

**HELPING MAKE
SOUTH AYRSHIRE
THE BEST PLACE IN
SCOTLAND TO GROW UP**

Parenting Strategy for South Ayrshire 2014-17

For Practitioners and Managers

FOREWORD

South Ayrshire Council's aspiration for children is a simple but ambitious one; to be the best place for children to grow up.

Parents are the strongest influence on the life of a child. By supporting parents, carers, families and communities to build better lives for themselves and their children we can help ensure that every child has the best start in life.

South Ayrshire has committed to developing a Parenting Strategy that encourages agencies to work together to improve the delivery of responsive and family-centred services. We want to ensure parents get the help they need, when they need it and that services are delivered in an integrated way by a well trained and well supported workforce.

Being a parent is an amazing experience, but we all need help at times. South Ayrshire Council wants to support parents, carers, families and communities to help build their confidence and skills to do and be all they can be for themselves and their children. By doing this, we will help South Ayrshire families to maximise their potential and realise our ambition of making South Ayrshire the best place for children to grow up.



Eileen Howat
CHIEF EXECUTIVE



“VALUING AND SUPPORTING
Scotland’s parents is one of the single
biggest ways of giving the nation’s
children the best start in life.”

- National Parenting Strategy 2012



Building parenting capacity is central to our 'Early Years Collaborative' Improvement Methodology for delivering 'Getting it Right for Every Child' (GIRFEC) in South Ayrshire.

Building Parenting Capacity in South Ayrshire.

South Ayrshire Council and NHS Ayrshire and Arran, in consultation with the voluntary sector and parents, recognise that by working collaboratively together towards common goals, we can achieve more for the families of South Ayrshire. The Parenting Strategy is a clear and shared commitment to supporting parents, using consistent approaches which enable them to fulfil their parenting roles to maximum effect.

Building parenting capacity is central to our 'Early Years Collaborative' Improvement Methodology for delivering 'Getting it Right for Every Child' (GIRFEC) in South Ayrshire. It is also at the core of the Early Years Framework and embraces a range of key national policy drivers including The National Parenting Strategy.

Definition of Parenting

The definition of parenting within this strategy refers to the voluntary act of care giving by adults responsible for children and young people, recognising their right to be:

- Safe,
- Active,
- Healthy,
- Respected,
- Achieving,
- Responsible,
- Nurtured,
- Included.

Parenting refers to the relationship that exists between a parent/carer and a child. It refers to what people do in the process of looking after and protecting their children and to the values that underpin these actions.

Throughout this strategy document the term 'parent' is used to refer to mothers, fathers, grandparents, and other carers including foster carers and young carers.

'Positive parenting isn't simply nice to have, it's every child's basic human right' as recognised by the UN Convention of The Rights of the Child (UNCRC).

Who is this strategy for?

This strategy will assist practitioners and managers in their work to champion the importance of parents in South Ayrshire – embedding children's rights and parents' responsibilities in everyday life. Helping South Ayrshire Council value and cherish its children and young people, and properly support parents in their caring, nurturing role.

As outlined in the Early Years Framework, South Ayrshire Integrated Children's Services planning structures have a responsibility for developing a formal parenting support strategy. However supporting parents is not limited to the early years workforce. It should span all ages and stages of children's development, particularly in relation to key transitions, giving parents support when they need it most.

"Improved knowledge of children's early development and the impact of the early childhood experiences must inform research, policy and practice decisions." (The Early Years Framework – Scoping Its Impact, Aline Wendy-Dunlop, Tam Baillie, 2010)

Why parenting matters

It is accepted that the role of parents is crucially important to the health, well-being and long term prospects of our children, and parents have a stronger influence than any other experience or any other relationship.

Babies have a genetic instinct to tune into their primary carer. They are born relationship ready. Research has shown us the outcome of developing this relationship depends on what happens. This process is what we recognise as attachment.

Priority Groups

This strategy aims to improve the life chances for all Parents and carers and additional support is available for those who may need it.

Priority groups include:

- young parents;
- fathers/male carers;
- families affected by poverty;
- vulnerable families affected by substance misuse, mental health, learning disabilities or domestic violence;
- families affected by offending behaviour;
- families supporting children with additional support needs.

In most cases there is a strong two way relationship, but in some situations this may fall short leading to poor attachments.

Sir Harry Burns, Chief Medical Officer for Scotland (2005-2014), as well as Education Scotland's Pre-Birth to Three guidance, highlights the wealth of information that exists on the importance of improving our child's earliest experiences, leading to better long term outcomes.

The power of positive parenting

Each family is unique. It has its own unique set of circumstances and unique set of strengths and pressures. Each family, regardless of composition or circumstances, will experience good times and times of challenge.

Parenting can be one of the most rewarding experiences and can bring great joy and fulfilment – however it can also be unpredictable and can present some difficult and challenging situations. Some parents will experience additional pressures such as financial worries, health problems or personal issues which can have significant impact on their capacity to parent.

Valuing the role of parents means building on individual strengths and supporting parents, families and communities in a non-judgemental way to do the best for children. The importance placed on the ability of professionals to recognise that individuals, communities and populations have significant potential to be a resource rather than just simply consumers of services.

Building on individuals strengths, we will avoid the culture of parent blaming or professional dependency when things go wrong. At times this may be as simple as signposting to services/information, accessing a universally available service or alternatively may require intervention with more intensive support.

Experience and research shows that parents develop both confidence and the ability to cope and find solutions to their individual situations, when they have good quality support and a positive relationship – a friend, a family member, a member of the community or a professional.

What do we want to achieve? – our Vision for South Ayrshire

Our vision for every child and young person in South Ayrshire is that they grow, develop and reach their full potential within strong, confident, resourceful families and communities who are fully equipped to contribute to their children's well-being.

Grow, develop and reach their full potential based on the eight well-being indicators – safe, healthy, active, nurtured, achieving, respected, responsible and included.





“POSITIVE PARENTING
isn't simply nice to have, it's every child's
basic human right.”

- as recognised by the UN Convention of
The Rights of the Child (UNCRC)

“All bodies are responsible for expenditure, planning and delivering services for children, to work together to ensure they collectively focus on improving the well being of children and young people.”

– Children & Young People’s Bill, Scottish Government 2013

Every Child’s Right

Our strategy is founded on the vision that recognises the strengths of families, builds confidence and enables access to appropriate support.

Each parent should have the right kind of help, at the right time from the right person. It is recognised that not all parents have the same level of requirements and that services will support a wide spectrum of need.

The strategy recognises the importance of providing services for parents to ensure that they can successfully support their child’s journey from early years to early adulthood in the best possible way, developing confidence in their role.

Coordinating our efforts

The strategy has already outlined who, why and what we aim to do – however we need to consider how we put this into practice.

There are many examples of excellent work taking place to support parents, children and young people across South Ayrshire. However we recognise the need to coordinate practice and create consistency across services.

*“All bodies are responsible for expenditure, planning and delivering services for children, to work together to ensure they collectively focus on improving the well being of children and young people.”
(Children & Young People’s Bill, Scottish Government 2013)*

Consistency and practice will only be achieved when staff work together across disciplines to share common principles and values. Strong and confident practitioners lead to stronger parents, children, young people, carers, families and communities.

South Ayrshire and NHS Ayrshire & Arran has developed five priorities to focus parenting support for 2014-17.

Priorities:

Priority 1: We will provide parents with the information and knowledge they need to make informed, independent and confident decisions and choices about how to bring up their children.

Priority 2: We will ensure that good quality universal parenting support is developed and delivered, with a focus on prevention and early intervention.

Priority 3: We will ensure that specialised and targeted support is available at a local level to meet the needs of families facing additional difficulties.

Priority 4: We will ensure that key messages around building positive relationships will be a foundation for practice, e.g. understanding the importance of attachment and maintaining good relationships throughout children’s lives

Priority 5: We will empower parents and local communities to support children and young people.

*Parents are given appropriate support to help them understand the responsibilities and sustained commitment associated with bringing up a child and to develop the skills needed to provide a nurturing and stimulating home environment free from conflict.
(Early Years Framework, 2009)*

AIM Statement



For every child in South Ayrshire to grow, develop and reach their full potential within strong, confident, resourceful families who are fully equipped to contribute to their child's wellbeing.

2014 - 2017

Primary Drivers



Priority 1

Parents/carers have all the information they need to make informed, independent and confident decisions and choices about how to bring up their children

Priority 2

Evidence based universal parenting support will be delivered with a focus on early intervention and prevention

Priority 3

Specialised and targeted support will be available at a local level to meet the needs of families facing additional difficulties

Priority 4

Key messages around building positive relationships will be the foundation for practice

Priority 5

Parents, Carers and local communities will be empowered to support children and young people

Secondary Drivers



Information is available electronically

Information is "pushed" via social media

PEEP available in every early years centre

Family based activities are supported by services across the CPP partnership

Workforce is aware of importance of attachment at all stages of development

Family based activities are supported by services across the CPP partnership

GIRFEC principles are embedded in staff training

Parents are surveyed annually regarding childcare

Measures



CARIS, number of requests via helpline increased yearly

Increased number of tweets per year

Increase number of PEEP classes

Increase number of parents attending PEEP

Increase number of referrals to Barnardos

Increased number of locality forum requests

Increase number of PEEP classes

Number of 5 to thrive courses

Increase likes on Caris Facebook

Monitor web-hits for care trends

Services available to parents

TIER 3	Psychological Services (Education) Children & Adolescents Mental Health Service (CAMHS) External Care Providers Rainbow House Clinical Psychology	Children's 1st Mentoring Service Young Person's Support Team Nursery & Daycare Places (0-3) Midwifery Service Barnardos Family Support Service	Children's Community Nursing Service Children's & Families Team (Social Work) Children & Families Disabilities Team (Social Work) South Ayrshire Befriending Services Health Professionals
TIER 2	Children's Community Nursing Service Young People Support & Transition Services (Social Work) Health Professionals Psychological Services (Education) Children & Families Team (Social Work) Children's 1st Mentoring Service Nursery & Daycare Places (0-3) Children's 1st – Girvan Families Connections	Rainbow House CAMHS Team Clinical Psychology Pupil Support Service External Care Providers Barnardos Hear4U	South Ayrshire Befriending Service Home/School Inclusion Children & Families Disabilities Team (Social Work) Midwifery Service Mellow Parenting Barnardos Family Support Service
TIER 1	Children's 1st Mentoring Service Psychological Services (Education) Ayr Housing Support Group Children's Community Nursing Service Children & Families Disabilities Team (Social Work) Family Placement & Adoption Support Team Jumpstart Young Carers Support Groups Target Leisure	Midwifery Service Learning Disability Service School Nursing Service Nursery & Daycare Places (0-3) CAMHS Team/Rainbow House Barnardos Hear4U Criminal Justice Team Intensive Outreach Team	South Ayrshire Befriending Service Pupil Support Service Children's 1st – Girvan Families Connections Barnardos Family Support Service Community Mental Health Teams Health Professionals Family Mediation Ayrshire South Ayrshire Woman's Aid Mellow Parenting
UNIVERSAL	Psychological Services (Education) Baby Massage Groups Community Food Worker South Ayrshire Leisure Care. Learning and Well-being Team School Nursing Service General Practitioner	Bookbug Programmes Health Visiting Service Book Start PEEP Programme Midwifery Service Family Information Service (CARIS)	Children's Outreach Service Nursery Places (3-5) Schools Libraries Crèche Service Childcare Services

For additional information please contact:

South Ayrshire Council's Co-ordinator

(Integrated Children's Services) on 01292 616192.

Useful Information Websites

National Parenting Strategy: making a positive difference to children and young people through parenting

www.scotland.gov.uk/Publications/2012/10/4789

Children & Young People (Scotland) Bill (2013)

www.scotland.gov.uk/Topics/People/Young-People/legislation

The Early Years Taskforce – Vision and Priorities

www.scotland.gov.uk/Resource/0038/00389841.doc

CARIS

www.scottishfamilies.gov.uk



www.south-ayrshire.gov.uk/early-years