Achieving for Children
Parenting Support
in Kingston and Richmond
1. Introduction

Parents are the most important influence on their child’s future. Achieving for Children wants to make sure that support is available to all parents in Kingston and Richmond who want it and need it so that they and their children can achieve the best possible outcomes. This document sets out our approach to supporting parents, our priorities for 2014/15 and how we will deliver them.

2. About our parenting support system

Based on the views of parents, input of our staff and partners who work with parents, and published research on what can be effective in supporting parents, our parenting support system is:

- underpinned by a vision for good parenting that is shared by our staff and partners
- relevant and responsive to the level of need of parents that are accessing it
- delivered through a well coordinated range of teams and agencies
- delivered as far as possible through universal and community-based services
- focused on evidence-based parenting programmes delivered by trained staff, and supplemented by one to one parenting support when it is needed
- active in identifying and removing barriers to parents accessing support
- supportive of the development of peer networks and other forms of peer-to-peer support
- robustly monitored and evaluated to inform our services and offer of support in the future.

3. Our vision for good parenting in Kingston and Richmond

We want to support parents to strive for the best possible outcomes for themselves and their children. We believe the most crucial aspects of parenting to this are that parents give their children love and attention; keep their children safe and healthy; ensure their children attend school daily and support their learning; and teach their children right from wrong and give them clear rules to live by.
Figure 2: Vision for good parenting for Kingston and Richmond

- **Giving children love and attention**
  - love, warmth, caring and nurturing
  - early attachment
  - consistency
  - praise
  - play and nice times
  - communication and listening
  - negotiating
  - relationship building

- **Teaching children right from wrong and giving clear rules to live by**
  - setting good examples
  - giving a moral framework
  - setting clear limits and boundaries
  - understanding consequences
  - alternatives to smacking

- **Keeping children safe and healthy**
  - early feeding and weaning
  - sleep
  - healthy eating
  - hygiene
  - exercise
  - protection from danger

- **Making sure children go to school every day and helping them learn, working in partnership with schools and learning settings to support children in:**
  - early learning and play
  - attendance & punctuality
  - doing homework to best of ability
  - developing a sense of purpose and role
  - developing skills to live independently
4. Organising support around parenting needs levels

We know that different parents at different times will face challenges fulfilling one or more of these aspects of good parenting. Our parenting support system is organised around levels of need so that we can respond to the needs of all parents and provide support that is relevant to their circumstances.

**Table 1: Parenting needs levels**

<table>
<thead>
<tr>
<th>Level</th>
<th>Parents</th>
<th>What we want to achieve</th>
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</table>
| 1 Universal | All parents, before any problems arise | • A strong message that parents are the most important influence on their child’s future, every parent will need support at some point. There is lots of support available and should be no stigma in asking for help  
• All services are open and honest in communicating with parents, encourage parents to participate, and involve them in making decisions affecting their child  
• High quality resources and information on all aspects of parenting is widely available in schools, children’s centres, libraries, health and community centres and online  
• A range of learning opportunities targeted at parents, including introductory parenting courses |
| 2 Targeted | Parents needing some additional support and guidance through self-referral or agency identification and referral, focus on spotting early signs of problems and working to prevent them taking hold | • Shared understanding of the risk factors that trigger a preventive intervention  
• Staff in universal services can signpost parents to further help, and support and encourage them to take it up – particularly if early signs of behaviour problems  
• Core menu of effective preventative family support services and high quality evidence-based parenting training |
| 3 Specialist: complex | Parents who are vulnerable and/or who have complex problems | • Assertive key working assisting families to access services  
• Robust multi-agency case planning process with clear lead professional role  
• Services working with vulnerable adults including those with drug and alcohol problems, mental health problems and domestic violence issues, will consider and arrange support to mitigate impact on family and parenting |
| 4 Specialist: acute | Parents who cannot or will not co-operate | • Robust and assertive key working approach  
• The deployment of legal powers where necessary to ensure parents co-operate in the interests of the young person or child |
5. Delivering co-ordinated support through a range of teams and partners

Our vision for good parenting covers lots of aspects of life, from nurturing and guiding children and young people to helping them stay healthy and supporting their learning. So that we can support parents in all these aspects, a wide range of teams and agencies deliver parenting support in Kingston and Richmond. This means that parents can call on staff with different expertise for support when they need it. It also means that parents can access support quickly through a range of referral routes. A summary of the teams involved in parenting support work is provided in Annex 1.

6. Focusing on universal and community-based services

We know that early parenting support and helping parents before issues build up or get worse leads to better and more lasting outcomes for children. We also know that parents find it easier to access support if it is open to all parents and they feel empowered to participate rather than forced in to it. For these reasons, we are developing our universal and community-based parenting support offer. This includes co-ordinating better with partner services like health visitors and linking our specialist staff with and children’s centres, nurseries and schools to offer more support to parents.

For example, our Educational Psychology Service has delivered bespoke workshops in collaboration with a number of schools in Kingston. The team encourage schools to identify their own priorities through needs analysis and by sending questionnaires to parents. In the last few years, the team has delivered workshops to schools on: enhancing children’s resilience; sibling rivalry; supporting your child’s learning at home; listening to your child; and supporting children's social and emotional development in the early years. In collaboration with children’s centres, the service has also delivered workshops on understanding children’s behaviour and behaviour management; early play and communication; learning through play; child development; sleep; sibling rivalry; and rules and routines.

7. Focusing on evidence-based parenting programmes

So that we target our resources in the most effective way, our parenting support offer is focused on evidence-based parenting programmes that have a strong theory base and have been shown to really help. In line with published research on what works, we offer group programmes and supplement this with one to one work where parents want and need it. We know that the skill of parenting trainers and programme facilitators is crucial to parents finding the sessions helpful, particularly the trainer being consistent and having the ability to facilitate input and participation, including for parents to set their own objectives. We are making more and more parenting programmes available to parents across Kingston and Richmond and up-skilling our staff to deliver them effectively.

Our principal programme will be Triple P, a programme helpful for parents of children from birth to 16, with mild to serious concerns about their child’s behaviour, that supports improved child behaviour, improved parenting practices and competency and improved parent wellbeing. We are also developing our offer of Triple P Teen, specifically for parents of 13 to 16 year olds. These programmes have a strong theory base that has been evaluated as highly effective, rated ‘four stars’ by the national Parenting Programme Evaluation Tool. A number of services are nominating a Parenting Champion to be trained to deliver Triple P and Triple P Teen. We aim to offer 135 places across the two boroughs each term.
Other evidence-based programmes that we offer include:

- Family Links Nurturing Programme, for parents of children from birth to 16 with concerns about attachment and bonding
- Incredible Years, for parents of 3 to 6 year olds, particularly for families who may be at risk of breakdown, with concerns about their child’s behaviour
- Family Links for parents of children with Attention Deficit Hyperactivity Disorder (ADHD)
- ADHD Post Diagnosis Group based on the 1-2-3 Magic Behaviour programme
- Early Bird and Early Bird Plus for parents of children from birth to eight to better understand autism and find ways to communicate and cope with problem behaviours
- Cygnet for parents of children from 7 to 18 to better understand autism and develop practical strategies
- Strengthening Families Strengthening Communities, for parents interested in improving their relationship with their child and those who want to reduce the risks associated with family and community violence and parental or child mental health problems

8. Actively identifying and removing barriers to parents accessing support

We want all parents who want or need our support to be able to access it. All our services will work to actively identify and break down barriers that may put off or prevent parents from accessing support.

We know that logistics, such as caring responsibilities, working hours, location and transport options and cost, can have a practical impact on whether or not parents can come along to programmes regularly.

We also know that a fear of judgement or stigmatisation can put parents off asking for support or and joining in. In line with research on how best to empower parents to join in, our services will:

- be delivered by trained staff who have a sensitive approach in delivery
- offer parents a choice in the support they receive so that they feel empowered to participate, not ‘forced into it’
- increase delivery in partnership with schools as schools have been found to be less stigmatising than other services that involve formal referrals
- be aware of the impact of language, focusing particularly on practical messages

Some fathers experience specific barriers to accessing support. We want our programmes to be open to and attended by all parents. Informed by evidence on what works, we will try to help fathers get involved by:

- using ‘hook’ activities to appeal to men and planning to follow these up
- using a gender differentiated approach when this is relevant
- using hands-on activities
- employing more male practitioners to work with fathers
- being aware that we should use images that are relevant to males in communications with parents
- making use of voluntary/community services that have links with fathers
- making interventions available during evenings or weekends.
9. Encouraging peer networks and other forms of peer to peer support

Lots of parents tell us that social networks are great at supporting them in their parenting role and also impact on their parenting. Many studies and parent polling have found that parents and carers really value informal support of their peers, to whom they can talk openly and share experiences. Our services will help parents that want to develop peer to peer networks to do so.

10. Robustly monitoring and evaluating our parenting support offer

To ensure we understand what works for the families we want to support, teams delivering parenting support will gather and collate information on:

- operational measures, such as numbers of sessions held and attendance figures
- feedback from parents and staff
- progress and outcomes made by parents and their families.

We will use this information to shape future services, alongside consideration of needs of parents, gathered from:

- population data, such as numbers of parents and children
- parents’ views, including potential, current and previous users of services
- current take up, gathering information on the level of demand for current services
- professionals’ views, gathering and understanding the views of key stakeholders and experts such as:
  - our staff working with families
  - headteachers and school staff
  - health professionals, including GPs, health visitors, midwives
  - others partners, including voluntary sector groups.

11. Our priorities for 2014/15

We have designed our parenting support offer to meet the needs flagged up to us by parents and identified by service staff and local data, including support for parents:

- with attachment or bonding issues
- with a child or children under 5 or primary age
- with teenage children
- with children who have Attention Deficit Hyperactivity Disorder
- with children who have a diagnosis on the autism spectrum
- who have mental health problems or depression
- who are at risk of family breakdown or experiencing domestic abuse

12. Delivering the support

Parenting programmes and one-to-one support are delivered by a number of teams and partners, including those working in universal services that are open to everybody, targeted help and specialist help (Annex 1).

An overview of our planned parenting programmes is set out in Annex 2. The programmes we deliver will be supplemented by on-going one-to-one support where parents need it, including practical help. We will also help parents develop peer to peer support if they want it.
Our services are organised into locality teams working in assigned geographical areas – there are nine across Kingston and Richmond. This means that professionals working in different services can share information on issues, needs and what is available in the area of the borough that they work in, helping to make sure they can join up and signpost parents to the most relevant support.

Working across Kingston and Richmond, our Parenting Lead makes sure that we co-ordinate and join up our support offer, working with services and locality teams to monitor take up of support and identify where we need to provide more help, or something new or different.
Figure 1: Parenting support system in Kingston and Richmond

LEVEL 1
UNIVERSAL

High quality information and materials

LEVEL 2
TARGETED

Sign-posting and encouragement to support and learning

LEVEL 3
SPECIALIST COMPLEX

Evidence based parenting programmes
- Most appropriate programme
- Appropriately trained staff
  - Accessible, considering childcare, timing, travel, language
  - Interactive
  - Average 12 to 15 per group
  - Delivered in range of settings, including children’s centres, nurseries and schools

LEVEL 4
SPECIALIST ACUTE

AND/OR

On-going support
From well-trained professionals, including 1:1 help to develop skills

AND/OR

Practical help to change external factors
strong links to housing, training, employment

AND/OR

Peer networks and peer to peer support

KEY

Parenting support
- Referral
- Evaluation and monitoring

Monitor take up and attendance
Gather and collate feedback of parents and professionals
Monitor mid-long term outcomes from data; views of families and professionals
References

We used the following sources of information in devising our approach and planning delivery:


Annex 1: Teams delivering parenting support in Kingston and Richmond

<table>
<thead>
<tr>
<th>LEVEL 1 UNIVERSAL</th>
<th>LEVEL 2 TARGETED</th>
<th>LEVEL 3 SPECIALIST COMPLEX</th>
<th>LEVEL 4 SPECIALIST ACUTE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public Health (all ages from conception)</strong></td>
<td><strong>GPs (all ages from conception)</strong></td>
<td><strong>Health visitors, community nurses and Kingston school health team (all ages)</strong></td>
<td><strong>Targeted Youth Support Team (12 to 19)</strong></td>
</tr>
<tr>
<td>Work in partnership to develop parenting provision particularly emotional and mental health</td>
<td>Information on child development, healthy lifestyles</td>
<td>Advice to parents on growth and development, health, emotional health, self esteem, bullying, behaviour difficulties, risk taking behaviours, safety and exercise,</td>
<td>Support for families where young people vulnerable to drug or alcohol use, or affected by familial use</td>
</tr>
<tr>
<td><strong>Nurseries and schools (6months to 18)</strong></td>
<td><strong>Children’s Centres &amp; Partnership Services (0 to 5)</strong></td>
<td><strong>Family Advice and Support Service (FASS) Kingston (0 to 18)</strong></td>
<td><strong>Adolescent Response Team (11-18)</strong></td>
</tr>
<tr>
<td>Information, advice; encouragement &amp; support to get involved in learning, including delivering or commissioning some courses for parents</td>
<td>Range of community parenting and family support including: information/resources; family support; signposting to services and advice; parenting courses</td>
<td>Multi-disciplinary team including clinical psychologists; educational psychologists; family therapist; social worker. Short term intervention packages with children and families and delivery of evidence based programmes</td>
<td>Supports at point of family breakdown/ if risk of entering care</td>
</tr>
<tr>
<td><strong>Primary Mental Health (0 to 19) (Richmond)</strong></td>
<td><strong>CAMHS</strong></td>
<td><strong>Family Support Workers (0 to 11)</strong></td>
<td><strong>Targeted Youth Support Team (12 to 19)</strong></td>
</tr>
<tr>
<td>Support for parents where mental health problems have a significant impact on child’s functioning. Support to schools on children’s emotional and mental health</td>
<td>Supports children with severe mental health problems and their families. Support and deliver training to universal and targeted services. Tier 2 staff: CYPT IAPT includes parenting training element</td>
<td>Support to families to build confidence dealing with difficult parenting issues; improve family relationships; help motivate children to attend and achieve</td>
<td>Support for families and young people, particularly on: problematic behaviour; confidence dealing with parenting issues; family relationships;</td>
</tr>
<tr>
<td><strong>Strengthening Families Team (all families with at least one child under 18)</strong></td>
<td><strong>Strengthening Families Team (all families with at least one child under 18)</strong></td>
<td><strong>Education Welfare Service (EWOs) (5 to 16)</strong></td>
<td><strong>Young People’s Substance Misuse Team (under 19)</strong></td>
</tr>
<tr>
<td>Supports troubled families and complex cases. Develop family capacity to change and support to embed and sustain change.</td>
<td></td>
<td>Provides support to address personal and/or social issue to prevent specific attendance problems</td>
<td>Work with families where young person vulnerable to drug or alcohol use, or affected by familial use</td>
</tr>
<tr>
<td><strong>Education Psychological Service (0 to 19)</strong></td>
<td><strong>Primary Mental Health (0 to 19) (Richmond)</strong></td>
<td><strong>Youth Service (13 to 19/24)</strong></td>
<td><strong>Services for Children with Disabilities (0 to 25)</strong></td>
</tr>
<tr>
<td>Work with parents to help support children who have significant learning, emotional or behavioural difficulties</td>
<td>CAMHS</td>
<td>Advice, information &amp; workshops on teenage risky behaviour and self harm; communicating with teenagers; issues relating to drug and alcohol misuse and smoking; CV writing; eSafety</td>
<td>Support for parents of a child with disability to understand and work with impact of disability on level of understanding, communication and behaviours</td>
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<tr>
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<td><strong>Youth Service (13 to 19/24)</strong></td>
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<tr>
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Annex 2: 2014/15 Parenting support delivery in Kingston and Richmond

**PRIORITY**

Develop our universal and community based offer, co-ordinating with other agencies, particularly schools

Focus on evidence-based parenting programmes, particularly working on attachment and bonding; parenting children from birth to 11 and teenagers; parental wellbeing and mental health

More specialist support for parents of children:
- with ADHD
- with a diagnosis on the autism spectrum
- who are at risk of family breakdown or experiencing domestic abuse

**PROGRAMMES PLANNED**

**LEVEL 1: UNIVERSAL**

- Health visitors’ universal infant programmes
  - Anti-natal to early parenthood, all areas
  - Helping parents develop sensitivity to infants; understand child development and manage behaviours including sleep and crying

- Health visitors’ targeted infant programmes
  - Anti-natal to early parenthood, all areas
  - As infant programme but offered to ‘high risk’ groups one to one basis through home visiting and combined with children’s centre based care

- Birth to Five Wellbeing Programme at children’s centres
  - Parents of 0-5 year olds.
  - Training rolling out to all children’s centres
  - Practical workshops focusing on positive parenting; child development; managing behaviour.

- Parenting programmes at schools and nurseries
  - Parents of 4-11 year olds.
  - Delivery in Kingston (8) and Richmond (1)
  - Linking in better with schools on parenting, programmes including delivery of Incredible Years, Family Links and FAST and workshops on positive parenting.

- Birth to Five Wellbeing Programme at children’s centres
  - Parents of 0-5 year olds.
  - Training rolling out to all children’s centres
  - Practical workshops focusing on positive parenting; child development; managing behaviour.

- Parenting programmes at schools and nurseries
  - Parents of 4-11 year olds.
  - Delivery in Kingston (8) and Richmond (1)
  - Linking in better with schools on parenting, programmes including delivery of Incredible Years, Family Links and FAST and workshops on positive parenting.

- Triple P/ Triple P Teen
  - Parents of 0-16 year olds and 13-16 year olds.
  - Delivery rolling out to all areas by January 2015, offering 135 places across Richmond and Kingston each term by parenting champions in each service: youth offending; substance misuse; youth service; education welfare; targeted youth support; family support; and strengthening families.
  - To become principal programme delivered by Protection and Early Help. Programme for parents with mild to serious concerns about their child’s behaviour. Focus on improved child behaviour; parenting practical/competency and improved parent wellbeing. Parenting Programme Evaluation Tool (PPET) rating

- Family Links Nurturing Programme (10 weeks, 2 hour sessions)
  - Parents of 0-16 year olds: Delivered in Kingston (3 children’s centre locations, 1 school) Richmond (4 children’s centre locations)
  - Programme for parents with concerns about attachment and bonding. Focus on: positive parenting; understanding emotions; self awareness and esteem; positive discipline; empathy; appropriate expectations. Growing body of evidence of effectiveness in evaluations including Welsh Government; Institute of Education; Hertfordshire County Council

- Family Links for parents of children with ADHD
  - Parents of 0 to 8 year olds, Delivery in Richmond at Windham Croft Centre

- ADHD Post Diagnosis Group
  - Parents of 7-18 year olds, Delivery in Kingston (Star Centre, Surbiton) Richmond (Twickenham Training Centre)
  - Programme based on 1-2-3 magic behaviour programme

- Early Bird and Early Bird Plus
  - Parents of 0 to 8 year olds, delivery in Kingston (1 school), Richmond (educational psychology 2 groups)
  - Programme for parents to better understand autism; find ways to communicate and cope with problem behaviours

- Cygnet
  - Parents of 7-18 year olds.
  - Delivery in Kingston (Star Centre, Surbiton) Richmond (Twickenham Training Centre)
  - Programme for parents to better understand autism and develop practical strategies

- Strengthening Families, Strengthening Communities
  - Parents of 0 to 8 year olds.
  - Delivery in Richmond at Powerstation, Mortlake
  - Programme for parents interested in improving relationship with child and reduce risks associated with family and community violence, aims to secure improved child behaviour and general wellbeing mental health and improved parent mental health

**LEVEL 2: TARGETED**

- Family Links for parents of children with ADHD
  - Parents of 0 to 8 year olds, Delivery in Richmond at Windham Croft Centre

**LEVEL 3: SPECIALIST COMPLEX**

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  - Parents of 0 to 8 year olds, Delivery in Richmond at Windham Croft Centre

- ADHD Post Diagnosis Group
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**LEVEL 4: SPECIALIST ACUTE**

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  - Parents of 0 to 8 year olds, Delivery in Richmond at Windham Croft Centre

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