
Report To:	Inverclyde Community Health & Care Partnership Sub-Committee	Date:	12 January 2012
Report By:	Corporate Director Inverclyde Community Health & Care Partnership	Report No:	CHCP/11/2012
Contact Officer:	Head of Children's Services & Criminal Justice	Contact No:	01475 715379
Subject:	Inverclyde Parenting Strategy		

1.0 PURPOSE :

- 1.1 The purpose of this report is to advise Sub Committee members of progress towards a parenting strategy for Inverclyde, invite approval of activity in this area between October 2011 and March 2012 and to request approval for a staff member from the Council and CHCP to be facilitated to participate in the strategy.

2.0 SUMMARY :

- 2.1 A comprehensive parenting strategy for Inverclyde is being developed. This strategy will seek to provide a range of universal and targeted approaches to support parenting.
- 2.2 The overall content of the parenting strategy will be influenced by National Initiatives including work by Scottish Government in relation to early years, parenting and the Children's Change Fund.
- 2.3 As the strategy develops it is important that activity around parenting progresses and that the workstream for the period October 2011 to March 2012 is implicated. This includes proposals to engage council staff in the workstream. It is important however that the activity around parenting is not delayed and the workplan for this workstream for the period October 2011 to March 2012 is progressed.

3.0 RECOMMENDATION :

- 3.1 It is recommended that Sub-Committee approve;
- (1) the workstream on parenting for the period October 2011 to March 2012; and
 - (2) the arrangements to offer parenting seminars for staff in Inverclyde Council and the CHCP, within working time.

Robert Murphy
Corporate Director Inverclyde Community Health & Care Partnership

4.0 BACKGROUND :

- 4.1 There is a growing body of research evidence that puts beyond doubt the efficacy of both universal and targeted services being delivered in the early years of a child's life.
- 4.2 Nationally and internationally there is an increasingly strong emphasis on early identification of vulnerable families, evidence based early interventions and parenting programmes as a means to challenge and change long standing inter generational problems in families and communities.
- 4.3 Research literature would indicate that in order to be effective, a strategic approach is required. This should include routine population wide interventions for all parents provided by universal services i.e. health visitors, school nurses and education services staff. This is essentially interventions to assist in the prevention of problems developing.
- 4.4 In order to be effective the whole population approach also requires to provide targeted services in those circumstances where difficulties are beginning to emerge and indeed for those families experiencing acute or chronic difficulties. These services are typically provided by social work services and by child and adolescent mental health teams.
- 4.5 The parenting strategy prepared for Inverclyde draws on all of the above, is based on research of child development, is strongly influenced by attachment theory and uses evidenced based interventions.
- 4.6 The approach outlined below is an assets based approach that aims to build on family's strengths and capacities.
- 4.7 Each part of the strategy will also look to deliver across the seven wellbeing indicators of the Getting it Right for Every Child programme. The key theme for the parenting strategy however is nurturing.
- 4.8 Both strategies are aligned to SOA7 Best Start in Life, are integral to the Children's Services Plan and are reflected in Directorate Plans specifically those of the CHCP and of Education Services. This work is an important element of the wider strategic goal of "Nurturing Inverclyde".

5.0 PROPOSALS :

- 5.1 The parenting strategy for Inverclyde is based on a whole population approach providing support and assistance that is available to all parents and at a level that is commensurate with need. The central theme of the approach is based on supporting parents to nurture children
- 5.2 It should be noted that many agencies including health, education, social work and the third sector have very effectively provided support for parents over many years. The parenting strategy however seeks to deliver co-ordinated, complimentary, evidenced based parenting programmes on a planned basis
- 5.3 Some of the key parenting support services that will be delivered over the next six months include :
 - Positive Parenting Programme - 'Triple P' (new);
 - Nurturing Inverclyde Parents (new and bespoke);
 - Mellow Bumps (new – Inverclyde is one of two pilot sites for a randomised control trial of this programme);
 - Mellow Dads;
 - Handling Teenage Behaviour; and
 - Early Bird.
- 5.4 A brief description of each of these programmes is outlined at **Appendix 1**. The programme of delivery for October 2011 – March 2012 is outlined at Table 1.
- 5.5 While these programmes will continue to be delivered by mainstream agencies i.e. health education and social work services, the co-ordination and evaluation of services will be managed by the Barnardos Nurturing Inverclyde Project. (Based on Fairer Scotland Funding). This will facilitate co-

ordination and analysis of output, activity and outcomes across agencies providing services in this area. This is a new and innovative approach to the implementation of the strategy and will in itself be subject to evaluation.

- 5.6 Over the next 6 months there will be a strong focus on targeting programmes to the ante natal period, providing support to young vulnerable pregnant girls / women and infants in the very early stages of life.
- 5.7 Links will be made with the infant and maternal nutrition strategy. Actions arising from an NHS GGC rapid improvement event in respect of Breastfeeding rates will be implemented. Key messages in respect of uptake of immunisations particularly MMR & MPV will be incorporated in programmes.
- 5.8 Core activity in terms of the overall family support strategy will continue as normal. The parenting programmes will link to objectives in SAO 5 health Improvement and SOA7 Best Start in Life. As noted a key theme is nurturing Inverclyde's children.
- 5.9 In keeping with the values and principles of a whole population approach to parenting and to emphasise Inverclyde as an area that actively supports nurturing children, it is proposed that Council and NHS staff are facilitated to attend Triple P seminars during working hours (1 hour 30 minutes maximum) The seminar would be open to parents, grandparents or staff members working with children and families.

6.0 IMPLICATIONS :

6.1 Legal

None.

6.2 Finance

Activity costs are the parenting activities outlined in table A are being met from existing budget allocations. The costs of Barnardos co-ordination activities are being met via FSF. The Randomised Controlled Trial of Mellow Bumps is subject to an NHS grant application.

6.3 Equality & Diversity

EQIA to be completed in respect of the approach. This will be included in the CHCP register.

7.0 CONSULTATION :

- 7.1 Consultation has taken place with Council, NHS and third sector organisations. The proposals have also been informed by parents evaluation of existing programmes.

APPENDIX 1:

Mellow Bumps :

Mellow Bumps is a newly developed parenting programme developed from the core Mellow Parenting programme. It is designed to target very vulnerable pregnant girls and young women during the ante natal period and infants in the first weeks of life.

Inverclyde along with one other local authority area in Scotland will be participating in a randomised controlled trial of this approach. The full RCT will take 12-18 months for completion. It should be noted that Ethical and grant application outcomes are awaited for this research.

Mellow Parenting :

Mellow Parenting is a 14 week, one day per week group work programme designed to support vulnerable families relationship where there are problems with their infants and young children.

It combines personal support for parents with group work direct with parents and children on their own parenting problems. It has proved effective in recruiting and engaging families with severe problems.

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.

Mellow Dads :

Mellow dads follows a similar programme to mellow parenting, but provides a male only environment that supports dads to participate in the programme. The programme also promotes parenting skills for fathers and seeks to improve attachments between fathers and their children.

Nurturing Inverclyde Parents :

This is a new and bespoke programme developed by Barnardos for Inverclyde. This programme again focuses on the ante-natal period and on the most vulnerable parents including care leavers, drug and alcohol users and where it is recognised that intensive support will be required for a period of at least 6 months. Group work programmes will be supplemented by individual care packages.

Earlybird :

EarlyBird is a three-month programme for parents of children who have received a diagnosis of an autism spectrum disorder (ASD). It combines group training sessions for parents with individual home visits to support families.

The EarlyBird programme aims:

- to support parents in the period between diagnosis and school placement;
- to empower parents and help them facilitate their child's social communication and appropriate behaviour within the child's natural environment;
- to help parents establish good practice in handling their child at an early age so as to pre-empt the development of inappropriate behaviours.

Promoting Positive Parenting :

The various levels of the Triple P parenting system will be the main whole population (universal) parenting support programme delivered in Inverclyde.

Triple P is an evidence based approach which 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.

Triple P interventions range from the provision of media messages on positive parenting, seminars available to all parents who may be interested in reflecting on their parenting skills to more intensive group work programmes targeting specific family issues such as relationship conflict, parental depression, anger management and stress.

Handling Teenage Behaviour :

Handling teenage behaviour is a 10 week parenting programme to help parents/carers take control of their children's behaviour and improve their confidence and self-esteem, as well as their parenting skills.

Programme	Activity	Action	Delivery Date	Review Date
Triple P	Media / Communication	Telegraph articles	Oct 2011 Dec 2012 March 2012	April 2012
	Web based information	NHS Council CHCP RSL	Oct 2011 Dec 2011	April 2012
	Other	ICON Staff Net Solus Screens	Nov 2011 Nov 2011 Nov 2011	
	Other	Public Information Posters / leaflets	Oct 2011	
	Seminars	Council Staff – 1 / month 20-25 participants NHS Staff 1- / month Population wide. 3 Seminars per month, early years, primary schools. Secondary schools	Oct 2011 Oct 2011	
	Primary Care	Health Visitors & Social Workers to complete evaluation of interventions including any retrospective activity	Oct 2011 – Nov 2012	April 2012
	Group	Health Visitors to undertake 2 group sessions	Oct 2011 – Nov 2012	April 2012

Programme	Activity	Action	Delivery Date	Review Date
Early Bird	Group work programme	Multi agency group to deliver 2 programmes	Oct 2011 - Nov 2011	April 2012
Mellow Bumps	RCT	Midwifery / HV	Jan 2012 – March 2012	March 2013
Mellow Parenting	2 Group work programmes	Multi-agency group to deliver 2 programmes	Oct 2011 – March 21012	April 2012
Mellow Dads	1 Group work programme	Multi-agency group to deliver 1 programme	Oct 2011 – March 21012	2012
Nurturing Inverclyde	Ante-natal Group	Barnardos Group & Family Support Programme. 2 programmes to be delivered.	Aug 2011 – March 2012	2012
Handling Teenage Behaviour	2 Programmes	Youth Support team to lead multi-agency programme	Oct 2011 – March 2012	2012