

**DRAFT**



**(VERSION 22 – 8.11.07)**

**SUNDERLAND CHILDREN'S TRUST**

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**PARENTING STRATEGY**

**2008 – 2012**

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**CONSULTATION DOCUMENT**

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**NOVEMBER 2007 – DRAFT**

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## DRAFT

### FOREWORD

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This is the first draft of the Sunderland Children's Trust's Parenting Strategy.

During November, December 2007 and January 2008 we will be consulting on this draft strategy, seeking the views of partners, parents and children in order to prepare a parenting strategy for the City which will begin to be implemented in April 2008.

This strategy will outline the universal, targeted and specialist support which Sunderland Children's Trust will secure to help improve outcomes for children and young people in Sunderland. The strategy will also fit with the ten priorities for children and young people agreed by the Children's Trust during 2007-09.

Being a parent is one of the most important and rewarding roles many of us will undertake and all parents and carers ultimately want the best for their children. As with all roles, there are times when parents need additional training, skills and support to fulfil their challenging task. Some families may need specialist services because they have disabled children or suffer parental illness. Modern social influences and changing family structures can also bring additional problems and challenges for parents.

In its policy document '**Every Parent Matters**' (published in 2007), the Government is clear that parents are a crucial influence on the experiences and achievements of children and young people. Parents, and the home environment they create are the single most important factor in shaping their children's well-being and future.

This is a strategy for *ALL* parents in Sunderland we will seek to ensure that information and support is available where and when parents need it in order to support them in guiding their children through what is an exciting, sometimes challenging, but ultimately extraordinary path from birth to adulthood.



Keith Moore  
Deputy Director of Children's Services  
Sunderland Parenting Champion



Councillor Pat Smith  
Portfolio Holder for Children's Services

Executive Summary – to be included  
post consultation

## INTRODUCTION

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### The Purpose of the Parenting Strategy is

- To improve outcomes for Children and Young People by enabling parents to access effective support for their parenting role
- To bring together partners to share a vision around the needs of parents and the services which need to be planned for them – the ‘Parenting Offer’
- To seek the involvement of a wider audience on that shared vision and those planned services
- To provide a consistent approach in promoting and supporting responsible parenting at a universal level right through to a specialist level

The strategy needs to be a living document, which will evolve in line with parents’ needs and service development according to the changing needs within the City. As part of our implementation plan, processes will be built in to ensure that happens and these will be supported and driven by the Children’s Trust and the Local Strategic Partnership.

The Children’s Trust is committed to:

- The provision of quality services throughout the parenting process from conception through to adulthood
- Providing services that are well publicised and readily accessible within local communities throughout Sunderland
- Delivering services within Sunderland for parents that are needs led
- Delivering services that address these needs provided by a range of agencies
- Supporting the ambition of the Children’s Trust to ensure that these services are integrated at the point of delivery

*When we refer to parents within this Strategy, this includes mothers, fathers, carers and any other adults who have responsibility for caring for a child, including those children who are looked after.*

The scope of the Parenting Strategy is to include all parenting programmes and services that provide support to parents, particularly at a universal level.

## **How we have developed the strategy so far**

We have used **Government policy and guidance** to help us plan and develop our Parenting Strategy for April 2008. The guidance tells us to:

- Develop a clear evidence based strategy to enable better joined up working and help prevent families falling through gaps in provision
- Develop a series of measures to track the successful delivery of parenting provision

The strategy should:

- Consider the varying needs and circumstance of parents
- Set out the different levels of local support available to parents from preventative services through to compulsory engagement
- Derive from a process of engagement with stakeholders
- Be used to inform and be included in the Children and Young People's Plan
- Reflect and inform the development of other relevant documents including the Teenage Pregnancy Strategy, SEN Strategy, Youth Justice Plan, Youth Offer, Joint Commissioning Strategy and the Local area Agreement.

As part of the Children's Trust arrangements, a **multi-agency Parenting Board** was established in March 2007. The Board has been responsible for developing the Strategy and includes representatives from a wide range of statutory, voluntary and private agencies and services providers. See Appendix A for Board Membership.

The Children's Trust has established the role of '**Parenting Champion**'. The role is undertaken by Keith Moore, Deputy Director of Children's Services.

Judith Hay, Head of Positive Contribution and Economic Well-being, Children's Services, has taken the role of **Parenting Commissioner**. She is responsible for securing services to deliver the City's Parenting Offer.

We have carried out a **needs assessment** for the Children and Young People's Plan and applied an analysis of the information to parenting and parent support.

## DRAFT

The needs assessment sources are:

- Demographic data
- Performance data
- Consultation with children and young people
- Consultation with parents and carers
- Self assessment and inspection.

We have carried out an **audit of current provision** to inform our understanding of existing parent support services and parenting programmes delivered in the City. The audit highlights parenting interventions delivered; by which organisation, and to which age groups. The audit has helped to engage a number of service providers in the 'strategy building' process. 28 service providers were invited to take part in the audit (see Appendix D for a summary of findings from the audit).

This draft strategy has been prepared by the Parenting Board and throughout this draft we have identified a number of **challenges** for the Parenting Board. The strategy also includes an **action plan** linked to those challenges for developing the parenting offer by April 2008 through **extensive consultation** with children, young people, parents, carers and local communities as well as workers, voluntary sector and private providers operating in Sunderland. The duration of the strategy is until 31<sup>st</sup> March 2012 and will be revised on an annual basis in line with the Children & Young People's Plan.

This consultation version and the final strategy will be available to everyone and can be accessed from the Sunderland Children's Trust website:

[www.sunderlandchildrenstrust.org.uk](http://www.sunderlandchildrenstrust.org.uk).

## Our Vision

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Sunderland Children's Trust has a vision to improve the lives of all children and young people in Sunderland to prepare them well for adulthood.

*'Working together to improve life chances and aspirations for each child and young person in Sunderland'.*

The Parenting Board has proposed a shared vision for parenting in the City:

*'To improve outcomes for children and young people in Sunderland by providing parenting support to all parents and carers according to their needs'*

To deliver this vision, a framework for improving outcomes for children and young people has been developed around a parenting support model that will provide a continuum of support across 3 levels, **universal**, **targeted** and **specialist** services in our 'Parenting Offer'.

**Parenting support will be offered in three ways or 'levels', depending on the needs of parents.** However, in identifying a menu of support, the boundaries of support are not exclusive with each level and the Strategy acknowledges that parents and families may use a range of services both within and across the 3 levels at different stages of their child's life.

### Tiers of Parenting Support

Those services already in place across the City who are providing services or specific programmes within each level can be found from page 30. Within our Parenting Offer set out in the latter part of this strategy, we have identified some of the specific elements of support that parents can expect and how they can be accessed.

## **UNIVERSAL SUPPORT – For all parents**

This means that all parents can have early access to information, advice and signposting to other services by self referral, in places and at times that parents can access, for example, early years settings, schools, primary healthcare services, and through childcare information services, telephone helplines and the web.

Key elements of universal support are:

- Parenting information, advice and guidance available to ALL parents and carers in Sunderland.
- Information, advice and guidance that can be accessed in local communities – for example, via early years settings, schools and primary health care.
- Advice can be provided on a one-to-one basis via staff working in communities or via the Sunderland Children’s Information Service line or through leaflets, videos or the internet.
- All parents should have access to both structured parenting programmes and informal opportunities delivered in their local area through extended schools and children’s centres.

***NB – All case studies are anonymised***

### **Case Study – Early Years**

Louise is twenty one years old with a daughter aged 4 and she is expecting her second child. She is a single parent who was living at home in overcrowded circumstances, with her having to share a bedroom with her 4 year old and her sister. Whilst she appreciated the support she got from her parents and grandmother she wanted to have a home of her own in order to have independence and to prepare for the arrival of the new baby; she also wanted to provide a separate bedroom for her 4 year old daughter.

She attended the Childrens Centre and asked for help to deal with her housing situation. The worker telephoned the housing department homeless unit and the housing company to see what information they could provide.

This led to meetings between Louise and the housing company (Gentoo) and she was offered a house near her parents and her daughter could have her own bedroom.

***‘This means a lot to me as I wouldn’t have been able to do this on my own’***

### **Case Study- School Years**

Susan has three children, a girl aged 9 and two boys aged 13 and 16. Her relationship with the father of the children had broken down due to domestic violence and divorce proceedings were ongoing. She had also just been told that she had breast cancer and didn't know how to tell her children.

The middle child constantly blamed Susan for the break down in the marriage and was displaying violent behaviour, verbal and physical.

Susan attended The Hive (Houghton le Spring) in distress not knowing how to resolve the situation and support her children through a very difficult time.

At the same time as providing an active listening service, information was given on domestic violence and she was referred to the domestic violence worker. She was also supported in contacting the educational social worker to try to put something in place for her son.

This led to her gaining support from a domestic violence worker, the educational social worker and getting information on breast cancer which she could share with her children and wider family network.

The family were also supported to be involved in a family holiday group which helped them to have fun and quality time together.

***'I'm really pleased that I came in because I was at the end of my tether and didn't know what to do, I feel much better now'***

### **Case Study – Teenage Years**

Sarah and Ronnie have 3 children aged 15, 18 and 21; they also have parental responsibility for a grand child aged 9 yrs. The 18 and 21 year old no longer live at home but live nearby with their partners. The 15 year old was a victim of bullying which had led to her truanting on a regular basis and an attempt at taking her own life.

Sarah came into The Hive (Houghton le Spring) upset and angry at the way that the school had dealt with the bullying issue and also concerned about the mental health of her child, her own mental health and her own ability to offer support to her daughter.

Sarah was actively listened to and because she didn't feel confident workers rang the educational social worker on her behalf and also advised her to go to her doctors with her daughter to get professional medical help. This resulted in her and her daughter getting medical help and also in meetings between the family and the educational social worker.

***'I was really frightened that my daughter was going to kill herself, I was relieved just to talk to someone'***

### TARGETED SUPPORT- for some parents with identified needs

This means more specific services available at a local level to meet the needs of children, families and communities where a child or family may have some additional needs. The key features of targeted support are where:

- Parents and carers need extra help and support beyond that provided by universal services.
- Targeted services shall be accessed following the completion of an assessment.
- A multi-agency Parenting Panel could facilitate access to an agreed Parenting Programme.

#### Case Study

Ken and Kate are a married couple with 4 children. Kate has suffered health problems for most of her life and looks to Ken as the main carer. Their youngest child meets the Sure Start criteria. James is now 3 years old and is due to start nursery in September.

They self-referred to Sure Start initially requesting help and support with James around concerns about a delay in his general development, in particular his speech. Ken and Kate also had housing issues and were very unhappy in their current home.

Kate said: *“We heard about Sure Start through our health visitor who encouraged myself and James to go to Sure Start busy bodies. Due to me finding it hard to get around my health visitor suggested that a support worker could help me with James.”*

- A support worker was allocated to the family initially to give support in group activities
- It transpired that a speech therapist was aware of the family and had been trying for some time to persuade the parents to have James referred to the Children’s Development Unit.

Because of work undertaken by the support worker the following was achieved.

- Kate and James attended the Children’s Development Unit
- Kate and James attended Sure Start’s speech and language group ‘Lets get together’ and also a parents and toddlers group held in a school near their home.
- Ken designed and distributed posters for the group.

Ken said

*“It’s the first time that we feel that someone is actually listening to us and values what we have to say.”*

Twelve months after receiving targeted support the family were allocated a property in the Sunderland area and were overjoyed about its excellent location. This meant that they would be moving out of the remit of the original Sure Start. The support worker worked with the family to smooth their transition to the new area and ensured that they were introduced to a new family support worker in order to ensure continuity of care.

**SPECIALIST SUPPORT – for a relatively small number of parents with complex needs**

Specialist support for parents who are experiencing significant challenges or problems in their parenting role. This will include parents of children with additional needs having access to specialist services such as child and adolescent mental health services, services for children with disabilities and more intensive children's social care interventions.

The key features of specialist support are:

- Parents and carers need relatively high levels of support via more intensive parenting programmes.
- Specialist services will be accessed via the Sunderland Multi-Agency Parenting Panel.
- Specialist parenting programmes will only be delivered by those accredited by their agencies to do so.
- Specialist parenting programmes will include compulsory parenting programmes as defined by Parenting Orders through the courts and through Anti-Social Behaviour Panels and Education.

**Case Study**

As a result of his son's offending "A" was made the subject of a 12 month Parenting Order. It was explained to the Court that "A" would find it difficult to comply with this Order as a result of his long working hours. He worked for a pay per view TV company from 8.30am to 7.30-8.00pm and also worked Saturday mornings.

Achieving regular contact with "A" involved negotiating a time to fit these working hours. Sessions were arranged to take place on a Friday between 1.00pm-2.00pm at his home and his employer was written to explaining why "A" needed to be home between these times.

This took time to arrange, however with flexibility from our service and "A", he was able to access support from our service and successfully completed his order, attending the required number of sessions.

***"I found the process helpful and was able to positively use the sessions to interact more effectively with my son."***

**Case Study (Barnardos)**

Fran is a single mother with two children. Although she had parented her children effectively through early years, one of her children, Jack, developed some problems in managing his behaviour through adolescence. Jack became involved with offending under the influence of alcohol and came to the attention of the courts. At his hearing, Fran admitted to the magistrates that she was finding it difficult to manage his behaviour and a parenting order was made.

Fran worked well with the service and the Youth Offending Team. This saw a decrease in his offending and an understanding of the effectiveness of alcohol on his behaviour. Fran grew in confidence and on completion of the group became a facilitator in a parents support group. She also felt able to speak with representatives from the Respect Task Force about the needs of adolescents and their parents.

***“I was apprehensive at first, but after meeting staff I was immediately put at ease. Things discussed were explained to me in a way I could understand and some ideas helped me to deal with the difficult times my son has been going through”.***

## Key Principles

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In setting the tone and direction for the Parenting Strategy, the Parenting Board has suggested the following key principles:

- Parents have the key role in nurturing, encouraging and developing their children
- Every parent has ambition and aspiration for their children's future
- Families and communities are the front line support for parents
- Parents are entitled to access appropriate levels of support and services, although access to some will be following a formal assessment
- Parents should be empowered, through participation, to enable them to have a key role in developing and improving services
- Strong and effective partnerships with all key partners, will deliver high quality, integrated and cost effective services
- The 'Parenting Offer' will promote and respect diversity and challenge prejudice and discrimination
- For children who are looked after, the Council will fulfil effectively its role as Corporate Parent

Sunderland's Parenting Strategy recognises Articles 5, 18 and 26 of the UN Convention of the Rights of the Child: *"It is the responsibility of all services working with children, young people and families to respect parent and carer rights, and to support them in their child-rearing as they need it"*.

## Context

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### Nationally

In 2007 the Government published *'Every Parent Matters'*, a policy document which quickly followed some guidance published in October 2006 called *'Parenting Support'*. Both of these documents support and strengthen the Government's policy statement in *'Every Child Matters: Change for Children'*, launched in 2003, for **Local Authorities and their Children's Trust partners to have a clearer strategic role in the development of support to parents** in their area and for parenting support to be embedded at each life stage of a child and young person.

The *Every Child Matters* agenda has set out the **five outcomes** which should be achievable for every child:

- Be healthy
- Stay safe
- Enjoy and achieve
- Make a positive contribution
- Achieve economic well-being

The role of **parents** in achieving these outcomes has been promoted through government legislation, policies and guidance including: the National Service Framework for Children; Young People and Maternity Services [Standard: Supporting Parents and Carers]; Aiming High for Children Supporting Families; and the cross-government RESPECT Action Plan.

*Every Parent Matters* sets out for the first time in one place what the Government is doing to promote both the development of services for parents and their involvement in shaping services for themselves and their children.

The Forward of *Every Parent Matters* promises to mark the beginning of:

*'...a national debate with parents, children and young people, as well as service planners, commissioners and providers as to how parents can best be supported and engaged.'*

The Government strategy for families and parenting is based on the principles that:

- "The family is the bedrock of society
- Nothing should be done to remove from parents their responsibilities to their children
- It is in the national interest to help parents meet these responsibilities"<sup>1</sup>

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<sup>1</sup> Every Parent Matters 2006

**The Government, in its drive to promote best outcomes for children, requires every Local Authority to have in place, by April 2008, a strategy for designing, commissioning and delivering flexible and responsive local services that empower and support parents to become more confident in improving child outcomes.**

It requires authorities to appoint a **single commissioner to champion services for parents.**

By April 2008 Local Authorities are required to provide a **full range of information about local and national services to parents** of children and young people from birth to age 19.

During 2008 the Government plans to pilot a universal *Parent Know-How* service integrating access to quality web materials with targeted information via help lines and printed material for parents at high risk or unable to access other channels.

The Government, in partnership with local areas, wants to make sure parents and families have access to the support they need, when they need it, so all children can benefit from confident, positive and resilient parenting, from parents-to-be through to age 19, and beyond 19, for example care leavers, children with disabilities. The steps being taken will help to ensure:

- Good quality universal support, in the form of information, advice and signposting to other services, is available to all parents.
- More specialised targeted support is available at a local level to meet the needs of families and communities facing additional difficulties, for example structured parenting groups, home visiting and employment or training advice<sup>2</sup>.
- All schools actively seek to engage parents in children and young people's education, helping parents to understand what they can do at home to work with the school.
- Children's Centres and Extended Services in and around schools develop integrated and accessible services to support parents and carers with the challenges of raising children at key stages of their learning and development.

The Government is promoting and supporting the local delivery of a cohort of programmes which have been nationally and internationally researched. These are:

**Triple P** - A Positive Parenting Programme which offers a unique, multilevel family intervention for the prevention and treatment of behavioural and emotional problems.

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<sup>2</sup> Every Parent Matters, 2006

**Strengthening families** - The Strengthening Families, Strengthening Communities parent education programme is a community based programme specifically designed to promote some of the protective factors associated with 'good parenting' .

**Webster Stratton** - Webster Stratton comprises three linked programmes for children, teachers, and parents designed to prevent and treat conduct problems amongst children aged 2-8 years and increasing their social competence.

The Department of Children Schools and Families have commissioned the National Family and Parenting Institute to develop **resources and a training programme to support the parenting element of extended services in and around schools**. The programme will deliver information sessions to parents at key transitions in a child's education. The DCSF suggest that staff attending the training should come from a range of backgrounds including health, social care, education and the voluntary and community sector. These trained facilitators will plan, deliver and follow up information sessions with school staff and devise parent friendly resources to support schools to deliver the information sessions. **It will be mandatory for all local authorities to deliver this programme from April 2008.**

#### **CHALLENGE 1**

**The challenge for the Parenting Board is to ensure that these national requirements are reflected in the Sunderland 'Parenting Offer'.**

## Locally

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### About Sunderland

- Sunderland is the **largest city in England's North East region**, with a population of 283,700, of which 63,800 are children and young people. The **minority ethnic population** is small but growing, with the largest sub-group being Bangladeshi. The number of **asylum seeking families** is rising
- **Unemployment has dropped significantly** over the last ten years but claimant unemployment remains well above the national average and approximately one third of adults have **low literacy and numeracy levels**, above national averages
- Sunderland has nearly twice as many people **permanently sick or disabled** compared with the national average
- Although crime in the city has been falling significantly and **Sunderland is now the safest large city in the North**, with a crime rate below the national average, fear of crime remains an issue
- The **quality of housing** continues to improve and almost 98% of the social housing stock now meets the decent home standards.

### Acknowledging the importance of parents in existing strategies and policies

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Our **Family Support Strategy for 2006 – 2009** identified parenting as a priority. This Strategy sets out a vision, a set of principles and an outcomes framework that is shared across all family support services. These are underpinned by a set of strategic priorities and an implementation plan for the development of integrated family support services in Sunderland, and one of these priorities being *“the development of a parenting and family support strategy to ensure a co-ordinated approach across the city”*. This strategy was prepared by a multi-agency working group in consultation with a wide range of partners that includes health, community and the voluntary sector. It was endorsed by the Children’s Trust in June 2006 as Sunderland’s Strategic Approach to delivery family support, including parenting support.

Sunderland’s **Change for Children Strategy** (part of the Children and Young Peoples’ Plan – April 2007-9) includes a section on parenting:

*‘Much has already been achieved in the City on parenting. The Children’s Trust already has in place a Parenting Champion- Deputy Director of Children’s Services - who will ensure that commissioned services to parents are coherent, integrated and based on need.*

*There is a comprehensive range of services delivered by Children's Services Directorate and partners at a specialist, targeted and universal level from early years through to support for teenage parents. There are 14 accredited programmes being delivered weekly across children services including specialist programmes for young people with ADHD. Parenting courses are delivered in over 50 of our schools. Many of these services evidence real outcomes for parents, children and young people, and some have won national awards for innovation and impact.*

*In addition three successful bids to the DfES and Respect Task force will enable parenting work to be delivered in three schools, strengthen the arrangements for tackling anti social behaviour and work with parents of Looked After Children and parents of children on the child protection register to strengthen parenting. A parenting board is established and has full commitment from all partners, and a parenting strategy lead has been appointed to lead on the parenting strategy.*

*By 2009:*

- *The Parenting Board will drive the development of the Parenting offer*
- *Accredited training will be offered in key areas appropriate to range and need of parents*
- *Collaboration with Criminal Justice partners will ensure the principle of early intervention and prevention rather than enforcement remains at the heart of service delivery in dealing with anti social behaviour*
- *We will have a Parenting strategy that builds upon the good work already embedded across the city from partners, is responsive to the expectations and aspirations of parents, delivered when and where parents need support and advice to ensure that every parent can access services that enable them to be confident parents*

This strand of work is firmly embedded within the **Children's Trust governance arrangements** with strong links to the Council's and to partners own corporate policies and plans, as well as to the Local Strategic Partnership. See Appendix A for the local governance arrangements

The Youth Offending Service continues to achieve its Youth Justice Board performance target for ensuring that the parents/carers of young people with a final warning intervention, relevant community-based penalty or DTO and those on prevention programmes receive a parenting intervention. The YJB performance target of 10% of interventions with a parenting component was met throughout 2006, with an overall performance outturn for the year at 11% and satisfaction at 100%. The **Youth Justice Plan 2007/08** makes a commitment to delivering on an increased target of 20% with the ongoing partnership with Sungate (Barnardos) Parenting Project. The YOS is also a significant partner in the multi-agency development of the Parenting Strategy for Sunderland.

A **joint strategy for children's centres, early childhood services and extended services** in and around schools will be in place for Spring 2008 to replace previous local plans and strategies. An extended school works with the Local Authority and other partners to offer access to a range of services which support and motivate children and young people to achieve their full potential, eg a varied menu of activities combined with child care in primary school, community access to school facilities, swift and easy access to targeted and specialist services and parenting support. Parenting support through extended schools also encompasses family learning.

Agencies from across the city contribute to the local **Teenage Pregnancy Strategy** and Implementation Plan, which includes a section on parenting. The Teenage Pregnancy Strategy is a level 3 planning and strategic document and is integrated within the Children's Trust governance arrangements with key plans and strategies for which, accountable groups are responsible. Current work focuses on universal provision of information and signposting to targeted support, through a local web site, media materials and parents' evenings.

The establishment of a **Risk and Resilience Strategy** which will align the Teenage Pregnancy Partnership and Substance Misuse is due for completion by March 2008 and will aim to maintain a strong focus on supporting parents to improve outcomes for children and young people.

Linked to the Sunderland Corporate Strategic Plan **Family, Adult and Community Learning** has agreed within local service plans a commitment for 2008 - 2009 to increase participation in positive activities; and target provision at groups who do not traditionally participate in learning, males BME groups and people with learning difficulties and/or disabilities (LLDD).

The **Respect Action Plan 2007-09** identifies a number of priorities to increase support to parents. They include increasing the number of accredited programmes available to parents and in particular to fathers, developing provision to ensure that those at risk of offending have access to parenting support and support to teenage parents. The Plan also identifies actions that will be undertaken if parents need a formal route to parenting support via court orders.

Sunderland has already established a multi-agency Integrated **Youth Board** in order to develop a youth strategy and work towards creating a published youth offer. The Youth Offer will be developed in alignment with the Parenting Offer set out within this Strategy.

## **CHALLENGE 2**

**The challenge for the Parenting Board is to align parenting provision through existing plans and strategies working in partnership.**

## Outcomes for Children and Young People

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### What children and young people tell us

#### ..... about being healthy

- **Smoking, drinking and taking drugs** is a concern to them, and they want members of their family to stop.
- In a recent Health Survey of around 1000 young people aged 16 and over attending Sunderland College, almost half reported that they had experienced some **emotional or psychological problems** either at the time of the survey or in the past. Of those young people, 67% reported that they had thoughts at some point that life was not worth living, 33% had harmed themselves, 38% had considered taking their own lives and 14% had attempted suicide.

#### Our needs assessment tells us

- **Infant mortality rates** have improved but the proportion of babies born with **low birth weight** is high. The proportion of mothers initiating **breastfeeding** remains constant but low. More **children with severe and complex disabilities** are surviving into adolescence and adulthood, and are living at home.
- **Smoking** in households with young children is very high, although decreasing. The number of women continuing to **smoke during pregnancy** has dropped. **Immunisation** rates have increased.
- While **dental health** has been improving, the missing, decayed and/or filled teeth rate is well above the national average.
- Sunderland is on track to meet the 2010 **teenage conception** rate target set by the Department of Health. There has been an increase in **Sexually Transmitted Infections**, although age related incidences are unknown.
- Evidence suggests the **mental health** needs of young people are increasing, and that the risk to a young person is significantly higher in areas of multiple deprivation.
- Health inequalities between **black and minority ethnic groups** and the general population and the mental health needs of people from BME communities, in particular, are issues.

#### ....about staying safe

- Children want their families to be **safe from crime**, and feel more police officers may help, and they want their **mams and dads to stop fighting** and to stay together. Children want to feel safe when they go out, which includes living in a **non-racist community**, having **good neighbours** and for the **roads to be safer** to cross.
- **Racism** is a factor that leads to feeling unsafe and **bullying** remains an issue which can make them feel afraid to attend school. Young people want to be able to **get help and talk about problems**, leaving them with less worries. They identify friends and family support as critical.

#### Our needs assessment tells us

- **Sunderland is now the safest large city in the North** but the fear of crime remains an issue.
- The numbers of children seriously injured in **road traffic accidents** continue to give cause for concern.
- The number of **children on the child protection register** (CPR) has reduced. A fluctuating but significant majority of children on the CPR are impacted on by one or more of the following factors relating to adult/parent activity: **domestic violence, misuse of drugs and alcohol; and mental ill-health**. Figures show 57% of children on the CPR have been affected by domestic violence.
- There has been a reduction in **children looked after** (CLA) over the year, The number of CLA placed for **adoption** has remained stable.
- **Children with Learning Difficulties and Disabilities** live in safe environments and are consistently protected from abuse and exploitation.

#### ....about enjoying and achieving

- They want to feel that there is **less pressure**, but hope to do well in school and pass exams, and then to do well enough at the comprehensive to be able to go to university

#### Our needs assessment tells us

- Based on the 2005 MORI poll within Sunderland satisfaction with **facilities for young people** has decreased. **School meals** satisfaction rates have decreased.
- Existing **Children's Centres** reach over half of the children aged under 5 in their catchment areas. The number of **childcare places** has increased.
- At **Key Stage 1** attainment has decreased in 2006. At **Key Stage 2** Sunderland is below the national average but there has been an improvement in Mathematics. At **Key Stage 3** the results, and the rate of improvement, has improved in English, maths and science.
- **At GCSE / GNVQ** or equivalent attainment continues to improve.
- **Attendance** rates have decreased. The rate of **exclusions** has decreased.
- At all Key Stages **girls outperform boys**. **GCSE results for CLA** have improved. **Ethnic minority pupils'** attainment, particularly Bangladeshi pupils at Key Stage 1, 2 and GCSE has decreased in 2006.

### ...about making a Positive contribution

- Young people want to **voice their opinions but want evidence it is acted upon**. They are concerned about **vandalism and graffiti**, as well as **litter** and the state of the environment. **Crime and anti-social behaviour** are concerns, but equally they feel they get **unwarranted attention from the police** and frequently get moved on.

#### Our needs assessment tells us

- The number of **young people involved** in the Youth Participation Network has increased. The number of young people aged 13–19 years participating in a **Racism Awareness Raising Course** is increasing steadily.
- The proportion of **Children Looked After who offend/re-offend** in the City is a cause for concern.
- The 2006 **UK Youth Parliament elections** recorded a 300% increase in voters compared to 2004 in Sunderland

### ...about economic well-being

- Most children recognised that **getting a good job** was the means to having a better future. The importance of a good education in getting a job was recognised and children thought that **students should get paid to study**, and that **bus fares should be reduced** for them. Children wanted **more pocket money**, but also to **learn how to save money**. Many mentioned getting married as an aspiration for the future, and felt that **more houses** needed to be built.

#### Our needs assessment tells us

- Within local neighbourhoods, **some significant areas of deprivation persist**.
- **Unemployment has dropped significantly** over the last ten years but claimant unemployment remains well above the national average as is the proportion of pupils eligible for **free school meals**.
- The percentage of schools leavers participating in **education, employment and/or training (EET)** has been increasing.
- **The quality of housing continues to improve and almost 98% of the social housing stock is now decent**. However, the increase in **youth homelessness** and the problems facing young people accessing appropriate and reasonable accommodation is a key issue.

This needs assessment led the Children's Trust to ten priorities for children and young people in the City. We want them to:

- Be strong individuals, proud of their city and contribute to its future [Mentoring, participation, integrated services]
- Be aware of how their behaviour affects others and the importance of staying out of trouble [Offending, victim support]
- Make positive lifestyle choices [Diet, sexual health, substance misuse]
- Lead healthier lives [Infant mortality, illness, healthy schools]
- Feel good about themselves [emotional health, parent support]
- Be safe in the community, at school and at home [Parenting, parental behaviour, bullying, racism, fear of crime, road safety] [See Appendix 1]
- Achieve in their education [Attainment, schools, early years, attendance, SEN]
- Enjoy sport, leisure and play [Sport and play opportunities]
- Live in decent homes [Suitable accommodation]
- Get the right training, further education and jobs [Opportunities]

### **CHALLENGE 3**

**The challenge for the Parenting Board is to secure appropriate support and resources to enable parents to help us deliver the priorities for their children.**

**DRAFT**

**How parents could help overcome key risks to achieving improved outcomes for their children**

Our needs assessment has led to the identification of key issues amongst parents which will impact on children and young people’s development pre-birth through to adulthood.

<b>Key risks to children and young people</b>	<b>All</b>	<b>Pre-born</b>	<b>0-7</b>	<b>8-12</b>	<b>13-19</b>
<b>Being healthy:</b> <b>Parents who do</b> <ul style="list-style-type: none"> <li>▪ Smoke</li> <li>▪ Take drugs</li> <li>▪ Drink alcohol excessively</li> </ul> <b>Parents who do not</b> <ul style="list-style-type: none"> <li>▪ get the right vaccinations</li> <li>▪ eat healthily</li> <li>▪ form strong attachments</li> <li>▪ have good emotional and mental health</li> <li>▪ give advice on sexual health</li> <li>▪ discourage the use of drugs and alcohol</li> </ul>	          		    	      	      
<b>Staying safe:</b> <b>Parents who do not</b> <ul style="list-style-type: none"> <li>▪ make their children aware of dangers on the road</li> <li>▪ protect their children from harm and domestic violence</li> </ul>	  		  	  	
<b>Enjoying and achieving:</b> <b>Parents who do not</b> <ul style="list-style-type: none"> <li>▪ encourage children’s play</li> <li>▪ make sure their children attend school</li> <li>▪ encourage them to study and learn</li> </ul>			   	   	   
<b>Making a positive contribution:</b> <b>Parents who do not</b> <ul style="list-style-type: none"> <li>▪ guard against anti-social behaviour</li> <li>▪ deter offending</li> <li>▪ condemn racism and bullying</li> </ul>				   	   
<b>Achieving economic well-being:</b> <b>Parents who</b> <ul style="list-style-type: none"> <li>▪ are homeless</li> </ul>	 				

## What's Important to Parents and Children

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We've asked parents and children what's important to them. The following views come from a number of consultation exercises we have already undertaken.

This is what parents have said.....

### ..... ABOUT SERVICES .....

**"It is helpful having a resource available where there are lots of professionals with different backgrounds so they can help you on a range of issues"**

**"Services need to work together on the family"**

**"In my experience, services don't always work together"**

**"Parents should be offered a choice of local services"**

**"I work and there are not many places that are open in the evenings or at weekends"**

*"Services should be de-professionalised ". When problems start you want support but not the kind that makes you feel you've got a problem"*

**"I'm more likely to go to a place that's easy to get to and friendly"**

### ..... ABOUT INFORMATION .....

**"There should be a central point that can direct you"**

**"How do you know who to go to when you need help?"**

**"Advice should be more readily available through services you already use, eg, GP, rather than having to go to a specialist"**

**"Information should be available on the internet"**

**"There is limited information available and sometimes this is very gender-based"**

**"I just need a "manual of instructions" for what to do when my young son comes home drunk!"**

**"I don't know what services are around to help me"**

..... PARENTS' WANT .....

**“As a single mum, I need financial help to access services and I want child care provision so I can get to appointments”**

*“I want to get services where I feel it is a safe environment that is child friendly”*

**“As a father, I want services to recognise that it’s not just mum who does the parenting”**

**“I need help when my child is worried about changing schools”**

**“I need advice because I think my teenage son is experimenting with drugs”**

**What people who work with parents say**

From our audit exercise, we asked people who work with parents what was needed. They said:

**PEOPLE WHO WORK WITH PARENTS SAID WE NEEDED.....**

- **“A joined up and shared referral system to ensure families are signposted to the appropriate level of parenting support that they need”**
- “Citywide provision”
- *“Developing understanding for parenting support for those with older children (age 16-18)”*
- “Having follow up work within the home to identify and further support parents”
- “More men’s groups and fathers and child groups and more support for teenage parents”
- **“More funding to support childcare”**
- **“More support for asylum seekers, English as a second language, traveller families, including translation services”**
- “More out of hours activities”
- **“Not just offering intervention, but encouraging parents to access what is available”**
- “Incentives for parents to access support; transport, making a crèche available meals”
- **“Further support for parents with specific vulnerabilities: learning disabilities, mental health problems, ASD, ADHD”**
- “Further support for parents with children with specific vulnerabilities”
- **“More support for parents whose children are displaying risk taking behaviour”**
- **“To work with the whole family, not just the parents”**

## DRAFT

What parents and workers say about services:

Seven common themes arise from what parents and practitioners tell us:

### THEME 1.

Services need to work together and with the whole family, not just parents.

### THEME 2.

Services need to be non-stigmatising and welcoming to parents.

### THEME 3.

Services should be available at times and on days that are outside traditional 'office hours'.

### THEME 4

Parents should be offered a choice of local and Citywide services.

### THEME 5

Services should signpost and make information about all parenting support services readily accessible to all parents

### THEME 6

Services should be more inclusive of fathers

### THEME 7

Services need to provide more support for parents of older children.

We will use these seven themes to consult parents and develop a set of **Service Standards** for parenting services.

### CHALLENGE 4

The challenge for the Parenting Board is to:

- secure appropriate support and resources which address the key risks to children and young people not achieving their potential, balanced with
- delivering key services which will be accessible and will be provided to acceptable and agreed standards.

## **What We Currently Provide in Sunderland**

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To develop our understanding of parenting support provision across the City, an **audit exercise** has been undertaken. This has highlighted the parenting interventions currently being delivered, by which organisation and to which age groups. From the information it is clear that there is a significant amount of support already available and being provided across a range of agencies and providers. 28 agencies were invited to take part in the audit.

From the audit we have put together:

- a **summary of parenting programmes** which are identified on page 30. A summary of the audit responses to date is attached at Appendix E.
- **summarised information about parental support** which complements the more formal programmes.
- details of **recent developments in parenting work** and **innovative practice** already taking place in the City. See pages 39, 40 and 41.

### **CHALLENGE 5**

**From this, the challenge for the parenting board is:**

- **to consider the evidence available on the effectiveness of these programmes and informal approaches in improving outcomes for children and young people**
- **finalise the audit to inform the commissioning process**
- **identify the gaps in provision that we need to fill in order to support delivery of the Children's Trust ten key priorities**
- **establish a 'Parenting Offer' which fills those gaps in existing provision**

**CURRENT PARENTING PROGRAMMES IN SUNDERLAND**

<b>LEVEL 3 - SPECIALIST</b>				
0 – 5 years →	Early Bird and Early Bird plus	Webster Stratton		
5 – 11 years →	The Parent Factor (ADHD)			
11 – 18 years →				
<b>LEVEL 2 - TARGETED -</b>				
0 – 5 years →	Family Nurturing		Webster Stratton	
5 – 11 years →		Let's Talk		Other locally developed programmes
11 – 18 years →				
<b>LEVEL 1 - UNIVERSAL</b>				
0 – 5 years →	Family Nurturing	Solihull	Additional local Parenting Support	
5 – 11 years →		Small Talk		
11 – 18 years →				

**AGENCIES DELIVERING PARENTING PROGRAMMES IN SUNDERLAND**

**Children's Services:**

- Social care
- Services for Disabled Children
- Extended Services through schools
- Children's Centres
- Education psychology
- Young People's Service
- BEST (Behaviour & Educational Support Team)
- Youth Offending Service

**Schools**

**Health Services:**

- CAMHS
- Health Visiting Service

**Children's Fund**

Barnardo's (Sungate)

## Current Parenting Programmes and Support

### Programmes already being offered at a *Universal* level

#### Family Nurturing

<p><b>The Programme:</b></p>	<p>The Family Nurturing programme is a unique 10 week whole-school/community programme relevant to all children and to the adults responsible for their upbringing. It explores the needs behind children's behaviour and offers a consistent approach to positive behaviour. The Programme encourages positive relationships between children and adults at home and at school from early years through to secondary school.</p>
<p><b>Aims and Objectives:</b></p>	<p>The Family Nurturing programme consists of two distinct but related strands:</p> <ul style="list-style-type: none"> <li>• The parenting programme improves parents' confidence and skills, encouraging them to maintain effective positive discipline while understanding their own and their children's emotional needs and also become familiar with what the children are learning through the Programme.</li> <li>• The children's programme is a curriculum based course run by teachers in the classroom, offering personal, social, health and citizenship education.</li> </ul> <p>The overall objective is to support positive behaviour in children and to explore the emotional needs behind their behaviour. The experience of empathy in childhood is an important contributor to lifelong health and well-being that will, over time, reduce the risk factors affecting them, ie fewer mental health problems, a reduced need for counselling, reducing the risk of offending and removing barriers to learning – creating a combined impact on children's learning and achievement.</p>
<p><b>Who offers it:</b></p>	<p>This programme is being currently being offered within the Home School Partnership, Children's Centres, Extended Services, a range of schools, BEST and B2B+ Bump to Baby).</p> <p>Within Sunderland , it sits alongside other parenting initiatives offered through the local authority including family literacy and numeracy courses and a family learning through football programme. These programmes are targeted initiatives which complement the universal provision of the Family Nurturing programme.</p>

### Small Talk – The Language of Children

<b>The Programme:</b>	The Small Talk programme is a child-focused basic English course aimed at parents from black & minority ethnic communities. The course was developed by Birmingham Early Years in response to the lack of childcare workers from black & minority ethnic groups, & the below average attainment of children from these communities on entering school.
<b>Aims and Objectives:</b>	<p>The course provides an insight into the childcare profession &amp; builds awareness of the benefits of pre-school experiences for very young children.</p> <p>Parents are supported by tutors during the course &amp; then Inclusion &amp; Equality Development Officers supports them in accessing further training &amp; completing the CRB process with a view to taking up a volunteer placement within a childcare setting. All children indirectly supported are in early years.</p>
<b>Who offers it:</b>	Courses (each 8-10 weeks) have been delivered each term throughout 2006/7 in a range of venues including schools, nurseries, Sunderland Women’s Centre & the Washington Community College (formerly the asylum-seeker project). Support is offered throughout the course & afterwards to access further training in english for speakers of other languages & childcare.

### Solihull

<b>The Programme:</b>	The Solihull Approach is an integrated model of working for professionals who work with families with emotional and behavioural difficulties and is used by a wide range of professionals in their individual and group work with families.
<b>Aims and Objectives:</b>	<p>The main elements of the programme:</p> <ul style="list-style-type: none"> <li>• Focuses on the parent/child relationship aiming to improve parental sensitivity and responsiveness within the relationship.</li> <li>• Emphasises the need for emotional containment and the presence of a reciprocal relationship.</li> <li>• Enables parents to think about sensitive and effective approaches to behaviour management.</li> <li>• Empowers parents, to build on their existing skills and develop a way of thinking to solve difficulties in the future</li> </ul>
<b>Who offers it:</b>	In Sunderland, Solihull is used primarily by health visitors as a routine approach to day to day practice in working with new parents.

## Parenting Support being offered at a Universal Level

In relation to other parenting support provided across Sunderland, the additional universal **parenting ‘approaches’** identified from the audit exercise include:

Talk Talk; Busybodies; Storytime; Time for rhyme; ; Social baby; Birth to 3 matters; Foundation stage curriculum 3/5 years; SPICES (wider family learning) course; Attendance development; Cognitive behaviour; Solution focused; Early years support [Baby Massage, Messy Play, Busy Bodies, Early Start, Language and Play, Time for Rhyme, Baby days & Baby Days Plus, Bosom Buddies, FAB.

## Targeted

### Programmes already being offered at a *Targeted* level

#### Family Nurturing

See Universal provision above.

#### Webster Stratton (Incredible Years)

<b>The Programme:</b>	<p>This programme comprises of three linked programmes for children, teachers, and parents which seeks to both prevent and treat conduct problems among children and increasing their social competence. It is designed to strengthen parenting skills; to prevent and treat behaviour problems: i.e. decrease negative behaviours and non-compliance with parents at home.</p> <p>The Incredible Years programme can be used as a universal, or a targeted programme, especially for those parents of children whose children are at risk of a behavioural disorder (ODD [oppositional defiant disorder], CD [conduct disorder] or ADHD [attention-deficit hyperactivity disorder]).</p>
<b>Aims and Objectives:</b>	<p>The outcomes of this programme are:</p> <ul style="list-style-type: none"> <li>• Increases in positive parenting</li> <li>• Decreases in harsh discipline</li> <li>• Reduction in conduct problems</li> <li>• Increases in child social competence</li> </ul> <p>The aspects of the programme the CAMH services currently deliver are:</p> <ul style="list-style-type: none"> <li>• BASIC Parenting Programme (for ages 2-7)</li> <li>• BASIC Parenting Programme (school-age version, for ages 6-10)</li> <li>• Supporting your Child’s Education Programme (for ages 5-10)</li> </ul> <p>These run for 12 weeks, with two facilitators, for two hourly sessions, which includes vignettes, discussions, role-play and home activities. Telephone support is also provided between sessions.</p>

Other programmes are: Advanced Parenting Programme (for ages 4-10) after parents have completed the basic programme. This offers a broader-based family intervention, to improve self-control, communication and problem-solving skills. Baby and Toddler programme (from birth to 3 years)

**Child Training Programme (Dinosaur School)**

This is a targeted intervention in Sunderland, aimed at children between the ages 4-8 years, promoting social, emotional and academic competencies in children, such as increasing children's understanding of feelings and increasing children's conflict management skills.

This programme is most effective when the parents are also accessing the parenting programme alongside the child intervention.

The outcomes of this programme are:

- Decreases in harsh discipline
- Decreases in conduct problems
- Increases in social skills
- Increases in problem-solving with peers

This programme runs over 17 weeks, of two hourly sessions. The group size is approximately 6-8 members, with two to three facilitators. It incorporates a positive reward system, vignettes, discussions, role-plays, games and activities; life-size puppets and home activities. There is emphasis on communication between dinosaur school and the child's class teacher.

**Teacher Training Programme**

The teacher training programme in Sunderland is aimed at teachers and teaching assistants/nursery nurses in primary schools and early years settings. It aims to give professionals, working with children, a wider range of behaviour strategies to use. The programme aims to build positive relationships with pupils, parents and teachers (school staff). It prevents problems by proactive teaching; it promotes social skills, emotional literacy and problem-solving in the classroom.

The outcomes of this programme are:

- Increases in teachers classroom management skills
- Increases in social competence
- Decreases in children's aggressive behaviour

The programme is delivered by two mental health teachers, to groups of approximately 20 school staff members. There are five sessions of one whole day per month. The sessions include vignettes, discussion, role-play and classroom activities.

## DRAFT

<b>Who offers it:</b>	<p>The child and adolescent mental health service (CAMHS) use the elements of the programme within the locality teams as a targeted intervention. The programmes are delivered by multi-agency personnel and the organisation of them is co-ordinated by Sunderland Community CAMHS and delivered by multi-agency personnel with facilitators from health and education.</p> <p>The Behaviour and Education Support Team (BEST) also offer this programme as do the Community Support Team.</p>
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### Let's Talk

<b>The Programme:</b>	<p>The Lets Talk programme is designed to help parents understand the many roles and responsibilities in parenting and the changing needs of children as they grow and develop.</p>
<b>Aims and Objectives:</b>	<p>The programme specifically deals with issues of adolescence, challenging behaviour, negotiation and communication. The Lets Talk programme was created locally and has been evaluated by Northumbria University and the Youth Justice Board. Elements of the programme include ground rule setting, exploring the parenting role and styles, communication, understanding adolescence, negotiation and compromise and supporting parents in recognising when they need help.</p>
<b>Who offers it:</b>	<p>The programme is accessed via the Sungate Parenting Service (Barnardos) referred through the Youth Offending Service.</p>

## Parenting Support being offered at a Targeted Level

In relation to other parenting support provided across Sunderland on a targeted basis, the additional **parenting 'approaches'** identified from the audit exercise include:

The **Community Support Team** bases its working practice on the Youth Advocate Programme (YAP) wraparound model as the theoretical basis for their work with young people and their family and friends. The wraparound model helps the young person and their family to identify resources and strengths within the family and local community to help manage the problems that they may face. Involvement can last up to nine months. Although work with the young person is a major part of the CST's intervention, parenting work with parents and other family members is also undertaken.

This Team has the following objectives:

- To provide help and specialist support to families and young people who are identified as being at risk of being looked after.
- To provide support to foster carers and children in foster care.
- To work outside of normal office hours and respond to emergency situations and prevent young people becoming looked after.
- Where residential care is unavoidable, work to return young people to their immediate or extended families as soon as possible.
- Work with young people who may have been looked after for some time but with additional support may be able to return to their home or extended families.

Other services support parents but do not necessarily use a formally recognised parenting programme. These include:

- Family learning, Family literacy, language, numeracy, wider family learning programmes (FACL); Parenting element of the core offer of Extended Services; Common Assessment Framework.

Similarly, some services have adapted formal programmes like those above, and used the most appropriate elements with the families they are working with.

- SPICES (Home School Partnership); Request for Services (Children's Centres); Connect (B2B+); Back to Basics (B2B+); Parenting Confidently (B'B+); Practical parenting programme (On Track).

## Specialist

### Programmes already being offered at a *Specialist* level

#### Early Bird and Early Bird Plus

<b>The Programme:</b>	Early Bird is a practical programme that focuses on early intervention for those diagnosed with autism and helps parents to come to terms with the diagnosis, as well as looking at ways to improve communication and develop structure and managing strategies for their child. The NAS EarlyBird project was originally set up by the National Autistic Society (NAS) in 1997 to develop and evaluate an autism specific model of early intervention using a parent programme.
<b>Aims and Objectives:</b>	<p>Early Bird is a three-month programme which combines group training with individual sessions for parents and their child using video feedback to help parents apply what they learn whilst working with their child. Parents have a weekly commitment to a three-hour training session or a home visit and to on-going work with their child at home during the three month programme.</p> <p>The NAS EarlyBird Scheme aims to:</p> <ul style="list-style-type: none"><li>• Support parents in the period between diagnosis and transition to nursery or school.</li><li>• Empower parents and help them facilitate their child's social communication and appropriate behaviour within the child's natural environment.</li><li>• Help parents establish good practice in handling their child at an early age so as to pre-empt the development of inappropriate behaviours.</li></ul>
<b>Who offers it:</b>	This programme is currently offered by the Educational Psychology service within Sunderland.

#### Webster Stratton

See Targeted programmes.

**The Parent Factor (ADHD Attention Deficit Hyperactive Disorder)**

<p><b>The Programme:</b></p>	<p>The Parenting Factor programme is a course appropriate for parents/carers whose child/young person has been diagnosed with ADHD, looking at the parenting skills and knowledge needed in these circumstances.</p>
<p><b>Aims and Objectives:</b></p>	<p>The aims of the programme are for parents/carers to:</p> <ul style="list-style-type: none"> <li>• Acquire knowledge and understanding about ADHD and how it can be treated</li> <li>• Explore different parenting styles and to be able to make decisions about what works for them</li> <li>• Practice skills important in the parenting role, eg communication, negotiation</li> <li>• Gain an understanding of their and their children's rights in relation to education</li> <li>• Allow confidence and self esteem to grow and therefore become more confident in their parenting</li> </ul> <p>The specific elements of the sessions programme are to:</p> <ul style="list-style-type: none"> <li>• Give parents relevant and understandable information about ADHD and how it can be treated</li> <li>• To get parents to think about the tasks involved in being a parent and then about the extra tasks there are if children are diagnosed as having ADHD</li> <li>• To look at different parenting styles</li> <li>• To demonstrate to parents the importance of good communication and rewarding/reinforcing positive behaviour</li> <li>• To show how important feelings are and to show how they nearly always impact on behaviour</li> <li>• To give parents relevant and understandable information about the education system and their rights within it</li> <li>• To help parents think about the different ways people get attention and how the response they get can influence the way they get attention in future</li> </ul>
<p><b>Who offers it:</b></p>	<p>Barnardos (Sungate) and the Child and Adolescent Mental Health Service in Sunderland</p>

## **People working with Parents**

From the audit to date we have identified over 150 people working in a lead role with parenting programmes and support services, although we believe this significantly underestimates the dedicated workers in place providing support.

Professionals have received a variety of training and support parents to varying degrees. Professionals have different levels of qualifications. Some teams have members that have received different training, and support parents in different ways. Most people have received top up training.

Some professionals provide training as well as supporting parents. Some training is available to ALL staff who work with a particular group eg. Birth to Three training has been made available for all practitioners working with children from birth to three.

The workforce analysis and development being undertaken as part of the strategy will help us in clarifying our workforce requirements to deliver the parenting offer.

## **Evaluation of Parenting Programmes and Support**

Most services use some form of evaluation although approaches to this are not uniform.

The Goodman's "Strengths and Difficulties" questionnaire is a nationally recognised evaluation tool most commonly used across services. Other evaluation tools include the Edinburgh-Warwick Mental Health Well-Being Scale and the national offender and prevention assessment tools (ASSET and ONSET).

## Innovative Practice and developments across Sunderland Which Provide Parenting Support/Programmes

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### Children's Centres

We have successfully established 15 Children's Centres across the city for children under 5 and their families, with two more being developed and operational by March 2008. The centres provide a range of services designed to support families through child care and early learning, providing child and family health services, community and parental involvement and access to work, as well as information locally to enable choice and access to leisure and other recreational activities. A number of parenting programmes are available as well as one to one support through outreach workers at more difficult times.

### Extended Services in and around schools

An extended school works with the Local Authority and other partners to offer access to a range of services, which support and motivate children and young people to achieve their full potential, eg, a varied menu of activities, combined with childcare in primary school, community access to school facilities, swift and easy access to targeted and specialist services and parenting support. The Local Authority has a target for all schools to be providing access to a Core Offer of extended services for children, young people and families by 2010. Sunderland is making good progress with 70 schools [60%] providing access to the full level of Core Offer services and a further 24 schools already offering full access to four of the five Core Offer services. Parenting support is part of the Core Offer and to meet this schools must provide access to parenting programmes as well as informal events, information sessions at points of transition in a child's education, family learning and access to local and national information. 81 schools [69%] are already meeting this fully and 97% of all schools are providing some parenting support. Many schools either deliver or link with other schools and Children's Centres to give parents access to Family Links School and Family Nurturing Parent Groups. Schools have accessed training, support and resources through funding from Children's Fund, Sure Start and the Extended Services in and around Schools programme to build their capacity to deliver this programme. There is still scope for all schools to develop their offer by engaging the most excluded parents and targeting parents more effectively.

### Family Learning

Programmes are offered city-wide to encourage the active involvement of parents/carers in their children's learning and development. Programmes are already available in community settings, schools, children's centre and library. Services on offer include workshops, introductory programmes, eg Play with Language aimed at young children as well as longer programmes including Small Talk, which supports families from ethnic minority groups where English is not the parent's first language. Learner feedback information from those who have completed Family Literacy, Language and Numeracy programmes indicates significant improvement levels, for example, increased understanding of their child's development and how they learn, increased confidence in helping their child's learning, their ability to help and support their child at home. Nearly all parents confirmed that the course enhanced their relationship with their child and improved their own skills in English, Maths or Communication.

### Respect Task Force Funding

Three successful bids to the DfES and Respect Task Force is enabling further development strands in parenting support: parenting work delivered in three schools supporting issues identified at transition; and the appointment of two senior practitioners to strengthen the arrangements for tackling anti-social behaviour and work with parents of Looked After Children and parents of child on the child protection register.

## Youth Offending Service

Sunderland YOS was one of the first to pilot parenting orders under the reforms of the Criminal Justice & Disorder Act 1998 with the parents of children who offend. Since 1999 the YOS has delivered structured and accredited parenting interventions in partnership with Barnardos who have significant expertise in delivering parenting programmes. Their success in delivering interventions has attracted national interest.

## Family Intervention Project

Sunderland have piloted a Family Intervention Project since January 2006 and was successful in securing funding to formally establish this project. The overall aim of Family Intervention Projects is to challenge and support problem families to address the causes of their anti-social behaviour by preventing repeat cycles of homelessness, providing sustainable routes back to settled housing for homeless families, help achieve the first Every Child Matters Outcomes for children and young people with a specific focus on:

- improving their attendance and behaviour at school
- reducing the prevalence of teenage pregnancy
- reducing substance misuse of both children, young people and their parents; and
- reducing the number of young people not in education, employment or training.

## Prevention

Within the YOS "OnTrack" the early intervention and prevention scheme based in North Washington, provide parenting support through dedicated parenting workers and the Youth Inclusion and Support Panel (Wear Kids) have plans to pilot Family Group Conferencing during 2007/08. The award winning YOS Phoenix Project works collaboratively with Sungate Parenting Programme and the Tyne & Wear Fire & Rescue Service to offer parents a unique one day courses to develop more positive relationships with their children, build confidence to deal with challenging behaviour to break the cycle of antisocial behaviour within the family.

## Pathfinder

Sunderland was a Pathfinder for the delivery of parenting programmes resulting from Parenting Orders made through the courts in 2001. In partnership with services offered by the Youth Offending Service, parenting interventions are provided by Sungate (run by Barnardos). The recent national Inspection of the YOS noted the interventions "were based on effective principles and addressed behaviour management and boundary setting".

## Respect Action Area

Sunderland is identified as one of 40 national Respect Actions Areas because of our successes in preventing and tackling anti-social behaviour, including accredited private landlords scheme and youth initiatives such as the award winning Phoenix Project in collaboration with the Tyne and Wear Fire and Rescue Service

## **Children's Fund Programme**

The Sunderland Children's Fund Programme is in its 6<sup>th</sup> year of preventative initiatives working with vulnerable children aged 5-13 and their parents. The programme has produced: Training Ladder, delivering the training for the Family Nurturing Parenting Programme; Home School Partnership and Every Schoolday Counts, helping parents to support their children's school attendance and learning; Family Contact Centre, for children to have quality contact with separated parents; On Track, the early intervention and prevention scheme in North Washington providing parenting support through dedicated parenting workers; Play Together, supporting parents through improved, safe play facilities for their children; Anti Bullying Service, providing family and community based interventions in bullying.

## **Behaviour Improvement Programmes/Behaviour and Education Support Teams**

Sunderland attracted funding for Behaviour Improvement Programmes and Behaviour and Education Support Teams – these teams work with parents to improve their child's education experience and attainments. Within Sunderland, we have designated BIPs in Pennywell, Farringdon, Sandhill View and Redhouse. The Behaviour and Education Support Team is the largest component of the Sunderland Behaviour Improvement Programme (BiP) and consists of professionals from a variety of services working together to support children and young people in targeted schools. The Team aims to enable young people to participate successfully in learning by promoting their emotional well-being, positive behaviour and attendance at school. At the same time, BEST provides additional support to families and to schools that will enable more effective involvement. BEST offers a range of accredited parenting programmes and also employs a Family Therapist to work with young people, their families and schools, offer parent support groups and drop-in sessions and has daily interaction with parents of children referred for one-to-one support and other interventions as identified above.

## **B2B**

The B2B+ Project provides a range of advice and support services to teenage mothers and fathers and pregnant teenagers across the City of Sunderland. The young parents who attend are all 19 years or under and are from a range of social backgrounds, with varying levels of support from extended families. They are all provided with transport to and from the project to ensure that they are able to attend. An on-site nursery provides on-site high-quality childcare. B2B+ offer a range of learning opportunities to young parents, ranging from parenting programmes, City and Guilds qualifications, literacy and numeracy programmes, creative provision, confidence building courses, IT programmes and a gardening and landscaping project, which is particularly popular with young dads. A Health Visitor is available on-site four days per week, midwifery support takes place weekly, parenting and health related courses have been developed and a well-baby drop in clinic has been set up in response to demand. The project has been successful in a number of awards it has entered, including winning the National MJ Award last year, and being highly commended in the LGC Award this year, for being a "Men Friendly" project. The Project has also recently won another National Award from the Young Adults Learning Partnership, for the work they do in ensuring young adults are engaged in learning.

## **Sunderland's Parenting Offer**

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The key features of the Sunderland Children's Trust Parenting Offer are:

- A three levels approach:
  - Universal
  - Targeted
  - Specialist
- A commitment to providing preventative and early intervention services through parenting support and programmes
- That all parenting information, advice and guidance or parent programmes should cover the following age groups:
  - Pre-birth
  - 0-5
  - 6-11
  - 12-18+
- That universal parenting support should be available in local communities and accessible at times when parents want and need it
- That different agencies will be able to deliver parenting support from the statutory, voluntary and community and private sectors linked to a commissioning strategy
- A Sunderland Parenting Panel will be established in order to audit, assess and monitor the work at the targeted/specialist levels

**Sunderland's 'Parenting offer' will also need to meet the following checklist:**

### **Meet national requirements**

- To have in place Triple P, Strengthening Families and Webster Stratton
- Include the National Family and Parenting Institute's extended services in and around schools training programme

**Meet local requirements**

- Be designed to secure the improved outcomes for children and young people which have been set as priorities by the Children's Trust Children and Young People's Plan
- Specifically tackle the key risks to children and young people achieving improved outcomes
- Meet the expectations of parents in how it is delivered in order to enable access
- Be clearly understood by parents
- Meet the expectations of practitioners in how it is delivered
- Be clearly understood by practitioners

**Be clear about the effectiveness of interventions**

- Make full use of existing interventions which demonstrate positive outcomes for parents and children
- Commission new interventions which will plug the identified gaps in existing provision
- De-commission interventions which do not demonstrate positive outcomes

The Parenting Offer that follows is a proposal from the Parenting Board for consultation with key stakeholders across Sunderland. The offer will be refined through the consultation process.

**PROPOSED FUTURE PARENTING OFFER OF PROGRAMMES IN SUNDERLAND**

**LEVEL 3 - SPECIALIST**

0 – 5 years →

Mellow Parenting	Early Bird
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6 – 11 years →

The Parent Factor (ADHD)	
	(Strengthening Families)*1

12 – 18 years →

**DELIVERED BY:**  
 Child & Family CAMHS  
 Services for Disabled Children  
 Barnardos  
 Multi-agency Delivery

**LEVEL 2 - TARGETED -**

0 – 5 years →

Webster Stratton		Triple P Enhanced
	Family Nurturing	
Let's Talk		

6 – 11 years →

12 – 18 years →

**DELIVERED BY:**  
 Schools  
 CAMHS  
 Barnardos  
 B2B+  
 Extended Services

**LEVEL 1 - UNIVERSAL**

0 – 5 years →

Family Nurturing	Triple P	Solihull
	Small Talk	

6 – 11 years →

12 – 18 years →

Teen Triple P
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**DELIVERED BY:**  
 Community Centres  
 Children's Centres  
 Schools  
 Public Libraries  
 Extended Services  
 Health Visitors

\*1 – Piloted as part of strategy development

**Proposed Parenting Programmes**

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**Additional programmes within the offer of services at a *Universal/Targeted* level**

**Triple P**

<p><b>The Programme:</b></p>	<p>Triple P, the Positive Parenting Programme, is a widely used Australian system that aims to provide guidance for parents on parenting skills in order to promote good behavioural and emotional adjustment. The programme draws on social learning, cognitive-behavioural and developmental theory, as well as research into risk and protective factors associated with the development of social and behavioural problems in children.</p> <p>The program's multi-level framework aims to tailor information, advice and professional support to the needs of individual families. It recognises that parents have differing needs and desires regarding the type, intensity and mode of assistance they may require. Triple P interventions range from the provision of media message on positive parenting, through to brief information resources such as tip sheets and videos, and brief targeted interventions (for specific behaviour problems) offered by primary care practitioners at Levels 2 and 3, to more intensive parent training programs at Level 4 and Level 5 programs targeting broader family issues such as relationship conflict and parental depression, anger and stress.</p>
<p><b>Aims and Objectives:</b></p>	<p>The Positive Parenting Program (referred to as 'Triple P') is a unique parenting and family support system developed at the University of Queensland, and initially created to assist parents of children who fit the early-starter model. Triple P uses a tiered system of intervention. On a scale of increasing intervention strength, programs include:</p> <ul style="list-style-type: none"> <li>• media- and information-based strategies;</li> <li>• brief consultation primary care interventions;</li> <li>• more intensive parent training; and</li> <li>• enhanced behavioural family interventions.</li> </ul> <p>The multiple tiers of intervention in the program allow it to provide different levels of support depending on parental need. Additionally, there is a range of delivery options, including individual and group sessions, self-directed and telephone-assisted components. Triple P is designed as an intervention for all parents and its use of different media promotes easy access to the program.</p>

Teen Triple P

	<p><b>Teen Triple P</b></p> <p>Teen Triple P was developed for parents of older children who fit the <i>late-starter</i> model. It addresses issues that might lead to severe adolescent antisocial and delinquent behaviour. Teen Triple P targets parenting risk factors, such as:</p> <ul style="list-style-type: none"> <li>• harsh, coercive discipline styles;</li> <li>• parent-teenager conflict and communication difficulties;</li> <li>• parental monitoring of teenagers' activities;</li> <li>• parental depression; and</li> <li>• marital conflict.</li> </ul> <p>Teen Triple P provides parents with assertive discipline skills to preserve parental authority in a consistent and nurturing manner and to help teens maintain regard for family norms of appropriate behaviour as well as respect for school and wider community expectations.</p>
<p><b>Aims and Objectives:</b></p>	<p>The primary aim of Teen Triple P is to assist parents to promote positive skills and abilities in their teenage children, which contributes to the prevention of more serious adolescent health-risk behaviour, and delinquent or antisocial behaviour. The program helps to:</p> <ul style="list-style-type: none"> <li>• promote the independence and health of families through enhancing parents' knowledge, skills and confidence;</li> <li>• promote the development of non-violent, protective and nurturing environments for teenagers;</li> <li>• promote the development, growth, health and social competence of teenagers;</li> <li>• reduce the incidence of adolescent delinquency, substance abuse, conduct disorder and behavioural problems by diverting teenagers away from risky developmental pathways;</li> <li>• enhance long-term resourcefulness and self-sufficiency of parents in guiding their children through the teenage years; and promote existing school-based support systems and enhance them with additional resources</li> </ul>

**Additional programmes included within the offer of services at a *Specialist* level**

**Mellow Parenting**

<p><b>The Programme:</b></p>	<p>Mellow Parenting is a 14 week one day a week group designed to support families with relationship problems with their children under 5. The programme combines personal support for parents with a video and direct work with parents and children on their own parenting problems. T has proved effective in recruiting and engaging families with severe problems.</p> <p>As Mellow Parenting is partly a way of working rather than a tightly prescribed curriculum, variants of Mellow Parenting have been devised to meet varying needs. These include “Mellow Fathers”, Parenting in Prison, Mellow Babies for Post Natal Depression, Mellow Babies for Infants at Risk, and “Mellow Grannies” for grandmothers rearing their grandchildren often due to the death or unavailability of the mothers of the children due to substance abuse.</p>
<p><b>Aims and Objectives:</b></p>	<p>Mellow Parenting is an evaluated programme which has been shown to be effective in engaging hard-to-reach families with children under five, and in helping them make changes in their relationships with their children. One year follow-up has shown lasting gains in maternal well being, parent-child interaction, child behaviour and child development.</p>

**Strengthening Families**

<p><b>The Programme:</b></p>	<p>The Strengthening Families Program: For Parents and Youth 10-14 (SFP 10-14) is a parent, youth, and family skills-building curriculum designed to:</p> <ul style="list-style-type: none"> <li>• prevent teen substance abuse and other behavior problems</li> <li>• strengthen parenting skills</li> <li>• build family strengths</li> </ul>
<p><b>Aims and Objectives:</b></p>	<p>The program is delivered with seven sessions for parents, youth, and families using realistic videos, role-playing, discussions, learning games, and family projects. The programme has been proven effective in</p> <ul style="list-style-type: none"> <li>• delaying the onset of adolescent substance use, lowering levels of aggression</li> <li>• increasing the resistance to peer pressure in youth</li> <li>• increasing the ability of parents/caregivers to set appropriate limits and show affection to and support of their children</li> </ul> <p>This programme particular uses a process of learning together between parents and their teenage children</p>

**The Proposed Core Parenting Offer of additional parenting support**

In addition to the formal parenting programmes we have already identified as part of our parenting offer, we also need to ensure that there is an appropriate range of family support services in place that parents and carers can access when they need them. Families with more complex needs may need comprehensive wrap around support service whilst they are on a parenting programme.

The table below begins to set out a proposal in relation to these services. As part of the consultation process, these will be refined.

<b>Early Years</b>	
<b>Services delivered through Children’s Centres, to families and carers at home and in other early years settings</b>	
<b>Parent Support</b>	
Pre-Birth <ul style="list-style-type: none"> <li>• preparation for parenthood</li> <li>• promotion of breastfeeding</li> <li>• support for smoking cessation</li> </ul>	Universal
Post natal <ul style="list-style-type: none"> <li>• infant massage (support attachment and bonding)</li> <li>• targeted support for mothers with post-natal depression</li> <li>• Baby Days &amp; Baby Day’s + (information and advice on child health &amp; development)</li> <li>• safety &amp; public health issues</li> </ul>	Universal/Targeted
Play & Learn activities <ul style="list-style-type: none"> <li>• messy play</li> <li>• time for rhyme</li> <li>• busy bodies</li> <li>• story time</li> <li>• Talk Talk (to promote parent/child interaction)</li> <li>• swimming sessions for Disabled Children &amp; Families</li> </ul>	Universal/Targeted
<b>Outreach &amp; Home Visiting</b>	
Family Support Workers <ul style="list-style-type: none"> <li>• befriending &amp; listening</li> <li>• early intervention &amp; prevention (developing routines, managing behaviour, enabling access to other services through advocacy)</li> <li>• more targeted support for families with identified need (as part of multi-agency packages of support)</li> <li>• Portage</li> </ul>	Targeted

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<b>Childcare</b>	
<ul style="list-style-type: none"> <li>Supported childcare for families with identified needs (short packages of support), crèche provision to enable families to access parenting groups/courses</li> <li>Access to Day care for working parents</li> <li>Support development of childminders within local communities</li> </ul>	Targeted
<b>Job Centre Plus</b>	
<ul style="list-style-type: none"> <li>Developing access in the community for families to access Job Centre Plus advisors in Children's Centres</li> </ul>	Universal
<b>Family/Adult Learning</b>	
<ul style="list-style-type: none"> <li>Accredited and non-accredited training courses (linking with college &amp; other training providers)</li> </ul>	Targeted
<b>Parental Involvement</b>	
<ul style="list-style-type: none"> <li>Volunteering opportunities in supporting the delivery of Children's Centre Services – including community parents (family support workers)</li> <li>Involvement of parents in developing services, management group, parent forums</li> </ul>	Universal
<b>Other</b>	
<ul style="list-style-type: none"> <li>Family fun days</li> <li>Health themed days</li> <li>Celebrating diversity in communities &amp; cultures</li> </ul>	Universal

<b>School Years</b>	
<b>Extended Services in and around schools - services delivered through schools, extended schools and in the community</b>	
<b>Childcare</b>	
<ul style="list-style-type: none"> <li>High quality affordable child care from 8.00am to 6.00pm all year round</li> </ul>	Universal
<b>Activities</b>	
Varied menu of activities including <ul style="list-style-type: none"> <li>Study support</li> <li>Arts &amp; activities</li> <li>Sports</li> <li>Other recreational activities</li> </ul>	Universal
<b>Referrals</b>	
Swift and easy referral to: <ul style="list-style-type: none"> <li>Specialist health services</li> <li>Child and adolescent mental health services</li> <li>Behaviour support</li> <li>Sexual health services</li> </ul>	Targeted/specialist

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<b>Parenting Support</b>	
<ul style="list-style-type: none"><li>• Structured programmes (School &amp; Family Nurturing)</li><li>• Information for parents at transition points</li><li>• Information and advice</li></ul>	Universal/Targeted/ Specialist
<b>Community</b>	
<ul style="list-style-type: none"><li>• Access to ICT</li><li>• Sports</li><li>• Arts</li><li>• Adult learning</li></ul>	Universal
<b>Transitions to Adulthood</b>	
<ul style="list-style-type: none"><li>• Parent Information Sessions</li><li>• Support for post-14 choices</li><li>• Physical, health and social care information</li></ul>	Universal

## **Resources**

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Further work is needed to quantify the resources currently being spent in Sunderland on parenting support/parenting programmes.

Once this resource baseline is established, a realistic analysis of resource need can be established. This work will then inform the developing commissioning business plan.

### **CHALLENGE 6**

**The Challenge for the Parenting Board is**

- **To establish a Parenting Offer which is cost effective as well as effective in improving outcomes and can be funded from within mainstream monies if necessary.**

## Monitoring and Evaluation

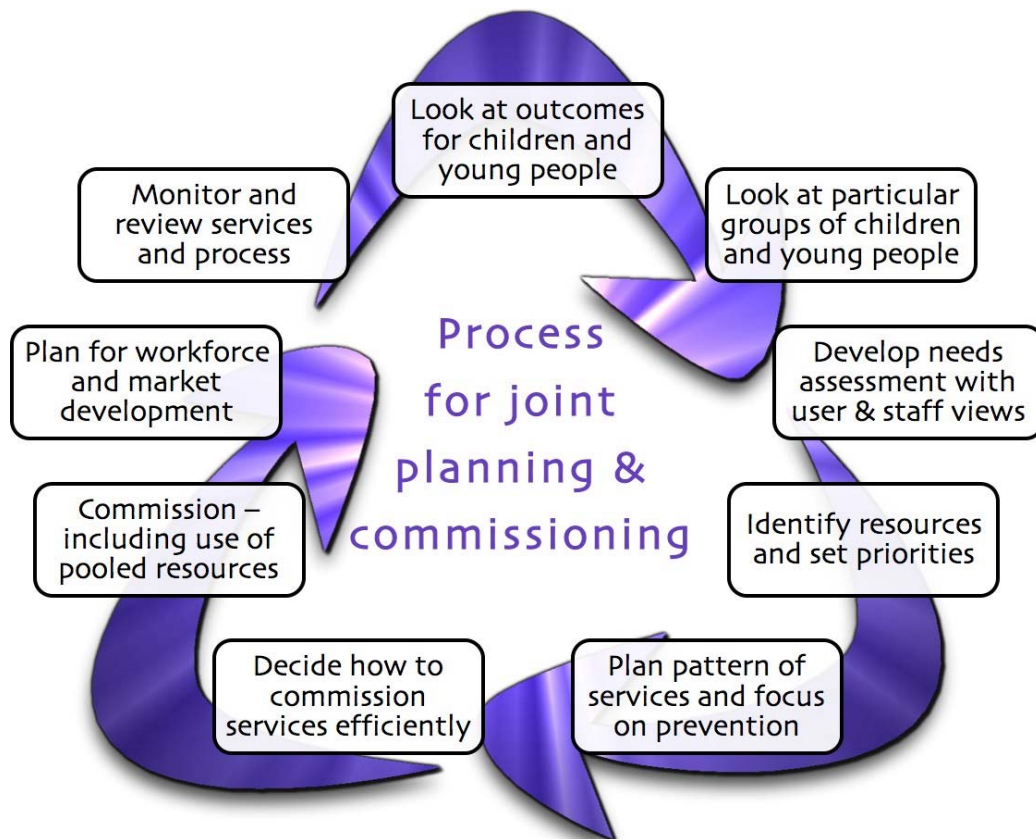
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The Parenting Strategy is one element of the Trust's 'Change For Children Strategy' that underpins the 10 priorities in the Children and young people's Plan 2007/9. Appendix 1 sets out the governance arrangements for this Strategy in the context of both children's trust governance arrangements and the key plans and strategies for which accountable groups are responsible.

A Referral Panel will be established to support the monitoring and evaluation of the effectiveness of interventions and will support the signposting of parents and carers to appropriate services at a targeted and specialist level where needed.

A Performance Framework will be developed and implemented as part of the planning and commissioning arrangements of the Parenting Board.

The Children's Trust has adopted the DCSF Planning and Commissioning Framework as the process for assessing need, identifying resources, setting priorities, and planning and commissioning services. It is through this process that the Parenting Board will routinely monitor and evaluate services to ensure that services are delivering improved outcomes for children and young people.



[Source: Joint Planning and Commissioning Framework for Children, Young People and Maternity Services. DCSF]

## **ACTION PLAN FOR THE PARENTING BOARD**

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The following section identifies the specific actions that will now be driven ahead by the Parenting Board to secure the delivery of the parenting offer for Sunderland.

**BY 31 March 2008 the Board will:**

### **ACTION 1**

**Ensure that national requirements are reflected in the 'Parenting Offer'.**

### **ACTION 2**

**Align existing plans and strategies working with partners and identifying the gaps.**

### **ACTION 3**

**Consider the evidence available on the effectiveness of parenting programmes and informal parenting approaches in improving outcomes for children and young people**

### **ACTION 4**

**Identify the gaps in provision that we need to fill in order to support delivery of the Children's Trust ten key priorities and agree a 'Parenting Offer' which plugs those gaps in existing provision**

### **ACTION 5**

**Consider the short term initiatives in place which are funded until March 2008 and agree appropriate plans for sustainability or exit strategies.**

### **ACTION 6**

**Establish a Practitioner Network and Forum to develop quality standards.**

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**ACTION 7**

**Pilot Strengthening Families with parents and young people aged 10-14 years of age who are involved in substance misuse.**

**Pilot ADHD parenting programme with the Child and Adolescent Mental Health Service. [CAMHS]**

**ACTION 8**

**Establish joint commissioning arrangements in accordance with the Children's Trust in order to implement the Parenting Strategy.**

**ACTION 9**

**Agree a joint training strategy that will identify training requirements for practitioners.**

**ACTION 10**

**Analyse how much has been spent in one year and how much of that was grant funding**

**ACTION 11**

**To establish a Parenting Offer which is cost effective as well as effective in improving outcomes and can be funded from within mainstream monies if necessary.**

**FROM March 2008 the Board will:**

**ACTION 12**

**Secure appropriate support and resources to enable parents to help us deliver those priorities.**

**ACTION 13**

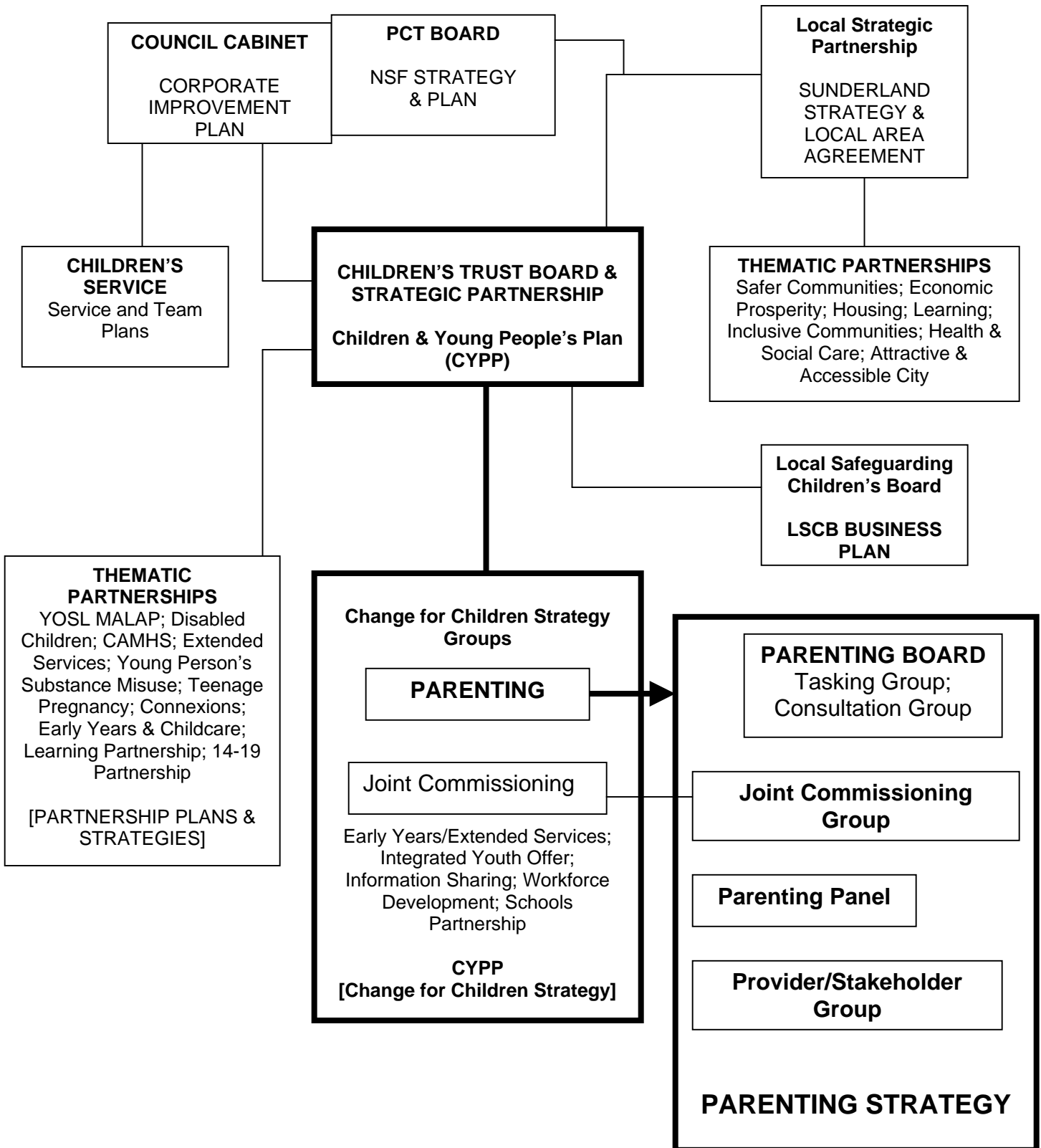
**Implement the Parenting Strategy**

**Membership of Sunderland Parenting Board**

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Keith Moore	Sunderland City Council
Judith Hay	Sunderland City Council
Barbara Williams/Mary Scholes	Sunderland City Council
Carol Belk	Barnardos
Chris Winter	Sunderland Teaching Primary Care Trust
Phil Hayden/Gillian Patterson	Sunderland City Council
Jan Cole	Northumberland Tyne & Wear NHS Trust
Janette Sherratt/David Messenger	Sunderland Teaching Primary Care Trust
Carl Sketchley	Sunderland Child & Adolescent Mental Health Service
Joy Akehurst	Sunderland Teaching Primary Care Trust
Judith Morton	Sunderland City Council
Julia Moller	Barnardos
Julie Mullin	Tyne & Wear Fire Service
Louise Clarkson	Tyne & Wear Fire Service
Margaret White/Lucy Apiafi	Gentoo
Maggi Smith	Sunderland City Council
Marian McGuinness	Barnardos
Norma Hardy	Sunderland City Council
John Markall	Sunderland City Council
Ray Reay	Connexions
Sandra Mitchell	Sunderland City Council
Sharon Clutton-Dowell	Sunderland City Council
Simone Common	Sunderland City Council
Virginia Robinson	Family Nurturing Team
Lynne Goldsmith	Sunderland City Council
Steve Barna	Sunderland Voluntary Sector Youth Forum

**Governance Arrangements**



## Summary of Challenges for the Parenting Board

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### **CHALLENGE 1**

The challenge for the Parenting Board is to ensure that these national requirements are reflected in the 'Parenting Offer'.

### **CHALLENGE 2**

The challenge for the Parenting Board is to align parenting provision through existing plans and strategies working in partnership.

### **CHALLENGE 3**

The challenge for the Parenting Board is to secure appropriate support and resources to enable parents to help us deliver the priorities for their children.

### **CHALLENGE 4**

The challenge for the Parenting Board is to:

- secure appropriate support and resources which address the key risks to children and young people not achieving their potential, balanced with
- delivering key services which will be accessible and will be provided to acceptable and agreed standards. and acceptable.

### **CHALLENGE 5**

From this, the challenge for the parenting board is:

- to consider the evidence available on the effectiveness of these programmes and informal approaches in improving outcomes for children and young people
- finalise the audit to inform the commissioning process
- identify the gaps in provision that we need to fill in order to support delivery of the Children's Trust ten key priorities
- establish a 'Parenting Offer' which fills those gaps in existing provision

### **CHALLENGE 6**

The Challenge for the Parenting Board is

- To establish a Parenting Offer which is cost effective as well as effective in improving outcomes and can be funded from within mainstream monies if necessary.

### Parenting Programmes in Sunderland 2006-2007

SERVICE – name and what it offers	PARENTS – numbers and gender	CHILDREN – numbers and ages	STAFFING – numbers and training
<p><b>Training Ladder [Family Nurturing]</b></p> <p>The service offers the Family Links UK Nurturing Programme</p>	270 parent/carers 95% of which women	0-5 219 6-11 245 12-18 76	4 Core Staff; 300 Parent Groups leaders; Trainers were accredited 2003; annual updated training from Family Links UK; updates for all Parent Group Leaders 3 x per year.
<p><b>YOS and Barnardos</b></p> <p>Sunderland Youth Offending Service works on a voluntary basis with parents who require support or relationship work</p> <p>Referral is made to the <b>Barnardos Sungate</b> scheme* for specialist assessment and provision based on accredited programmes.</p> <p>The Barnardos Sungate project provides Parenting intervention for statutory Parenting Orders.</p>	202 parents/carers offered intervention  182 offered to females 20 offered to males.	6-11 8 12-18 194	10 trained in <b>Family Nurturing</b> .  1 trained in <b>Strengthening families</b>  1 identified to undertake the <b>'Triple P'</b> Parenting training.  Training seminars for YOS practitioners are conducted on an annual basis by specialist parenting provider Barnardos
<p><b>Small talk</b></p> <p>Offers a child-focused basic English course aimed at parents from black &amp; minority ethnic communities.</p>	102 parents (all female)	0-5 102	All tutors used to deliver the course in Sunderland have been trained by staff from Birmingham Early Years

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<b>SERVICE – name and what it offers</b>	<b>PARENTS – numbers and gender</b>	<b>CHILDREN – numbers and ages</b>	<b>STAFFING – numbers and training</b>
<p>Barnardos</p> <p>Offer includes Let's Talk (evaluated by YJB), Strengthening Families, Family Nurturing, Triple P, ADHD (on National Parent Commissionaire's Toolkit and currently being nationally evaluated). All parents on parenting orders have the opportunity to access one of these parenting programmes.</p>	<p>57 parents/carers were offered interventions 49 female 7 male</p>	<p>12-18    57</p>	<p>All project worker staff support parents. All are trained in Let's Talk, four trained in Family Nurturing, one trained in Triple P, two trained in Strengthening Families and all trained in ADHD.</p>
<p>Home School Partnership (Children's Fund)</p> <p>Offers/provides Family Nurturing accredited programme.</p> <p>SPICES (Social Physical Intellectual Creativity Emotional Sensory) is the wider family parenting course the project runs, and involves children / parents and other family members.</p>	<p>53 families</p>	<p>5-13    All</p>	<p>2 staff + 2 agency staff support parents.</p> <p>Training re running parent groups was undertaken with Training Ladder</p>
<p><b>Children's Centres</b></p> <p><b>Family Nurturing</b> is offered to support parent/carers</p> <p>The <b>Birth to Three</b> Framework (DCSF) is used to support the development of good practice in the early years sector</p>	<p>Support offered to 98 male 2373 female</p>	<p>3247 (the majority of which were 3 and 4)</p>	<ul style="list-style-type: none"> <li>▪ Child and Family Worker</li> <li>▪ Family Support Worker</li> <li>▪ Play and Family Learning Workers</li> <li>▪ Community Volunteer Worker</li> <li>▪ Community Involvement Worker</li> <li>▪ Health Care Assistant</li> </ul> <p><b>Portage</b> - 2 staff trained. 4 Health Staff, 1 Child and Family Worker and 1 Family Support Worker trained to deliver <b>Family Nurturing</b>.</p>

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SERVICE – name and what it offers	PARENTS – numbers and gender	CHILDREN – numbers and ages	STAFFING – numbers and training
<p><b>B2B+ (Bump to Baby Plus) Family Nurturing</b> programmes as part of Connect” course for young mums; in house parenting programmes that have been developed to meet individual needs.</p>	<p>19 male 69 female</p>	<p>0-5 all (the majority of which are under 2)</p>	<p>3 staff have received training as <b>Family Nurturing</b> Practitioners.</p>
<p><b>On Track</b></p> <p><b>In house practical parenting programme which incorporates elements from several parenting programmes.</b></p>	<p>Male 73 Female 134 Total 207</p>	<p>0-5 73 6-11 147 12-18 97  Total 317</p>	<p>From September 2007 the full time parenting worker will be trained in delivering Triple P. 2 parenting workers 1 family worker 4 staff members are trained in family nurturing. All staff have training in systemic / solution focused / cognitive therapy.</p>
<p><b>Inclusion and Achievement.</b></p>	<p>Most supported are mothers</p>	<p>7-11 All</p>	<p>3 (out of 5) have received training through <b>Webster Stratton</b> programme.</p> <p>1 has accessed <b>Family Nurturing</b> Training.</p>
<p><b>Services for disabled children</b></p>	<p>250 families at any one time</p>	<p>0-18 All</p>	<p>Two workers are trained to support parents who are undertaking the <b>Webster Stratton</b> programme</p>

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<b>SERVICE – name and what it offers</b>	<b>PARENTS – numbers and gender</b>	<b>CHILDREN – numbers and ages</b>	<b>STAFFING – numbers and training</b>
<p><b>Behaviour and Education Support Team (BEST)</b></p> <p>Offers School and <b>Family Nurturing</b> Programme, <b>Webster – Stratton Incredible Years Parenting Programme</b> and <b>Strengthening Families Programme</b>.</p>	<p>36 parents</p> <p>Each group has 5 parents on average</p>	<p>5-14 All</p> <p>Mostly boys</p>	<p>8 (out of 19) staff:  <b>Webster – Stratton; Strengthening Families; Family Nurturing;</b> Cognitive Behaviour Therapy; Systemic Therapy; Solution Focused/ Brief Therapy; Circle Time; Narrative Therapy; Play Therapy; Counselling; Anger Management; Bereavement Grief and Loss Counselling.</p>
<p><b>Extended Services through schools</b></p> <p><b>Family Nurturing</b> is offered on a universal basis.</p> <p>Schools also offer family learning activities some of which are accredited e.g family literacy and numberacy, ICT</p>	<p>This information is held by individual schools and cannot be accessed at this time.</p>	<p>This information is held by individual schools and cannot be accessed at this time.</p>	<p>This information is held by individual schools and cannot be accessed at this time.</p>
<p><b>Education Psychology</b></p> <p>Offer support through a number of recognised parenting programmes including:  <b>Early Bird</b>  <b>Early Bird Plus</b>  <b>Webster Stratton</b></p>	<p>Figures unavailable</p>	<p>Figures unavailable</p>	<p>2 staff - <b>Early Bird</b> for parents of children aged 3-5 with autism  1 staff - <b>early Bird Plus</b>, for children 5 + years  4 staff - <b>Webster Stratton</b> parent and children’s intervention around behaviour, the Dinosaur School. Staff are trained for parent courses and work with children.  1 staff - Family therapy  1 staff - Nurture  1 staff - POs attachment  1 staff - Crisis intervention</p>
<p><b>Totals</b></p>	<p><b>3736 Parents</b></p>	<p><b>4465 Children</b></p>	

## Consultation on the Draft Strategy

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1. There is an established strategy in place across the City for consulting with a wide range of key partners, including partner organisations and the community of Sunderland ***Sunderland Community Consultation Strategy 2007-2012***.
2. The purpose of the strategy is to ensure that consultation activity is effectively co-ordinated across the council and with partner agencies; impacts on service delivery; is delivered to a high standard, provides value for money and meets the expectations of the Government particularly in relation to Best Value and CPA The Harder Test. It is also necessary in order to meet the council's aim of ensuring that the community is given the opportunity to be involved in, and influence, policy making, service delivery and evaluation and to further the council's aims of increasing participation and engagement and fulfilling its leadership role.
3. Sunderland City Council wants to make sure that it carries out consultation in an inclusive, suitable manner. This means keeping the people who it consults with fully informed from the beginning to the end of consultation. The council will build the results of consultation into council policy and planning. The council will also make sure it meets the following principles when it carries out any consultation.
4. The council will seek:
  - To ensure the consultation is as **inclusive** as possible, through:
    - Making all efforts to make sure the target groups are representative;
    - Making specific efforts to include those in hard to reach groups. This means dealing with barriers to participation.
  - To use a suitable consultation **technique** for consultees, the nature of the service or issue the council consults on, bearing in mind the resources available.
  - To **communicate** clearly with consultees throughout the consultation. This includes:
    - Giving reasonable notice before consultation events so that people can take part.

- To ensure consultation results are part of service planning and policy development through:
    - Ensuring managers and officers are aware that consultation a necessary part of all strategy and service planning;
    - Designing consultations to fit into the City Council's strategic planning;
  - To promote **quality** throughout City Council consultations through: -
    - Spreading best practice on consultation techniques;
    - Evaluating consultations undertaken;
    - Providing a consultation manual and supplementary training on consultation methods.
  - To work in **partnership** across Directorates and with external organisations, to:
    - Avoid duplication.
    - Minimise “consultation fatigue” or repeat consultation of groups or areas.
    - Widen ownership of the results of the consultation, to increase the potential for joint action on issues arising out of the consultation.
  - To provide mechanisms wherever possible for those who wish to become **involved** in consultation and participation regularly.
5. In taking forward the plans for consultation, the following has been taken into consideration:

**To utilise current consultation/communication routes that exist with key stakeholders**

There are already a number of forums and processes in place that already have or are currently consulting with relevant stakeholders across the City, for example, the CYPF consultation networks, Parenting Forums, Children's Centres, Community Spirit Citizen Panel. We will use these to consult on the draft Strategy.

**To identify and develop where necessary other consultation/communication routes to ensure those considered hard to reach can make an effective contribution to the developing strategy**

There are an extensive range of key stakeholders and partners who provide targeted support to families and carers across Sunderland, including those considered hard to reach. Joint work will be undertaken with these key partners to develop additional consultation routes. We recognise that these partners will have well developed relationships with their specific client groups and therefore the expertise in supporting them to make an effective contribution to the consultation. These key partners and groups have been identified.

**To identify and put in place appropriate arrangements to support all key stakeholders in making an effective contribution**

To inform this process, Children's Centres have already consulted with parents about what would be a good way to consult with them and we will take account of the comments made. For example, Specific resources have been identified to support the consultation process to support key stakeholders in making a contribution, eg, crèche support, assistant with travel arrangements.

**Consultation Action Plan**

6. Consultation with key stakeholders will take place over a period of 3 months from November through to the end of January 2008. As part of the action plan agreed, specific elements of the consultation will include:
  - Stakeholder Conference
  - Specific stakeholder forums across the city, including parents/carers, professionals and practitioners
  - Publication of an easy read summary for parents/carers and young people
  - Information flyer circulated with Shine, the newsletter available for all Sunderland residents
  - Information through Sun FM and articles within the Sunderland Echo
  - Exhibition stands planned for the Galleries Shopping Centre and The Bridges Shopping Centre
  - Website link on [www.sunderland.gov.uk](http://www.sunderland.gov.uk) to consultation questionnaire and strategy summary
  
7. In implementing our plan for consulting on this draft Parenting Strategy, we will ensure we will meet the principles set out within the City Council's Consultation Strategy above.

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**DRAFT**

8. As part of the work programme around the development of the Strategy, some initial consultation with parents and carers has already taken place during National Parents' Week in October 2007. We asked them the following questions:
- Are you a parent or carer of a child up to the age of 18?
  - Who would you talk to first if you had a problem as a parent?
  - Have you needed support, advice or information as a parent? If yes, what was it about?
  - If you sought help from anyone, did you get it? Where did this advice come from?
  - When did you need support? When your children were:
    - 0-5 years                      5-11 years                      12-15 years                      15-18 years
  - What do you feel would make your life easier as a Parent/Carer?
  - Is there anything else you would like to tell us?
9. Building on this exercise, a further comprehensive consultation process is planned alongside that consultation we are undertaking with our key partners across the City.

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**CONSULTATION RESPONSE – SUNDERLAND PARENTING STRATEGY**

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On behalf of Sunderland City Council, I would like to invite you to take part in the consultation on the draft Sunderland Parenting Strategy. We value your views and will use them to help shape our offer of parenting support across the City.

**Keith Moore**  
**Deputy Director of Children’s Services and Parenting Champion**

**This form can be returned in a number of ways:**

1. By saving it and emailing it to [sunderlandparenting@sunderland.gov.uk](mailto:sunderlandparenting@sunderland.gov.uk)
2. By printing it out and posting it to:  
  
Sharon Clutton-Dowell  
Sunderland City Council  
Lambton House  
145 High Street West  
Sunderland  
SR1 1UW
3. If you are completing this form online, simply click the “submit” button at the end of the questionnaire.

**THANK YOU FOR TAKING THE TIME TO BE A PART OF THIS CONSULTATION.**

Your views and comments are welcome at any point until 31<sup>st</sup> January 2008. Feedback on the consultation will be available from 1 March 2008 on [www.sunderland.gov.uk](http://www.sunderland.gov.uk).

**CONSULTATION RESPONSE**

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The Parenting Board has proposed a shared vision for parenting in the City:

***‘To improve outcomes for children and young people in Sunderland by providing parenting support to all parents and carers according to their needs’***

**Question 1**

**Do you agree with the vision we propose within our Strategy? (please tick whichever you feels applies)**

Strongly Agree	Tend to Agree	Tend to Disagree	Strongly Disagree
Comments:			

**Our Principles**

In setting the tone and direction for the Parenting Strategy, the Parenting Board has suggested a number of key principles (as set out on page 14):

**Question 2**

**Do you agree with the principles we propose? If you disagree, please comment below and tell us what else we need to consider.**

Strongly Agree	Tend to Agree	Tend to Disagree	Strongly Disagree
Comments:			

**DRAFT**

**Question 3**

**What is your current view of the proposed offer within this draft?**

Comments:

**Question 3**

**What gaps do you think there are in parenting programmes or support across the City?**

Comments:

**Question 4**

**What do you believe voluntary agencies could deliver in relation to the Parenting Offer?**

Comments:

**Question 5**

**Which groups of parents/carers that you work with would find it difficult to access current services and what would help them to be able to do so?**

**Comments:**

**Question 6**

**Do you have any other comments about the Strategy?**

**Comments:**

**DRAFT**

**If you would you be interested in opportunities for expressing your views in other forums as the Strategy develops, please provide your contact details in the space provided.\***

Name:	
Address:	
Postcode	
Email/ Telephone	

\*Contact details will be kept separately to information provided in the consultation. If you would like to take part in further consultations we will contact you using a database. We will not use this database for any other purpose other than contacting you about future involvement and consultation opportunities and we will not pass your details on to any third party without your consent.

We will only use the information you provide for consultation and research so that we can improve our services. If we include any of your comments in our report we will make these anonymous. They will not contain your name or anything that could identify you. However, we cannot guarantee that the information given to us as part of this consultation will be withheld if it is requested under the Freedom of Information Act.

If you would like to complete a paper version of this questionnaire or require alternative formats of this document or the questionnaire (eg, Braille, large print, audio tape or in your own language), by contacting the person below:

Sharon Clutton-Dowell, Service Development Manager, Sunderland Children's Service, Lambton House, 145 High Street West, Sunderland, SR1 1UW, Telephone 0191 566 3000 or email [sunderlandparenting@sunderland.gov.uk](mailto:sunderlandparenting@sunderland.gov.uk)

**We welcome and value your views and opinions.  
Thank you for taking the time to complete this  
questionnaire.**