



To: Coventry Health and Wellbeing Board

Date: 13th December 2023

From: Allison Duggal, Director of Public Health and Wellbeing

Title: Coventry Parenting Strategy (2024 – 27)

1. Purpose

This briefing note sets out the progress made in refreshing and developing the Coventry Parenting Strategy (2024 – 27) and presents the final draft for comments and for your support in the implementation of the strategy.

2. Recommendations

Health and Wellbeing Board is asked to:

1. Note the progress made in refreshing the Coventry Parenting Strategy (24 – 27).
2. Support the Coventry Parenting Strategy (24 – 27) priorities.
3. Agree and sign off the Coventry Parenting Strategy (24 – 27).

3. Information/Background

Good parenting has a substantial positive impact on a child's behaviour, educational attainment, emotional and physical health. The future for our children and young people in Coventry is not as good as others across the West Midlands and the country as a whole, particularly for our more deprived children. As a Marmot city, those delivering support to families in Coventry are committed to tackling health inequalities, where increasing deprivation is associated with poorer health.

In 2018, the Coventry Parenting Strategy (2018-2023) led by Public Health was launched. A Coventry Parenting Strategy Steering group was established including key partners across statutory and non-statutory agencies. The group was set up to coordinate our approach to parenting support, sharing our resources, knowledge, and experience to review current provision and highlight recommendations for future parenting support. The strategy implementation led to further investment in parenting programmes for teenagers, increased online parenting provision, resources being created to coordinate antenatal parent education across the city and resources for parents around transition to secondary school. Parenting provision specifically for dads increased. Parenting webinars were delivered to upskill staff and inform partners of the latest parenting support offer.

4. Progress on refreshing the Coventry Parenting Strategy (24-27)

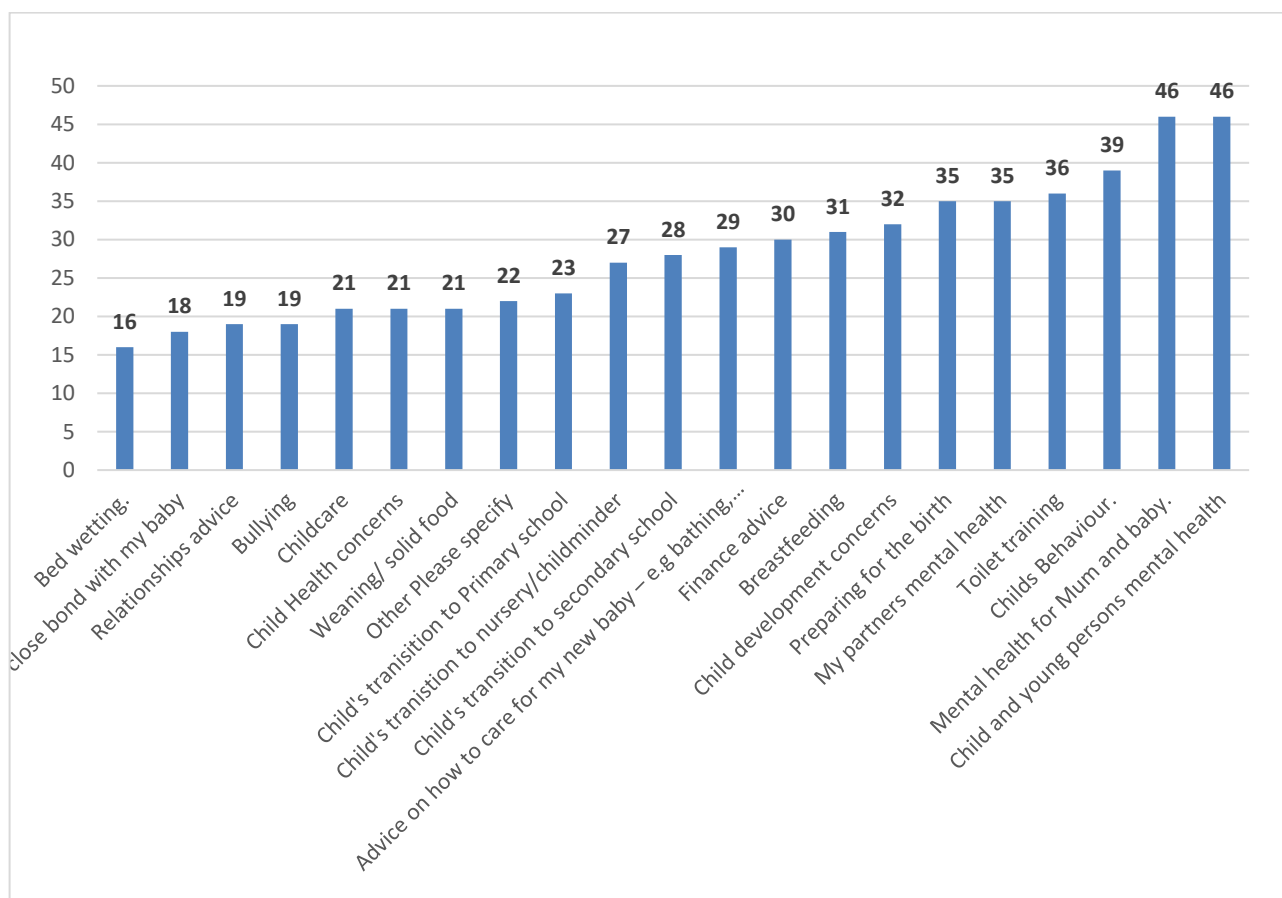
Reviewing the national context: Work has been completed to understand the national context and evidence base around parenting support.

Reviewing local data and intelligence: In refreshing the Coventry Parenting Strategy, work has been undertaken to understand and review local data and the needs of Coventry Children and Young People.

Stakeholder engagement: A workshop was held with key partners to map current universal and targeted parenting provision. The findings showed there is a variety of evidence-based parenting programmes and informal parenting support currently available in Coventry to empower parents in managing their children’s behaviour and promoting their health, education, and wellbeing. Family Nurse Partnership and iBumps continues to support teenage parents in the city, MAMTA support women from ethnic minority background in the antenatal and postnatal period. As part of the Special Educational Needs and Disability (SEND) local offer, there are a number of targeted parenting programmes offering parent/carers of children with complex needs city wide support.

In August 23, a consultation with parents and carers was undertaken. 220 responses were received. 56% (76/136) felt that the help and support was most needed when their child was aged 0 – 2 years. Thus, highlighting the importance of parenting support in the first 1001 days of a child's life. Parents and carers were asked if there were any areas of help and support that they felt were missing or could have been better? Maternal mental health and children and young people's mental health were highlighted by 46 parent and carers. The results are shown in Figure 1.

Figure 1: Is there any area of help and support that you feel is missing or could have been better?



A focus group was held with young people to understand their views around what good parenting looks like. Young people mentioned the importance of healthy communications across and within the family. Young people reported the importance of emotional support, listening and understanding as well as a desire for setting family boundaries.

4.1 Family Hubs and Start for Life programme:

Coventry has received national funding as part of the Start for Life Programme to enhance services delivered through transformed Family Hubs and provide support to children and families to improve outcomes for all. Public Health is working closely with Children Services on the delivery plan associated with the Start for Life programme parenting workstream. A parenting operational group has been set up to discuss the delivery plan in detail. This includes commissioning new parenting support where gaps have been identified such as Five the Thrive training for partners which focuses on attachment and brain development for babies and Solihull Approach Online, an evidence-based intervention which includes modules on the teenage brain.

4.2 Coventry Parenting Strategy (24 – 27) Priorities:

Areas for improvements have been identified, bringing together the views of parents and stakeholders and the evidence. Key priorities include:

1. **Improve Information and Advice** - working with parents and carers to ensure relevant up to date and timely parenting information and advice is available.
2. **Improve accessibility** - to ensure parents and carers have support available and accessible through a variety of methods to suit their needs.
3. **Workforce development** - to coordinate and deliver training and professional development to parenting practitioners and those delivering parenting support in the city.
4. **Reduce Health Inequalities** - to ensure that the system-wide parenting offer is delivered in a way which progressively provides more support across the social gradient and level of need.
5. **Strengthen Targeted Parenting support** - to ensure vulnerable families are engaged with core services.

5. Next Steps

A detailed delivery plan for each of the priorities will be developed through the multi-agency Coventry Parenting Strategy Steering group. To determine the success of the actions arising from the Coventry Parenting Strategy (24-27), there are several expected outcomes, including:

1. Short-term outcomes, such as parents and professionals knowing where and how to get the parenting support they need. Increased choice, volume and range of parenting support offered. More parents will access and complete parenting support that meets their individual needs.

Medium-term outcomes, including positive feedback relating to services and improved parental confidence, as well as improved take-up and completion of parenting programmes. Parents reporting improved confidence in parenting. Ensuring the workforce is skilled, knowledgeable, and competent to deliver parenting support to help those with a wide range of needs.

Long-term outcomes such as increased rates of school readiness and a reduction in children entering the care system, reduced youth offending. Improved child obesity rates and a reduced need for referrals to mental health services for children and young people. Additionally, an increase in collaborative working across health and social care system.

In terms of the governance arrangements, the Coventry Parenting Strategy (24-27) progress will report into the Health and Wellbeing Board.

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This report is published on the Council's website: www.coventry.gov.uk/meetings/

Appendices

Coventry Parenting Strategy Draft 2024- 27 (attached)