requirements** across the continuum of support and takes a multi-faceted approach to ensuring that every child matters.



At the very basic level, most families need to be able to

- Know that services exist that meet their needs (e.g. Have good, widely available, clear information around needs based services)
- Be able to get to them (services located locally and at times people can get to)
- Trust in the staff from those services (quality workforce, consistent communication, honesty, partnership and respect)

The rationale behind this is to make sure that our front line delivery and approach cultivates a positive working relationship with parents as opposed to cultivating negativity, distrust and a sense of “irrelevance” or “waste of time”. We must do all we can to ensure that parents feel able to ask for support, know where help is available and get reliable, honest and consistent service when they ask for it.

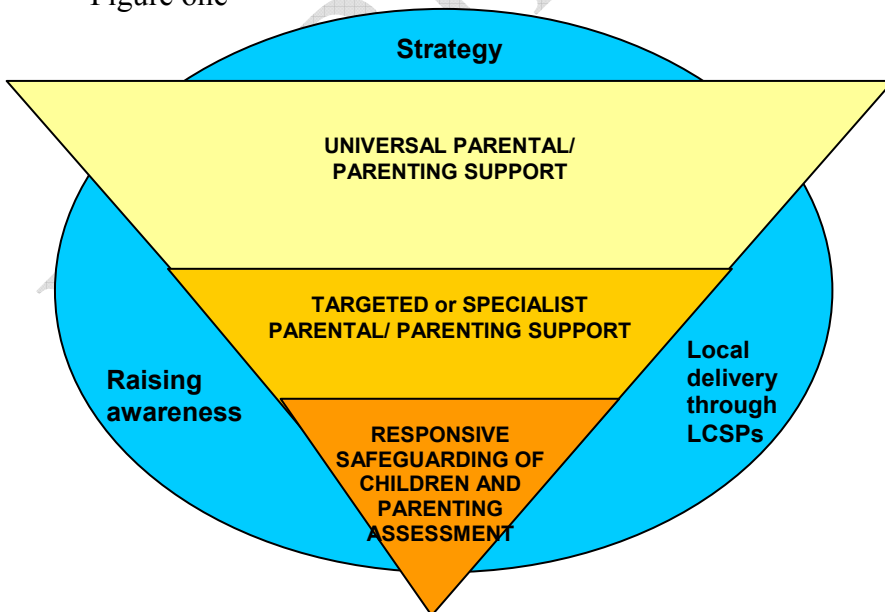
However, this is not just about making parents feel good about services. Keeping families working in partnership with agencies at universal and targeted levels is imperative for good outcomes for children. This reasons for this are:

1. Families and children in need are identified and receive services as soon as possible.
2. Developmental or situational problems can be minimised or avoided through appropriate support.
3. Stigma for receiving services is eliminated, because it is viewed as natural for the community to take advantage of resources.

Therefore, at earlier stages of support, and where use of services by families is often voluntary, services must know how to recognise problems before they arise, and refer parents to appropriate support.

However, it is recognised that families need varying degrees of support and where children are at risk of significant harm, action may be required to protect them. In exceptional circumstances it may not be safe for children to remain in their families

Figure one

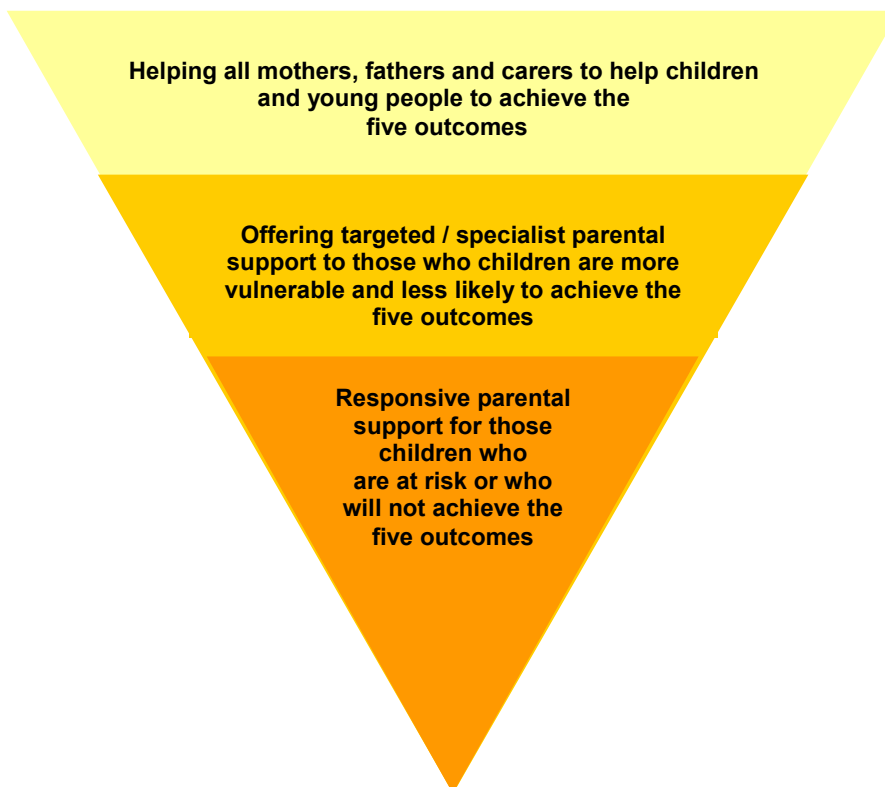


Figures one and two outline the levels of support available for mothers, fathers and carers to ensure that children can achieve the every child matters five outcomes.

Figure one contextualises this in the role of the strategy, local delivery and communication through awareness raising and local delivery whilst

Figure two focuses on showing the relationship between parent support, every child matters and ultimate responsive safeguarding of children.

Figure two



Work highlighted in this plan reflects how we can work in a preventative way to:

- Do all we can to enable families (mothers, fathers, carers and extended family) to get help and continue to seek help from non stigmatising services – (this includes linking to adult services)
- Know when and to whom to raise appropriate issues of concern around child or family wellbeing.
- Improve information and availability of information to parents
- Differentiate between the needs of families and needs within families and offer individualised support
- Work more in partnership (consultation, engagement and participation) with parents in developing services
- Address skills, training and attitudinal barriers to the workforce

The overall aim is to improve our support for **all** families as they move in, out and around levels of intervention or support and minimise overall risk to children .At the same time, we wish to improve our enhanced support and intervention for the most vulnerable families when required

The driving force behind all of this work is children and young people's ability to achieve the every child matters outcomes.

Child welfare is of paramount concern.

This plan and its relationship to Towards 2010, The Vision for Kent- (Kent's community strategy) and The Kent Agreement (LAA2).

Through "Thinking Family", this plan takes a community approach to developing better outcomes for children, young people and their families. Acknowledging that children are not islands, and that positive community and family relationships are vital for them to thrive, this implementation plan aims to encourage parent led service provision, community cohesion and encourage the development of community infrastructure to strengthen local support for parents across Kent.

Targets in this plan are relevant to the following targets in the Vision for Kent, Towards 2010 and The Kent Agreement (LAA2) including:

Towards 2010

1. Economic success - opportunities for all
2. Learning for everyone
3. Preparing for employment
4. Enjoying life
5. Keeping Kent moving
6. Environmental excellence and high quality homes
7. Improved health, care and well-being (staying healthy)
8. Improved health, care and well-being (independent living)
9. Stronger and safer communities

Vision for Kent

- 1 Economic success – Opportunities for all
- 2 Learning for everyone
- 3 Improved health, care and wellbeing
- 4 Stronger and safer communities
- 5 Enjoying life
6. Keeping Kent moving
7. High quality homes

The Kent Agreement 2 -LAA2

1. Economic Success
2. Learning for Everyone
3. Improved health, care and wellbeing
4. Stronger and safer communities
5. Enjoying Life
6. Keeping Kent moving
7. High quality homes.

The Supporting Parents implementation plan and its relationship to The Kent Children and Young People's Plan

This implementation plan has a supplementary relationship to the Kent Children and Young person's plan.

In order to ensure that the KCT CYPP priorities are focused upon AND the most important priorities for parents are considered, the following table outlines the priorities for the Supporting Parents implementation plan and their corresponding CYPP priorities. Our priorities for parents reflect how we will be **Supporting Parents to support children**.

| | Supporting Parents Implementation Plan priorities | KCT CYPP priority |
|---|--|---|
| 1 | Reducing poverty | 1.To reduce the impact of poverty (generational and situational) on children lives by tackling the underlying causes and mitigating the effects. |
| 2 | Resilient and healthy families | 2.To draw on and improve resilience in C&YP to help them make informed and healthy/safe choices and develop coping strategies. To include a focus on C&YP with emotional and/or mental health problems. |
| 3 | Positive families | 3. To improve parenting by implementing Every Parent Matters and developing more effective multi agency support and early intervention for families experiencing problems. To include: <ul style="list-style-type: none"> ▪ taking action to increase fathers' involvement in their children's upbringing ▪ reducing the incidence & impact of domestic violence and substance misuse on children and families ▪ improving the communication & interaction development of younger children |
| 4 | Housing | 4.To improve the quality and stability of housing provision for vulnerable children & young people through to early adulthood |
| 5 | Supporting vulnerable families | 5. Supporting vulnerable Children to improve their life chances including improving the achievement and quality of life for young carers by implementing the Kent Young Carers Strategy. |
| 6 | Safe, active and confident communities <i>(N.B This priority covers CYPP priority 6 and priority 8)</i> | 6.To ensure more young people have things to do and safe places to go in their leisure time and improve outcomes for adolescents at risk to themselves and potentially others, through for example implementation of the Integrated Youth Support Services Strategy 8. Children and young people are safe and feel safe in the communities where they live, go to school, play and work – with a focus on taking action to reduce the incidence and impact of bullying in school and the community |
| 7 | Help parents to bring up children and young people ready to face the world as it really is | 7. To increase engagement and participation by young people in education, employment and society in order to prevent disaffection and improve security |

This plan also recognises the same enabling measures to support the delivery of the 8 KCT priorities through the strategic commitments made in the Kent Children’s Trust Strategy for Supporting Parents and the Parents Charter.

These are:

- Local delivery of quality services
- Workforce planning and development
- Integrated processes and procedures
- Involvement and participation of children young people and their families

In this plan, these enabling measures will be addressed through the following priorities.

- Strategic Delivery and Workforce Development
- Respecting, engaging and listening to parents

The 9 priorities highlighted in this plan are therefore.

| | |
|----------|---|
| 1 | Reducing poverty |
| 2 | Resilient and healthy families |
| 3 | Positive families |
| 4 | Housing |
| 5 | Supporting Vulnerable families |
| 6 | Safe, active and confident communities |
| 7 | Help parents to bring up children and young people ready to face the world as it really is |
| 8 | Strategic Delivery and Workforce Development |
| 9 | Respecting, involving and listening to parents |

Please note that although “*respecting, involving and listening to parents*” is a priority in itself it is crucial that this approach to service delivery and development is inherent and active across all priorities.

Note:

Due to parent support being a cross-cutting agenda countywide, it is neither possible nor practical to include all actions and work that will be carried out to demonstrate how these priorities will be achieved. For example, LCSPs priorities for parents play a vital role in delivering the Trust’s strategic commitments and priorities for parents, and will steer local work and strategy, but they are already reflected in existing plans, as are a number of actions outlined in this document.

This plan therefore reflects a range of services and work plans as examples and how they will contribute to the priorities, desired outcomes and strategic commitments of the strategy. Actions incorporated within the plan demonstrate a commitment to actively seeking, promoting and responding to parent voice, a desire to re-assess and improve the practice of parent support across services as well as a need to improve and co-ordinate the strategic direction of travel towards Thinking Family.

Priority 1: Addressing Poverty

Priority lead:

CYPP Outcomes supported:

- **Outcome 1a:** Mothers, Fathers and carers are enabled to work or take up learning opportunities
- **Outcome 1b:** Children and young people fulfil their potential regardless of financial circumstances
- **Outcome 1c:** Families struggling to manage financially have access to help and support
- **Outcome 3a:** Mothers, fathers and carers have help when they need it
- **Outcome 5a:** Young carers and supported to live a full and active life

Relevant strategic commitment groups:

1. Involving and listening to parents
2. Access to quality staff and services
3. Respect

Supporting National Indicators:

NI 106 Young people from low-income backgrounds progressing to higher education

NI 116 Proportion of children in poverty

NI 118 Take up of formal childcare in low-income working families

Other performance indicators:

2010 KCC Number of parents contacted through children's centres and family liaison officers

| Supportive Actions |
|--|
| 1. Support sustainable, flexible, affordable local childcare to meet the needs of working parents, including out of school provision |
| 2. Ensure Job Centre Plus support is available in all children's centres. |
| 3. Through consultation with parents and carers, obtain information on and assess childcare sufficiency and parental requirements in local communities |
| 4. Increase advertising and marketing of the Children and Families Information Service to lone parents where the age of the child means that Income Support will be replaced by Job seekers allowance if they are ready and able to work |
| 5. Utilise family learning or parent support events through schools, children's centres, community venues and adult education centres to encourage mothers, fathers and carers to take up learning opportunities when appropriate. |
| 6. Jointly commission the St Giles Trust to provide support, advice, guidance and advocacy for families of offenders to find work and manage finances |

7. Maximise the income to families with young carers

8. Explore the feasibility and impact of credit unions in areas of deprivation

9. Ensure local services are equipped to offer a first line of support and signposting to debt counselling and welfare services

10. Trial the doorstep libraries approach of engaging the hardest to reach families to facilitate support to other services when needed

Priority 2: Resilient and healthy families

Priority lead:

CYPP Outcomes supported:

- **Outcome 2a** Children and young people are resilient and equipped with social and emotional skills to deal with the challenges and pressures in their lives
- **Outcome 2c** Reduction in the proportion of children and young people who are not a healthy weight(LAA)
- **Outcome 2d** Improved access to mental health support
- **Outcome 3d** Mothers and fathers have information, advice and support that will help to give children the healthiest possible start in life by increasing rates of immunization, breastfeeding and reducing rates of parents smoking.
- **Outcome 5a** Young carers are supported to live a full and active life
- **Outcome 5b** Children and young people and those with learning difficulties have access to services that meet their needs, experience better educational outcomes and improved outcomes in all aspects of their lives.

Relevant strategic commitment groups:

1. Involving and listening to parents
2. Access to quality staff and services
3. Respect

Supporting National Indicators:

NI 53 Prevalence of breastfeeding at 6-8 weeks from birth

NI 50 Emotional health of children

NI 51 Effectiveness of Children and Adolescent Mental health services (LAA)

N1 55 Obesity among primary school children in reception year

Supportive Actions

1. Raise awareness to mothers and fathers through public health, midwifery, post natal services and PSHE of the importance of health and well being when they are planning parent-hood.
2. Ensure that all new mothers and fathers, and those who are planning to have a baby have equal access to clear information, advice and guidance with fathers being actively encouraged and supported.
3. Support and encourage new mothers to understand the effect of good nutrition during pregnancy, the benefits of breastfeeding and the different approaches to weaning.
4. Support parents of children under 5 to develop a better understanding of healthy weight and associated areas including promoting healthier food choices, support to build physical activity into everyday life and accessing personalised support.

5. Support parents of young carers to recognise and address their children's health needs/preventative aspects of health

6. Make programmes/advice, information and support more easily accessible to parents with learning disabilities.

7. Support Voice4Kent's Parents' action group to work in partnership with Children's' centres across Kent to help train staff and raise awareness about parents with learning difficulties so that parents are treated equally and get the support they need

8. Raise awareness of mental health issues experienced by children and young people within the Swale District

Priority 3: Positive Families

Priority Lead:

CYPP Outcomes supported:

- **Outcome 2b:** Reduction in inappropriate risk-taking behaviour, which should lead to reduction in drug and alcohol misuse and teenage pregnancy
- **Outcome 3a:** Mothers, fathers and carers have help when they need it
- **Outcome 5d:** Black and minority ethnic children and young people are fulfilling their potential
- **Outcome 8c:** Ensure vulnerable children are safeguarded

Relevant strategic commitment groups:

1. Involving and listening to parents
2. Access to quality staff and services
3. Respect

Supporting National Indicators:

NI 112 Under 18 conception rate

NI 113 Evidence of Chlamydia in under 20 year olds

NI 107 Key stage 2 attainment for Black and minority ethnic groups

NI 108 Key stage 4 attainment for Black and minority ethnic groups

Other performance indicators:

2010 KCC Number of parents contacted through children's centres and family liaison officers

| Supportive actions |
|---|
| 1. Through the introduction of a countywide speak easy co-ordinator; introduce an element of SRE to appropriate parenting programmes across Kent. |
| 1. Work with Flos and PSAs to help them assess appropriate levels of parenting intervention versus parent and child need. |
| 2. Identify gaps in services or support for Grandparents and extended family and develop support packages as a response. |
| 4. EMA specialist teachers and MCAS practitioners to work with children's centres and schools to help better identification of ethnic minority families in their communities and develop strategies for engagement and support. |

5. Through the implementation of the NAPP training programme, ensure that at least one MCAS member of staff per area is linked as advisor or co-facilitator to the delivery of accredited parenting programmes to ensure that the programmes are accessible and inclusive of ethnic minority, migrant and gypsy traveller families.
6. MCAS and Extended Services to develop multi agency guidance on engaging with BME families including gypsy travellers to ensure that all practitioners have clear advice, information and guidelines on how to work with, approach and include families that often find services hard to reach

Priority 4: Housing

Priority Lead:

CYPP Outcomes supported:

Outcome 4a: Families and vulnerable young people have access to decent and suitable housing (LAA)

Relevant strategic commitment groups:

1. Involving and listening to parents
2. Access to quality staff and services

Supporting National Indicators:

NI 146 Young offender access to suitable accommodation

NI 156 Number of households living in temporary accommodation

Supportive Actions

1. Through the Parenting Implementation Project develop joint working protocols with housing and providers and support the implementation of the CYPP housing priorities
2. Pilot in one area, a project to reduce homelessness for young offenders focusing on early intervention and prevention through offering mediation and support to parents of young offenders
3. Increase links with the social landlords network to identify joint training opportunities and information requirements to ensure that there is a common understanding between housing providers and local children's service partnerships.

Priority 5: Supporting Vulnerable Families

Priority Lead:

CYPP Outcomes supported:

- **Outcome 3c:** There is a reduction in the repeat incidence and impact of domestic violence and substance misuse on children and families (LAA)
- **Outcome 5b:** Children and young people who are disabled and those with learning difficulties have access to services that meet their needs, experience better educational outcomes and improved outcomes in all aspects of their lives.
- **Outcome 5c:** Looked after children are fulfilling their potential and have the help and support that they need
- **Outcome 6b:** Reduce youth offending
- **Outcome 7c:** Improved, participation, achievement and progression in and through the 11-19 education and training offer

Relevant strategic commitment groups:

1. Involving and listening to parents
2. Access to quality staff and services
3. Respect

Supporting National Indicators:

NI 19 Rate of proven re-offending by young offenders

NI 32 Repeat incidence of domestic abuse

NI 40 Drug users in effective treatment

NI 45 Young offenders engagement in suitable education, employment or training

NI 54 Services for disabled children

NI 58 Emotional and behavioural health of children in care

NI 87 Secondary school persistent absence rate

NI 111 First time entrants to the youth justice system aged 10-17

NI 112 Under 18 conception rate

NI 115 Substance misuse in young people

NI 117 16-18 year old who are not in education, employment or training

Supportive Actions

1. Through the aiming high for disabled children: short Breaks Transformation programme; offer increased choice in service provision and develop services which are available to families where and when they need them.

| |
|--|
| <p>2. Through Partnership with Parents extend impartial and confidential support and advice to parents of disabled children on the range of services that they can access</p> |
| <p>3. Develop Partnership with Parents focus groups concentrating on supporting parents of disabled children and children with SEN.</p> |
| <p>4. Support families affected by parental substance misuse, by developing co-ordinated services that meet the whole family's needs, enhancing physical, social, educational and emotional well-being and improving outcomes for all family members</p> |
| <p>5. Establish facilitated parenting or fathers groups for male perpetrators of Domestic Violence who have completed the IDAP or CDAP programme.</p> |
| <p>3. Ensure that mothers, fathers, and carers who have been a victim of domestic violence have the opportunity to access organised and positive play with their children through targeted intervention</p> |
| <p>4. Increase availability and awareness of the range of Partnership with Parents services to all foster carers, including training workshops and surgeries.</p> |
| <p>5. Extend availability and training and support to foster carers with children placed from out of county, in line with existing foster carer training</p> |
| <p>9. Through the Parenting Implementation project and trialling parental involvement in commissioning-pilot the use of the family group conferencing approach – with budget holding lead professional to help shape package of services for family and avoid escalation of issues</p> |
| <p>10. Pilot a project with Kent prisons to develop multi agency support and positive play opportunities for families of prisoners.</p> |
| <p>11. Through continued support and development, increase the number of young parents attending YAPS groups and consequently YAPS plus groups</p> |
| <p>12. Support Teenage Parents back to ETE when appropriate and enable them to access available benefits.</p> |
| <p>13. Develop and sustain at least 5 projects working with young parents across the county.</p> |
| <p>14. Through the Youth Crime Family Intervention Project and Think Family, co-ordinate intensive support for very vulnerable and/or challenging families, with multiagency intervention involving children's services and adult services e.g housing, drug/alcohol services, criminal justice, community safety</p> |

Priority 6: Safe, active and confident communities

Priority Lead:

CYPP Outcomes supported :

- **Outcome 6a:** Encourage all children and young people to take part in youth, cultural and community activities
- **Outcome 6b:** Reduce youth offending
- **Outcome 8a:** The incidence and impact of bullying has been reduced
- **Outcome 8b:** Reduction in perception of crime and Anti social behaviour where the offender or victim is aged 17 years or under (LAA)

Relevant strategic commitment groups:

1. Involving and listening to parents
2. Access to quality staff and services
3. Respect

Supporting National Indicators:

NI 69 Children who have experienced bullying

NI 87 Secondary school persistent absence rate cut by vulnerable groups

N1 110 Young people's participation in youth activities

NI 110 First time entrants to the youth justice system

NI 114 Rate of permanent exclusions from school

| Supportive Actions |
|--|
| 1. Develop comprehensive and up-to-date and jargon free guidance for parents about bullying |
| 2. Strengthen the bullying complaints and mediation services in order to improve support for parents and ensure productive joint working with schools and settings. |
| 3. Pilot and build on support for families with children and young people at risk of exclusion and for those excluded or out of school |
| 4. Through a mapping exercise of training, skills and attitude, identify and implement methods of improving home and family engagement of YOS practitioners. |
| 5. In line with the county and district play strategies, increase the availability of safe, affordable and exciting play opportunities for children and young people |

Priority 7: Help parents to bring up children and young people ready to face the world

Priority Lead:

CYPP Outcomes supported:

- **Outcome 2a:** Children and young people are resilient and equipped with social and emotional skills to deal with the challenges and pressures in their lives
- **Outcome 7a:** Improved outcomes for children in their early years
- **Outcome 7d:** Young people are equipped with the personal, employability and learning skills and attributes for success in higher levels of learning, training and employment. (LAA)

Relevant strategic commitment groups:

1. Involving and listening to parents
2. Access to quality staff and services

Supporting National Indicators:

NI 72 Achievement of at least 78 points across the Early foundation stage with at least 6 in each of the scales in Personal, Social, Emotional Development and Communication, language and literacy.

NI 92 narrowing the gap between the lowest achieving 20% in the Early year's foundation stage profile and the rest.

NI 117 16-18 years olds who are not in education, employment or training.

Other performance indicators:

2010 KCC Number of parents contacted through children's centres and family liaison officers

Supportive Actions

1. Increase in the number of parents who receive Bookstart Plus packs by extending distribution outlets.

2. Learn from and rollout the Parents as Partners in Early learning projects via children's centres and settings

3. Identify two ASK staff per cluster to be 'Parent Champions' to support the development and sustainability of the parental involvement work throughout

4. Provide information and advice to enable mothers, fathers and carers to support their child to make effective choices in progressing through education and training including at school parents evenings and at access points, through website and marketing information and on the Kent area prospectus and electronic application system

5. Roll out Transition Information Sessions to parents across the county through extended schools and children's centres

6. Link with local parents fora and Partnership with Parents to involve parents in developing the "parent and carer " collections in Kent libraries to improve the relevance, availability and usefulness of the resources.

7. With a focus on positive parenting and understanding a child's cognitive, physical and emotional development pilot Transition Information Sessions based in children's centres and other community venues for new mothers and fathers and parents with children due to start pre-school.

Priority 8: Strategic delivery and workforce development

Priority lead:

CYPP Enablers supported

- **Enabler A-** Integrated service delivery teams that are easily accessible
- **Enabler B-** A quality workforce in place that ensures there is a range of skills to meet the varied and different needs of children and young people
- **Enabler C-** Integrated processes- Common processes for early assessment (including multi-agency assessment), allocation/referral and response from the most appropriate services are in place and working effectively.
- **Enabler D-** Participation and involvement of children, young people and parents/carers in all key decisions

CYPP Outcomes supported:

Outcome 8c: Ensure vulnerable children are safeguarded

Relevant strategic commitment groups:

1. Involving and listening to parents
2. Access to quality staff and services
3. Respect

Supporting National Indicators:

NI 64 Child protection plans lasting 2 years or more

NI 67 Children becoming the subject of a Child Protection Plan for a second or subsequent time

NI 68 Referrals to children's social care going on to initial assessment

These actions will also be monitored on a "red, amber, green" basis.

| Supportive Actions |
|---|
| 1. Implement a county wide mapping exercise of services that support parents, building on and linking to existing information and the resource directory to identify gaps in services or service improvement requirements. |
| 2. Develop an electronically available resource with practical tools and information by September 2009 based on the work of the Thanet parenting co-ordinator |
| 3. Through the DCSF Parent Know How programme develop a Children and Families Information Service which will work in partnership with the Kent Resource Directory and Contact Point. |
| 4. Set up parents' practitioners fora at local children's services partnership level to enable partners to share issues, best practice, and improve local co-ordination and delivery of parental support. To include if possible, Children's centres, health visitors, school based services, CAMHS, social services and the voluntary sector |

| |
|---|
| <p>5. Working with Kent-Can, set up a range of opportunities to consult with representatives of the voluntary sector on the implications (including opportunities and challenges) of the supporting parents strategy commitments and how we can work together to implement them across Kent.</p> |
| <p>6. Develop a range of multi agency Think Family agreements which detail how both adult's and children's services (including district councils and housing providers) will work together to support families in a range of areas e.g. Domestic Violence/ alcohol misuse, disability, adult and children's mental health.</p> |
| <p>7. Through the workforce strategy and local partnerships, address ways of extending or varying service delivery time to parents to ensure there is fair access to all and based on times when parents are available.</p> |
| <p>8. Ensure that families can easily access the support that they need, in places that they can get to utilising community venues, including children's centres and extended schools.</p> |
| <p>9. Take account of new and existing research, insights, evaluation, monitoring, needs analysis, evidence bases and gaps in services within Kent and nationally to inform the development and commissioning of services for parents.</p> |
| <p>10. In partnership with The Fatherhood Institute, develop guidance for services and partnerships around father inclusivity and engaging fathers.</p> |
| <p>11. Develop a guidance document which includes a robust and outcome based evaluation tool to ensure quality and consistency of parenting programmes and guidance on the tiers of intervention, levels of need and practitioners skills and experience required for effective delivery.</p> |
| <p>12. Work with NAPP to identify and train practitioners county wide in ten nationally recommended parenting programmes that are proven to have positive outcomes for children, mothers, fathers and carers.</p> |
| <p>13. Work with NAPP to identify and train practitioners on a variety of "best practice" models in working with fathers, teenage parents, substance misusing parents, bme parents and parents of disabled children</p> |
| <p>14. Map and identify gaps in parenting programmes against the tiers of intervention and priority groups and address ways of ensuring that there is sufficient and appropriate support in place where needed.</p> |
| <p>15. Support parenting practitioners to evaluate their skills in assessing the effectiveness of their work</p> |
| <p>16. Explore options around developing teams around the family through local children's service partnerships, taking into account CSS commissioning deployment plans for family support staff and VCS partners.</p> |
| <p>17. Using case studies, Children's social services to facilitate "professional judgement" sessions through partnership or cross partnership events to promote a common response to referrals and</p> |

understanding of roles.

18. PSAs, Fios and Children's social services teams to set up sharing events where teams can discuss mutual concerns, share information and identify agreed protocols of working.

19. Hold a series of planning meetings to address current gaps in family support and the interface between tiers 1 and 2 and the higher tiers of service particularly during transition phases of family support from Children's social services to LCSPs.

Priority 9: Respecting, involving and Listening to Parents

Priority lead:

CYPP Enablers supported:

- **Enabler B-** A quality workforce in place that ensures there is a range of skills to meet the varied and different needs of children and young people
- **Enabler C-** Integrated processes- Common processes for early assessment (including multi-agency assessment), allocation/referral and response from the most appropriate services are in place and working effectively.
- **Enabler D-** Participation and involvement of children, young people and parents/carers in all key decisions

Relevant strategic commitment groups:

1. Involving and listening to parents
2. Access to quality staff and services
3. Respect

These actions will be monitored on red, amber, green basis

| Supportive actions |
|---|
| 1. Set up a county parents forum to advise and help shape development of policies and commissioning of The Kent Children's Trust Partnership Board |
| 2. Develop guidance and support to enable partnerships and individual organisations to assess their inclusive practice for mothers, fathers, carers and extended family and to ensure there are opportunities to address whole staff attitudes towards parents |
| 3. Develop and agree with parents and practitioners, in line with existing groups, a county protocol for integrating parents into decision-making, including mechanisms for feeding back the process between consultation and decision. |
| 4. Ensure that practitioners and services routinely ascertain the views and needs of the father (resident or non resident) as well as the views and needs of the mother. Services will also ensure that recorded information differentiates between the views and needs of all significant parents/carers including extended family) in the child's life. |

5. Develop county guidance on producing jargon free and inclusive information for mothers, fathers and carers with additional guidance on communicating with parents with learning difficulties, and English as a second language.

6. Pilot new ways to get information or consult with parents and carers e.g. the web, local media, help lines, text messaging and evaluate and share successes and learning.

APPENDIX 1-THE KENT CHILDRENS TRUST STRATEGIC C COMMITMENTS TO PARENTS

This implementation plan is the method by which the The Kent Children's Trust strategic commitments to parents will be delivered.

In line with the CYPP priority: "To reduce the impact of poverty (generational and situational) on children lives by tackling the underlying causes and mitigating the effects these commitments focus particularly on those children and families living in poverty

INVOLVING AND LISTENING TO PARENTS

1. Consider what support mothers, fathers and carers need in bringing up their children and work with all agencies to make sure that this support is provided.
2. Make sure that mothers, fathers and carers opinions are considered and that they are kept up to date on issues such as housing, transport, health, environment, leisure, safety and education.
3. Find the best ways for mothers, fathers, carers and communities in improving and getting involved with services that support families.
4. Offer a range of opportunities in each district for mothers, fathers and carers to be consulted and influence the way that local children's services and agencies work.
5. Work with mothers, fathers and carers to ensure that their views are represented on the Kent Children's Trust Partnership Board.
6. Based on what parents have told us, do more to involve and support fathers and male carers regardless of whether they live in the family home or not.

ACCESS TO QUALITY STAFF AND SERVICES

7. Look at where we need to improve our services and take the appropriate action to make them more helpful to mothers, fathers and carers.
8. Ensure that we provide quality programmes that help parents in their role, run by experienced, sensitive and responsive staff.
9. Promote positive parenting messages.
10. Provide clear, easy to understand information on services that are available to support mothers, fathers and carers.
11. Look at the best ways to get information to parents and carers e.g. the web, local media, help lines, text messaging.
12. Offer local services, close to where mothers, fathers and carers live, available at times that they are needed and in places where families feel comfortable.
13. Ensure that staff that work with mothers, fathers and carers are appropriately qualified and have the opportunity to access on going training and support through good line management.
14. Make sure that staff are trained to work with all kinds of families and that they can also respond and understand the different needs of people within the family e.g. the needs of mothers, the needs of fathers.
15. Make sure that where extended family members are acting as a parent, they have the opportunity to receive support and help in their role if needed.
16. Take account of new and existing research, insights and evaluation within Kent and nationally to inform the development and commissioning of services for parents.

17. Provide regular opportunities for staff working with parents and carers to meet, be informed, exchange ideas and share best practice.

RESPECT

18. Respect, communicate, listen to and be honest with mothers, fathers and carers.

19. Respect that every family is different but equal and that each family's individual circumstances need to be looked at when working with them.

20. Be aware that many adults who need support for other issues e.g. disability, illness, addiction could be parents or family members. When this is the case, their role will be considered when support is offered.

APPENDIX 2- THE KCT PARENTS' CHARTER

What parents can expect

Parents can expect to be **INVOLVED AND LISTENED TO**

We commit to:

- listen to their opinion; and
- Give ongoing feedback.

Parents can expect to have **ACCESS TO HIGH QUALITY STAFF AND SERVICES**

Mothers, fathers and carers can:

- get help when they need it;
- get help from professionals quickly;
- receive clear information about how to get help;
- work with trained staff;
- be given the same help as everyone else; and
- have one main point of contact.

Parents can expect **RESPECT**; and,

- be treated as an expert on their child;
- have their responsibilities as a parent acknowledged
- be treated as an individual
- be treated with respect at all times
- for help and information to be available to extended family members

What Parents feel they should do for their children.

Parents commit to **MAKING CHILDREN FEEL LOVED AND IMPORTANT**

Mothers, fathers and carers pledge to their children that they will:

- Love them and listen to them
- Help them become well adjusted and have good self-esteem
- Make sure they go to school on time and attend school every day and encourage them to learn
- Provide a healthy diet and encourage them to be well, fit and active
- Give them the right information to make the right choices for drinking and drugs.
- Provide a stable home environment
- Talk to them about sex and being responsible

Parents commit to **TEACHING CHILDREN TO BE PART OF A COMMUNITY** and:

- Teach them the difference between right and wrong and accept the consequences of their actions.
- Teach respect by example-Be a role model
- Be fair, loving and kind in the way we treat them and everyone around them

Parents commit to **HELPING CHILDREN TO BECOME AN ADULT** by:

- Helping them stand on their own two feet
- Helping them to be equipped to deal with the world as it really is e.g. peer pressure, life skills

Appendix 3 -Thinking Family Implementation Group

Proposed terms of reference

Overarching purpose

To ensure delivery of the strategic commitments outlined in the KCT “Thinking Family” Supporting parents strategy

1. To champion parents voice and seek to meaningfully engage parental involvement and participation in service/LCSP development.
2. To ensure the implementation of the 9 priorities and related outcomes of the KCT “Thinking Family “Supporting parents action plan “
3. To ensure that the 9 priorities and related outcomes of the KCT action plan are monitored and evaluated. This includes looking at how we co-ordinate county wide data.
4. Highlight gaps in provision of services for parents and areas of significant need and contribute to the specification of required services in order to inform commissioning.
5. To work to, feedback and advise the Kent Children’s Trust of key issues for attention through the appropriate sub group.
6. To seek advice from and feedback to LCSP level practitioner and parent fora when appropriate.
7. To oversee work and service development with the National Academy of Parenting Practitioners and subsequent training and implementation of parenting programmes(ensuring quality standards for programme delivery are in place, including appropriate supervision arrangements for trainers, resources and access support for parents.)
8. To champion Think Family and its strategic importance in service and partnership development countywide
9. Ensure Equalities issues are addressed.
10. To act as a forum where best practice, innovation, research, strategy and policy relevant to supporting parents can be shared and disseminated through its members.

Frequency of meetings and administration:

- Meetings will be held quarterly
- Minutes will be taken of each meeting, and will be issued via email within 10 days.
- Papers will be issued 5 working days prior to the meeting.
- The Extended Services Development Team will support the group.

Membership

Initially, nominated representatives from action plan leads but this will be flexible. Voluntary sector colleagues must be represented.