Children’s Plan: Partnership with Parents

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Children's Plan ambition - to be the best place in the world for children to grow up

Five principles:

- Government does not bring up children – parents do
- All children have the potential to succeed
- Children and young people need to enjoy their childhood
- Services need to be shaped by and responsive to children, young people and their families
- It is always better to prevent failure than tackle a crisis later

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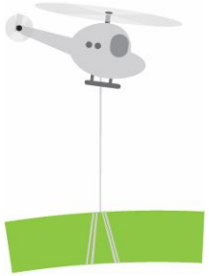
Why Families Matter



- Family attitudes, aspirations and values are crucial influences on children's school performance and wider well-being.
- Parents' engagement in *their child's* learning is a powerful driver for raising attainment and promoting wider well-being
- Learning activity in the home has the greatest effect.
- Build from family strengths

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Fathers and Mothers Matter

- Father-child relationships (positive, negative or lacking) have profound impacts on children that last a lifetime
- A father's early involvement in their child's life can lead to positive educational achievement, a good, open and trusting parent-child relationship during the teenage years
- Research found fathers often "invisible" to services

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fathers
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Think Fathers

- Dad Test guide - www.think-fathers.org/resources
- Recruiting Champions – from LAs, employers, third sector, delivery partners, practitioners
- “Dad Shed” DVDs
- Employer business case in Autumn

www.think-fathers.org

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Parents' engagement in Learning

- Parents - the single biggest influence on children's development
- Huge potential to narrow gaps in outcomes
- Major cultural change across school system to support stronger engagement by parents in their child's learning and development
- Sharing effective practice across the system
- Reflecting parental engagement in the School Report Card and OFSTED processes
- Including parental engagement in the common core and workforce development
- National and City Challenge focusing on improving parental engagement
- Roll out of online reporting

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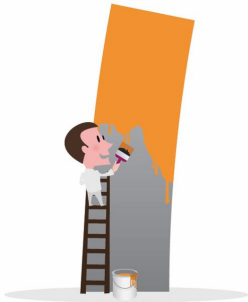

21st Century Schools White Paper

- **New Parent Guarantee that gives Mothers, Fathers and other carers:**
  - **Opportunities, information and support to exercise choice on behalf of their child;**
  - **A new Home School Agreement outlining their rights and responsibilities for their child's schooling;**
  - **The opportunity, information and support they need to be involved and engaged in their child's learning and development;**
  - **Access to extended services including support and advice on parenting.**

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New Home School Agreements

- Parents as active participants in helping their children to progress
- Personalised to help parents know what's expected of them
- Will expect both dads and mums to sign
- Renewed annually alongside child's educational and social and emotional development objectives
- Where behaviour is an issue will clarify what parents need to do to support their child's adherence with school behaviour code
- When considering a parenting order, courts will be able to take into account the extent to which parents have fulfilled what the HSA sets out on behaviour and if they have refused to sign.

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Influencing Attitudes

- Recently published Segmentation study of parents and carers which offers new insights into different parents behaviours, attitudes and motivations – now being used to refine communications; policy and service design.
- Early indications that the Parent Know How combination of channels may help parents take the first steps in changing behaviour
- Outreach from children's centres and roles like Parent Support Advisors in schools.
- Parental Engagement strategy committed to stronger partnerships between schools and parents focused on the development of individual children.

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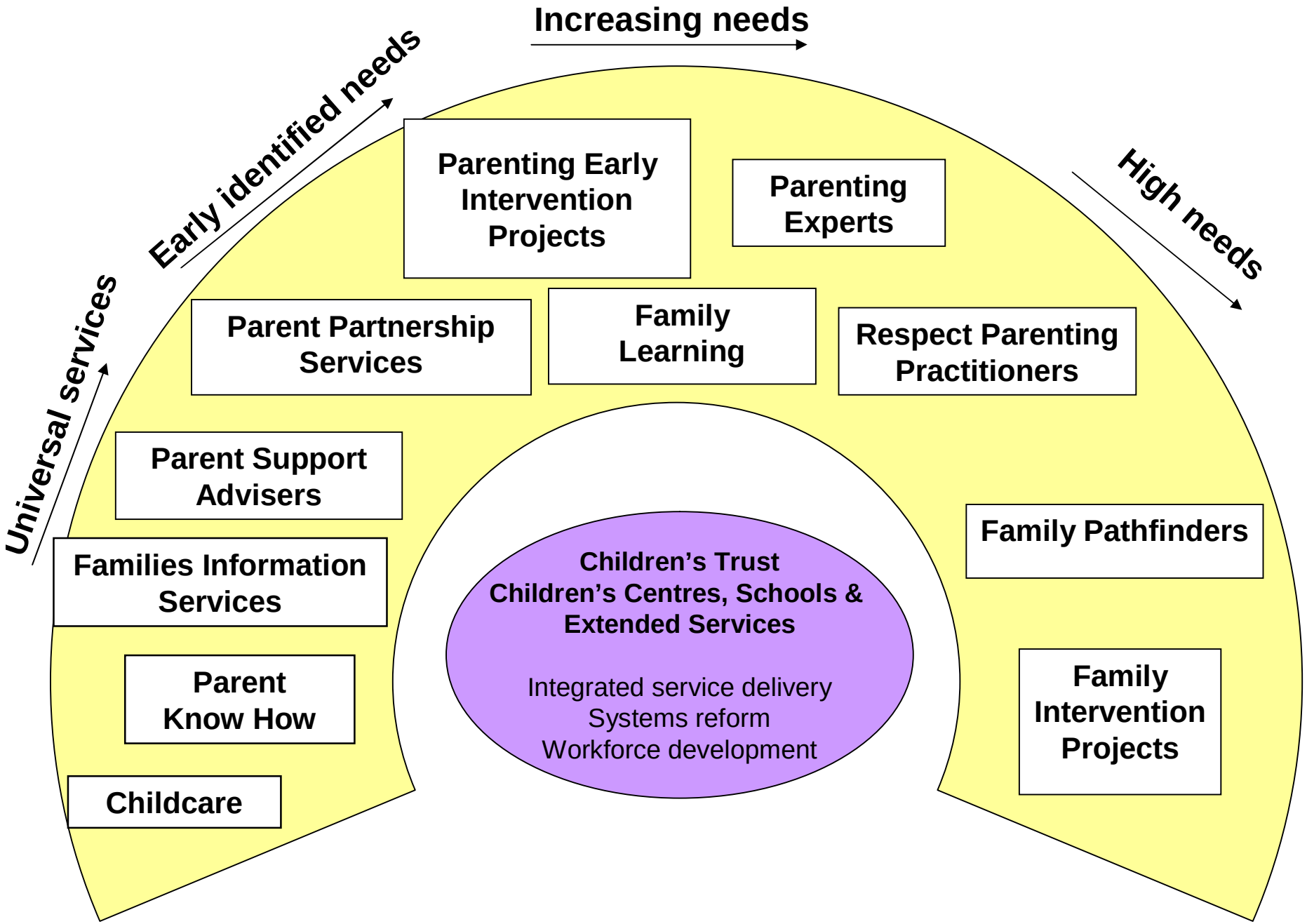
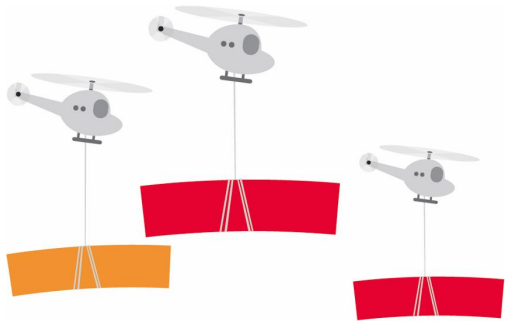
Delivering Support When It's Needed



Think Family

- Systems of support around families with multiple and complex needs are inadequate
- Even the best children's services can only mitigate the impacts of parental problems such as domestic violence, offending or substance abuse.
- *Think Family* approach set out in the joint DCSF-SETF Think Family report in Jan 08
- Piloting Family Intervention Projects for families with wide range of risk factors including those experiencing child poverty.
- Around £150m investment through Think Family Grant 09-11



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Improving family resources

- **Bookstart, Booktime and Booked Up providing free books and other resources to children.**
- **Home Access Scheme providing IT kit and help to use it to low income families.**
- **Community use of school facilities.**
- **Increased emphasis on relationship support**
  - support new and first time parents
  - more support for children caught in the middle of family breakdown
  - new pilots and £5.5m for better co-ordinated local support for separating couples parents

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Strengthening Skills and Knowledge

- £30m extra investment in Family Learning through Family Learning Impact Funding 08-11.
- National Academy for Parenting Practitioners enabling more practitioners to deliver proven parenting skills programmes to parents.
- Family Support part of core offer for Sure Start children's centres and extended services linked to schools.
- Broader LA duty to provide information and advice to parents.
- Parent Know How suite of information and advice services.

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Parent Know How

Aim: To transform the quality, choice, provision and awareness of parental information and support services, where needed, in order to improve outcomes for children & young people

Parent Know How

Helplines

7 telephone helplines:

Parentline Plus

Advisory Centre for Education

Children's Legal Centre

Contact a Family

Family Rights Group

Gingerbread

Young Minds

Innovation Fund

7 services using technology:

Got a Teenager

One Space

Contact a Family

Couple Connection

Dads' Space

DadTalk;

Netmums

Directory

Searchable database of parenting related information

Supports parents, front line workers in LAs and third sector services

Accessed through LA websites & DirectGov

Launch September 2009

Delivery partner - Tribal

Syndicated Content

To reach target groups not well served by existing channels

Delivery partner – Red

Back to School (September 08),

Baby's Here (October 08),

Positive Parenting (January 09)

ParentCast

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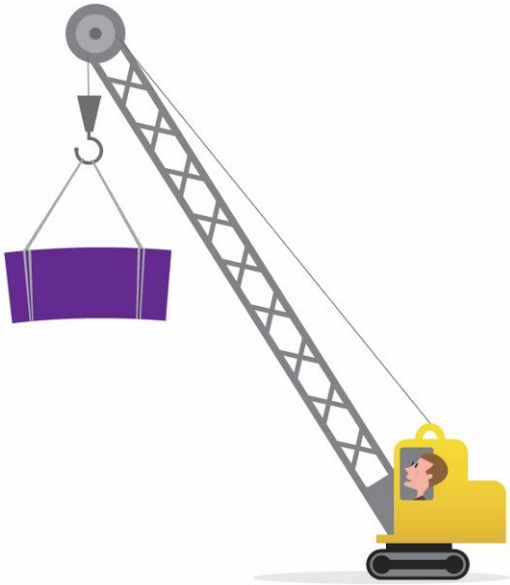
Critical Role of Local Strategic Planning

- Parenting commissioners and local parenting strategies.
- Revised CYPP guidance emphasises the need to consider parents and 'think family'
- National Academy for Parenting Practitioners training and research programme
- Parenting Implementation Project resources – www.dcsf.gov.uk/ecm/pip



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Key Challenges

- Investment in family support to 2011 more substantial than ever before.
- Ensuring that we invest where it will have impact – local commissioning structures around family support can make this hard.
- Integrating family support as part of ECM – linking with school improvement planning and enabling help to be drawn in around children at risk of poor outcomes.
- Critical to ensure that by enhancing services we don't make the pattern of support even harder for parents to navigate.

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