

## Coventry Parenting Strategy: Year 1 Task and Finish Group Action Plan

### Recommendation 1: Strengthen availability and accessibility of general information and advice to parents

Lead: Alicia Phillips and Harbir Nagra

Green: The action is on track to be delivered

Amber: The action is off track but in the gift of the programme to get back on track

Red: The action is off track and requires intervention

Action /what we are trying to achieve	Who	Timescales	Steps to achieve this action	How will we measure progress?	Progress
<b>1.1 Staff to promote consistent positive messages about parenting support that is on offer and know the referral processes.</b>	<b>All TAF members (see Appendix 1 for list of members)</b>	July 18 – onwards	<ol style="list-style-type: none"> <li>Disseminate information about local parenting support and referral guidance to each family hub and refresh this regularly.</li> <li>Evaluate staff knowledge of parenting support yearly.</li> </ol>	<p>Monitor referrals into those services offering parenting support e.g. positive parenting team.</p> <p>Staff surveys.</p>	<p>A survey was disseminated to each agency delivering parenting support that was contacted in the original mapping exercise for the parenting strategy. The survey was carried out in January 2019 with key partners involved in the delivery of parenting support in the city. It found that 78% (14/18) of partner agencies felt awareness of parenting support offered in the city had improved a lot or improved none reported that it got worse. 44% (8 out of 18) agency leads 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.</p> <p>Each Family Hub has launched a ‘resource library’ which can be accessed by partners and aims to provide a standardised portal for staff working within the locality to access information about local services. Information about parenting support and the parenting strategy has been uploaded onto the library.</p> <p>Recent referral data for the positive parenting team (which offer a range of universal and targeted parenting support) have been analysed to identify the main referral agencies which include social care, schools and family hubs.</p> <p>A family hub lead is being identified to cascade information to each hub on the local early help offer.</p> <p>The parenting strategy has been shared with secondary and primary school heads, the Coventry and Warwickshire Faith Forum and the strategy is now displayed on the parenting councils web pages and on the Family Health and Lifestyles web page which brings together seven key services for 0-19 years offering a more seamless service including the Health Visiting,</p>

					Family Nurse Partnership (for first time teenage parents) Breastfeeding service, MAMTA service (for BME women), Stop Smoking in Pregnancy School Nursing and Family weight management services.
<b>1.2 Develop a communications strategy including launch of the strategy, and ongoing awareness raising of the parenting offer.</b>  <b>Link parenting offer to the Family Hubs offer and the Family Health and Lifestyles Service (Live from September 18).</b>	Public Health (Harbir Nagra) Communications teams (CCC)  Early Help managers (Amanda Reynolds/ Nigel Patterson)	May – August 2018 (Year 1)	1. Plan for the launch of the Parenting Strategy in July 18 and promote recommendations with partners involved in delivering parenting support.  2. Discuss findings from Parenting Strategy consultation September 17 as part of the Family Hub Communications Strategy and disseminate learning.	Number of views on the city councils website for parenting strategy downloads.  Monitor how information about parenting strategy consultation informs family hub communication strategy. Establish clear links between the two work streams.	A communications plan was created to launch the parenting strategy. The strategy was successfully launched in July 2018 at an event with partners across the city who support parenting. Web analytics have reported there were 112 visits to the web page from July 18 to Nov 18. The Parenting Strategy has been shared with the Family Hub communication lead. The parenting strategy has been shared with primary school and secondary school heads. Approximately 50% of schools have attended PSHE workshops and details about the parenting strategy have been shared and local information about parenting offer. A resource library has been set up for each family hub which includes the parenting strategy and parenting support offer.
<b>1.3 Ensure all hard copy and website service information is up to date and accurate, including information on relevant Council webpages for parenting support.</b>  <b>(E.g updating the Family Information Service FIS )</b>	Grapevine (Andrea) Public Health (Harbir and Alicia) CCC Parenting Practitioners (Vicki and Gillian) Family Hubs (Tim Jacques) Noreen and Lesley (SWFT)	August - October 2018 (Year 1)	All agencies to review and update their parenting web pages for accuracy annually.	Record updated pages via check list	All pages from members represented on the multiagency parenting strategy steering group have been updated on the family information service. This information will be reviewed for accuracy by partners on an annual basis.
<b>1.4 Strengthen parent leadership forums.</b>  <b>Increase parent leadership via Hubs and develop an approach through the Family Health and Lifestyles service</b>	Early Help Managers (Amanda Reynolds)  Partnership Coordinators (Tim Jacques) Positive Parenting Team (Vicki Finlay and Gillian Broomfield)	Year 1 -5	Partnership Coordinator and partners to increase the number of local parents volunteering.	Record number of friend of... forums set up, number of parent leadership forums	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 for the family hubs to take this forward– workshops are planned across Family Hubs and Family Health and Lifestyles to activate the local Advisory Groups in April 19.

					<p>Grapevine have held Idea factories around child accident prevention for parents working jointly with Child Accident Prevention Trust (a national accident prevention charity) and Coventry city council. This resulted in mobilizing parents to spread safety messages, and parents creating a short video which was used in a social media campaign to support Child Accident Prevention Week.</p> <p>A lead has been identified within the Family Health and Lifestyles service (which went live in September 2018) and a formal parent leadership model will be designed. Current parent leadership forums have been mapped across the city.</p>
<b>1.5 Build parenting capacity and help normalise parenting support in local communities</b>	Public Health Maternity (Lorna) FHL SWFT (Mary and Anne Marie)	Ongoing	Staff to be aware of current parent leadership forums (e.g. One Voice, Women of Willenhall parenting group) – any gaps to be identified and addressed. Promote opportunities to join parent leadership forums Measure outcomes for parents	Improved outcomes for parents attending parent leadership programme	<p>The new Family Health and Lifestyles service went live in September 2018. The service includes Health Visiting, Family Nurse Partnership, MAMTA , Infant feeding, stop smoking in pregnancy and school nursing as well as family weight management services. the service 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. SWFT will develop a formal parent leadership programme that supports parents to drive service improvements.</p> <p>Promotion of new parenting programmes such as building block delivered by NSPCC has been promoted by partners. The programme offer support to parents and carers of children aged 0-7.</p>
<b>1.6 Strengthen links with faith groups to enable effective signposting.</b>	Public Health Faith Groups (Harbir and Anne Pluska)	September 2018 (Year 1-5)	Establish links via the faith forum.  Parenting practitioners to record referrals from faith groups to programmes.  To inform all Faith Forums of parenting offer/strategy.	Monitor number of referrals into parenting support from faith organisations.	<p>A paper has been presented by Public Health to brief members of the coventry and warwickshire faith forum and discuss how the links between faith forums and providers of parenting support can be strengthened. The chair of the coventry and warwickshire safeguarding faith forum has joined the parenting TAF group which meets monthly to strengthen links with partners who</p>

					deliver parenting support and share information.
<b>1.7 Strengthen antenatal parenting support – increase availability of antenatal classes.</b>  <b>(e.g. birth expectation, antenatal support)</b>	Maternity services (Lorna Coyle and Heather Davies)  Health Visiting (Lesley Cleaver, Lili Gregor, Mary Haidar)	Year 1-5	Review current antenatal parenting offer. Identify opportunities to strengthen current offer and effective sign posting to other services.	Monitor referrals into antenatal classes and uptake for other antenatal parenting support e.g. baby buddy/antenatal nurture.	<p>The antenatal nurturing group continues which is provided by the city council positive parenting team with the next session in February. The positive parenting team and maternity services have met and agreed to promote family links antenatal programme for women who are unable to join other antenatal classes. Maternity has increased the antenatal classes on offer to parents.</p> <p>Plans to revisit the baby buddy app (which is provided at the first booking appointment by midwives) and consider ways to strengthen its uptake are currently taking place across maternity and health visiting. VIG (video interactive guidance) training is being provided for 3 health visitors in Coventry linked to the first 1001 critical days/ promotion of post-natal mental health.</p> <p>For maternity, there has been further promotion of Antenatal Nurture with expectant parents and the parenting class are now advertised alongside the birth expectation class on the information leaflet given to all pregnant women at booking.</p>
<b>1.8 Equip the workforce to be better placed to work together, identify problems early and share information with professionals</b>	Public Health and Children services	Year 1-5	Family matters meetings audits	Number of workforce development/ joint training sessions	A number of workforce development sessions have been arranged for the Family Hubs and partners around progressing the early help offer which will provide joint training in March/April 2019.

## 2. Harness technology and the developing digital systems across agencies to strengthen the parenting offer

Lead: Gillian Broomfield

Action /what are we trying to achieve?	Who	Timescales	Steps to achieve this action	How will we measure progress	Progress
<b>2.0 Promote safe use of social media for advertising / raising awareness of parenting support across partners</b>	Grapevine (Andrea) and CCC parenting practitioners (Vicki Finlay, Gillian Broomfield)  Family Hubs	Year 1-5	For all steering group partners to use the new Family Hubs Facebook Pages and other safe social media pages to promote parenting support.	Monitor Face book pages for family hubs, number of likes/shares.  Ensure all members of the steering group are aware of face book pages for hubs.	<p>Family Hubs have now all set up Face Book Pages which are available for any Partner to advertise or include information about anything going on in that area.</p> <p>Plans are being put in place for regular feeds onto the Face book pages related to parenting support available in the city. The pages are being used to promote information about online safety for parents and carers.</p> <p>Family Hub launches have taken place and parenting information was disseminated to parents and partners at the events.</p> <p>Grapevine have created a short video with parents on child safety which was used in a social media campaign to support Child Accident Prevention Week.</p> <p>The positive parenting team are working with communications team in the council to establish a Face Book page. The Partnership coordinators share parenting support on Facebook accounts at regular intervals.</p> <p>Information about parenting features on the family hub time tables</p>
<b>2.1 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.</b>	Voluntary Agencies (MAMTA)	Year 1 - 5	<p>For Parents to identify areas they wish to receive information via Youtube.</p> <p>For Youtube videos on parenting support to be available to all parents in the city particularly those who do not speak English e.g via promotion at MAMTA and the Syrian settlement programme/ESOL.</p>	<p>Monitor use of screens within family hubs to promote parenting support messages.</p> <p>Monitor number of views for parenting support on youtube videos</p>	<p>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.</p>

3. Ensure there is a systematic approach to ensuring the quality and effectiveness of the parenting offer across the whole system

Lead: Noreen Bukhari and Vicki Finlay

Action/ what are we trying to achieve	Who	Timescales	Steps to achieve this action	How will we measure progress	Progress
<b>3.0 Offer a wide range of formal and informal support for parents that is accessible, reflecting the diverse needs of parents of Coventry</b>  <b>(E.g. support at transition points or parents who are asylum seekers)</b>	Parenting Practitioners (Gillian, Vicki)  Family Health and Lifestyles Service  Schools (via Pat Grainger)  Family Hubs	Year 1-5	Review periodically for any changes in the parenting offer in the city via the steering group.  Promote the use of Family Hubs as a drop in support base for all Coventry parents who may require parenting support formally or informally.	Review completed yearly of parenting offer.	<p>A range of formal programmes are provided via the positive parenting team and partners in the city such as Triple P, Solihull Approach. Informal support is offered via the Stay and Play sessions for example those delivered via the libraries.</p> <p>Family Hubs have looked at developing a pilot of the roll out of Solihull Approach (a universal parenting programme) training offering to parents with children aged 0-19 and will be looking to initially train 8 members of Hub staff (1 per hub) by the end of May 2019. This will inform the wider roll out scheduled for September 2019.</p> <p>Foleshill Women Training offer support for mothers from BME backgrounds and have reported relationships have established with the Positive Parenting team which has led to the pilot of Triple P parenting programme in the new year at FWT.</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> <p>The Health Visiting Ricoh Arena clinic is an out of hours service which has been set up in Tesco and continues to have a large footfall of parents.</p>

<b>3.1 Ensure parenting support includes face to face service with online provision.</b>	Service Providers	Year 1- 5	Train staff in areas in where there may be gaps – e.g. Supporting clients to use online support where it’s needed.	Measure staffs confidence in delivering parenting support	<p>A range of parenting support continues to be offered in the city such as face to face support for example through the health visiting service offering Solihull approach one to one and through group work in the city. Online provision includes the baby buddy app which is handed at the first booking appointment by midwives to expectant parents. The Baby Box syllabus includes a number of videos such as mental health support. FNP report the use of NSPCC online resources when working with parents. the task and finish group are reviewing the use of online films and the antenatal/postnatal baby buddy app which is provided to each expectant mother on her first booking appointment Professionals also use the Unicef videos to promote attachment and breastfeeding.</p> <p>Staff confidence in delivering Triple P primary care intervention has been assessed for health visiting and the positive parenting team will be running a refresher in Sept 19.</p> <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 face to face 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> </ul>
<b>3.2 Continually assess/improve offer to ensure it meets the needs of Coventry parents into the future</b>	Service Providers	Year 1-5	For all staff to reflect on the services they provide to support parents in the city on yearly basis to ensure it continues to meet the needs of the local population	Yearly review of the offer will be completed.	A community offer group has been developed in the Health Visiting service which is called “Together we Can”. It is in conjunction with the SEND agenda and is run alongside a Portage worker and



					<p>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 children are making. The sessions are structured, specific and goals are set for each child.</p> <p>The Health Visiting management team are meeting with the Positive Parenting Team to share experiences and to identify areas they can support each other and plan for the future.</p> <p>Modules on attachment and caregiver interactions and the teenage brain have been delivered by Family Nurse Partnership to children's services staff, including social care, foster carers, hub centre workers and triple p practitioners, with a positive evaluation. Another 6 sessions are planned for the spring,.</p>
<p><b>3.2 Develop sustainable train the trainer models of parenting support. Identify problems early and share information with professionals. Identify workforce development needs and train key partners including Family Hub staff</b></p> <p><b>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.</b></p>	Parenting practitioners and Public Health	May/June 18 Year 1 – 5	Develop plans around the Solihull approach using the train the trainer approach to upskill staff in its use in a 121 situation.		<p>Two practitioners are now trained in Solihull Approach universal parenting programme (evidenced based)</p> <p>Family Hubs have looked at developing a pilot of the roll out of Solihull approach training and will be looking to initially train 8 members of Hub staff (1 per hub) by the end of May 2019. This will inform the wider roll out scheduled for September 2019.</p>
<p><b>3.4 Professionals working with families will have face to face multiagency meetings to discuss concerns about families with unmet needs.</b></p>	Family Hubs	Year 1-5	Multiagency family matters meetings to take place across the family hubs.	Audit data to be collated for family matters meetings	Family Matters multiagency face to face meetings have been established across the 8 hubs.
<p><b>3.5 Strengthen parenting provision universally for school aged children (5-19 years)</b></p>	Schools (via Pat Grainger) Family Hubs	Year 1-5	Roll out new triple p teen groups in the city and ensure staff promote this with parents	Monitor outcomes for families who have completed parenting support.	<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> </ul>



					<ul style="list-style-type: none"> <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>
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**4. 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**

**Lead: Harbir Nagra**

Action /what are we trying to achieve?	Who	Timescales	Steps to achieve this action	How we will measure progress	Progress
<b>4.1 Early Help Managers /Partnership Coordinators to complete asset mapping for local needs and resources in their communities.</b>	Early Help Managers and Public Health	September 18	<p>For all Family Hubs to map out partners and networks in the local area.</p> <p>For all gaps in service provision to be mapped.</p>	Mapping exercise will be completed and gaps will be addressed.	<p>Health Visitors are sharing their Family Health Assessment Tool with Family Hubs in the hope of an opportunity for transferability of resource, indicating how families move up and down the service level offer and evidencing the amount and complexity of work undertaken by the HV service.</p> <p>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.</p>

**Appendix 1: Membership for Coventry Parenting Strategy Task and Finish Group leads**

Key recommendation	Key members responsible for work streams within the Task and Finish group
Strengthen availability and accessibility of general information and advice to parents	Harbir Nagra (Public Health) Alicia Phillips (Public Health) Mary Bryce (as and when needed) Chris Firth (SENDIASS) Pat Grainger (Secondary Schools) Maxine Murphy (Primary Schools)
Harness technology and the developing digital systems across agencies to strengthen the parenting offer	Gillian Broomfield (Positive Parenting) Dawn Nicholls (Parent leader) Mandy Boothe (Relate) Anne Marie Kennedy (Family Health and Lifestyles 5-19)
Ensure there is a systematic approach to ensuring the quality and effectiveness of the parenting offer across the whole system	Vicki Finlay (Positive Parenting) Lili Gregor (Health Visiting) Lesley Cleaver (Health Visiting) Nicky Murphy (Family Nurse Partnership) Noreen Bukhari (MAMTA) Julia Bayliss (NSPCC)
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	Harbir Nagra (Lead) Tim Jacques (Family Hubs) Rebecca Madden (Health Visiting) Angela Gregg (Health Visiting)