

## Appendix 1: Coventry Parenting Strategy High level Implementation Plan:

Coventry Parenting Strategy implementation plan	Year 1	Year 2	Year 3	Year 4	Year 5	Progress updates and Red Amber Green rating
<b>Strengthen availability and accessibility of general information and advice to parents</b>						
Ensure all staff are working with families to promote consistent positive messages about parenting support that is on offer with professionals being clear about referral processes						A recent survey with partner agencies delivering parenting support found that 78% (14/18) reported awareness of parenting support offered in the city had improved a lot or improved none reported that it had got worse. 44% (8 out of 18) agency leads delivering parenting reported knowledge of referral processes for parenting had improved or improved a lot, the remaining said it stayed the same. No responses reported that knowledge about parenting support had got worse. Family Hubs have launched a resource library for each hub which includes information about the parenting strategy and parenting offer.
Develop a communications strategy encompassing the launch of the strategy, as well as ongoing awareness raising on the parenting offer linking this into the Family Hubs offer and the Family Health and Lifestyles Service (which will go live in September 18).						A communications plan was created to launch the parenting strategy. The strategy successfully launched in July 18. A resource library has been set up for each family hub which includes the parenting strategy and parenting support offer. South Warwickshire Foundation Trust have displayed the parenting strategy on the family health and lifestyles pages.
Ensure all hard copy and website service information is up to date and accurate, including information on						All pages from members represented on the multiagency steering group have been updated on the family information service. This information will be reviewed for accuracy by partners on an annual basis.

relevant Council webpages. E.g updating the Family Information Service (FIS) and its use across the city by partners.						
Strengthen parent leadership forums to support parents						Family Hubs are developing parental leadership through the “Friends of....” Family hub groups which includes parents and then there will be an opportunity for a role in each Advisory group – workshops are planned across family hubs and family health and lifestyles to activate the local advisory groups in April. Grapevine have completed work with parent around child accident prevention, the family health and lifestyles service will develop a parent leadership programme and have completed a mapping exercise of current parent leadership forums.
Build parenting capacity and help normalise parenting support in local communities						The new family health and lifestyles service went live in September 2018. The provider which includes health visiting, family nurse partnership, MAMTA , infant feeding, stop smoking in pregnancy and school nursing as well as family weight management services. Will be expected to establish a proactive culture which encourages staff to seek out and use the views and experiences of young people, carers and family members in service development. South Warwickshire Foundation Trust will develop a formal parent leadership programme that supports parents to drive service improvements.
Wherever possible involve families in decision-making in respect of services that they benefit from						
To support partners to develop robust participation practice through effective guidance support and good practice.						

Harness the opportunities to integrate a newly designed parenting portal within current development of digital platforms across partners, providing information and advice to parents						
Strengthen links with faith groups to enable effective signposting where appropriate						The parenting strategy was presented in December 18 at the Coventry and Warwickshire faith forum and a the chair has joined the parenting strategy task and finish group to identify opportunities to strengthen links with partners.
Strengthen antenatal parenting support – availability of antenatal classes e.g. birth expectation classes and antenatal support groups is increased.						Plans have been put in place to promote family links antenatal nurture with maternity services, the number of antenatal classes have increased. Plans are being put in place to revisit the baby buddy app which promotes antenatal support.
Early years' staff to promote sensitive parenting, by training staff in parent infant attachment and improve their ability to identify attachment disorders early.						
Improve continuity and consistency throughout important transition periods e.g. starting school particularly for vulnerable families.						
Equip the workforce to be better placed to work together, identify problems early and share information with professionals						A number of workforce development sessions have been arranged for the Family Hubs and partners around progressing the early help offer and how our skills translate into an integrated early help offer through the Family Hubs which will provide joint training in March/April 2019.

Build knowledge, confidence and trust between professional disciplines (e.g. through the Family Hubs) to ensure parents are provided with consistent advice around parenting offer						A number of workforce development sessions have been arranged for the Family Hubs and partners around progressing the early help offer and how our skills translate into an integrated early help offer through the Family Hubs which will provide joint training in March/April 2019.
Professionals delivering parenting support to develop constructive relationships with parents with effective communication systems between the school and the family						
<b>Harness technology and the developing digital systems across agencies to strengthen the parenting offer</b>						
Promote safe use of social media as a route for advertising / awareness raising around parenting support across all partner agencies.						Each family hub has a face book page which includes information about the family hub timetable and parenting support locally available.
Review IT tools used and links to the parenting support in Coventry.						
Review dimensions tool and its use in Coventry.						

'Steps to change' to be made available to parents via a protected portal for parents to control						
Support access to online services via community centres linking in with other digital offers. Consider Youtube as a tool for communicating parenting information to parents who struggle with resources written in English.						45 second clips are being produced by the Family Hubs covering a range of different services. Initially within the Hubs but then this will be developed to look at services within the Hub reach including all Partners. Discussions about supporting learning difficulties and English as a second language are included.
<b>Ensure there is a systematic approach to ensuring the quality and effectiveness of the parenting offer across the whole system</b>						
Offer a wide range of formal and informal support for parents that is accessible, reflecting the diverse needs of parents of Coventry such as support at transition points or parents who are asylum seekers.						<p>There are a range of formal and information parenting support programmes for parents. Foleshill Women training who support women from BME backgrounds has created a pilot parenting programme with the positive parenting team.</p> <p>Family Nurse Partnership (offer support to first time teenage parents) they report links have been made with Be Active Be Healthy in order to promote joint working. The team attended the February FNP group meeting to meet and discuss with young parents what they would want, and also what services they already offer. The team are going to also assess the room for suitability for delivering baby massage.</p>

Staff working with families have induction and training to ensure it equips them to work in accordance with the parenting strategy/parenting offer.						
Steering group to consider an effective approach of logging new support for newly arrived communities						
Train staff and offer ongoing peer support, particularly in steps to change and signs of safety to adopt a collaborative approach. This must be offered to voluntary, private and partner agencies and schools. There is an expectation that all partner agencies will use these tools in part or whole.						
Senior managers to consider how to roll out the training further for 'Signs of Safety'.						
Senior Managers to consider who will deliver training and how partner agencies will access and record the data.						
Ensure parenting support includes face to face and one to one services alongside online provision.						Support continues to be delivered through a variety of method including face to face such as the Triple P group programme and family links programmes supporting 0-19 years. One to one support is provided via Solihull approach. Online provision exists via the baby buddy app and the baby box syllabus as well as a number of films promoting parenting support

						such as those designed by Unicef for breastfeeding and NSPCC.
A continual process of assessment and improvement to ensure it meets the needs of Coventry parents into the future						<p>New groups have been strengthened or initiated such as the Health Visiting service offering “Together we Can”. It is in conjunction with the SEND agenda and is run alongside a Portage worker and Nursery Nurse from Health Visiting services. The uptake is good and the feedback is excellent. Parents enjoy the service and can see the progress their</p> <p>Modules on attachment and caregiver interactions and the teenage brain have been delivered by Family Nurse Partnership (offering support to first time teenager parents) to train children’s services staff, including social care, foster carers, hub centre workers and Triple P practitioners, with a positive evaluation.</p> <p>A new group has commenced to support BME families in partnership with Foleshill Women Training and positive parenting tem</p>
Develop sustainable train the trainer models of parenting support. Identify problems early and share information with professionals.						Two practitioners are now trained in Solihull Approach universal parenting programme (evidenced based) which is a train the trainer approach and further training will be cascaded to family hub workers as a result of this later this year.
Identify workforce development needs and train key partners including Family Hub staff						A training need was identified in the demand for teenage parenting support groups was greater than the number of groups delivered through the strategy implementation the number of triple p teen groups have been increased
Professionals working with families will have face to face multiagency meetings to discuss concerns about families with unmet needs.						Family Matters multiagency meetings have been established across the 8 hubs.

Strengthen parent relationship advice - This should include brief targeted interventions for more vulnerable families where there is increased parental conflict and universal support during the antenatal and postnatal phase to prepare parents to transition into parenthood						
Strengthen parenting provision universally for school aged children (5-19 years)						<p>Further investment into Triple P Teen has led to:</p> <ul style="list-style-type: none"> <li>• 3 practitioners being trained and delivery of new programmes in the city.</li> <li>• 4 teen groups have taken place with the 3 newly trained practitioners co-delivering at Harmony, Aspire, Pathways and Woodside Family Hubs</li> <li>• Outcomes: 30 parents have completed the courses so far.</li> <li>• Parental outcomes show that depression, anxiety and stress levels have improved for parents who have attended</li> <li>• Qualitative outcomes from parents feedback show improvements in confidence and social networks for parents as a result of the parenting support received.</li> </ul>



Ensure that this system-wide parenting offer is delivered in a way which progressively provides more support across the social gradient and level of need						
Early Help Managers to complete asset mapping for local needs and resources in their communities.						A Citywide mapping directory is in place and is updated on an ongoing basis ,this identifies current partnership arrangements for children and families that operate within the city
Strengthen the intelligence that is shared between partners to help them make informed decisions about resources						
Strengthen delivery in areas where the resource currently does not meet the demands of the population(further in-depth analysis is needed considering each parenting projects impact in relation to resource)						
Train staff to support fathers more confidently.						
Strengthen support for parents with a learning disability						
Align the Parenting Strategy implementation with the Special Educational Needs and Disability (SEND) local offer						