



**Children and Young People's Trust**  
**Information for Parents, Children and Young People Strategy**  
**Implementation Plan 2008/2009**

## **Introduction**

The government has put access to good quality, comprehensive and impartial information for children, young people and parents and carers at the heart of the Change for Children Programme.

The Information Strategy, which was agreed by the Children and Young People's Trust Board in January 2008, makes a number of recommendations about how we can ensure that children, young people and parents have the information they need, at a time when they need it and in a format most appropriate to their needs. Examples of information pathways are included at Appendix 1.

The Local Authority now has a duty within the Childcare Act 2006, to provide a service that ensures parents of children aged 0-19 can access the full range of information they may need. The LA must ensure the following;

- Comprehensive information on childcare, activities, local and national services
- Access at convenient locations and via preferred communication channels
- Information in a variety of formats
- Access for parents who may find it difficult to access information on the services they need
- Particular emphasis on providing information for parents of children with additional needs and/or disabilities
- A joined-up approach between all agencies working with children, young people and families

The Education and Inspections Act 2006 introduces a new duty on local authorities to provide information on positive leisure-time activities for young people in their area. Information must be comprehensive, accurate and accessible. Authorities are also asked to consider the benefits of including or creating links to information on a broader range of services for young people – such as sexual health, alcohol and substance services, the local 14-19 prospectus or IAG - thereby helping to deliver integrated support to young people.

This Implementation Plan sets out the key objectives and actions for 2008/9. Suggested working groups to oversee implementation are shown at Appendix 2

<b>Objectives</b>	<b>Key actions</b>	<b>Timescales</b>	<b>Measure of Success</b>
<b>1. Children, young people and parents are involved in the design and delivery of information services</b>	Consult with parents regarding their information needs, preferred methods of delivery and barriers to access Ensure links to Parents Forum	March 09	Developments are made in response to feedback from parents
	Consult with children and young people regarding their information needs, preferred methods of delivery and barriers to access	Tbc	Developments are made in response to feedback from children and young people
<b>2. Solihull Connect Customer Contact Service (SCCCS) acting as first point of contact for parents</b>	Business Processes to be mapped and used to make decisions about SCCCS responsibilities in information pathways	September 08	Clear process in place, with appropriate cut off points to the back office
	Decisions to be made regarding IT systems, training, quality control, monitoring and publicity	October 08	Clear agreement, systems and processes in place
	Train SCCCS staff	December 08	All SCCCS staff are equipped to deal with appropriate enquiries
	SCCCS to begin taking enquiries from parents	January 09	Parents are able to access high quality information through SCCCS
	Evaluate enquiries taken and review progress	6 monthly intervals	Tbc
	Develop processes to ensure parents are able to provide feedback on the service they receive	March 09	Parents give their views on Contact Centre service

<b>Objectives</b>	<b>Key actions</b>	<b>Timescales</b>	<b>Measure of Success</b>
<b>3. CIS has a clear remit and the resources necessary to deliver this remit</b>	Develop clear Service Specification for CIS, including name, brand and staffing structure, roles and responsibilities, policies, which meet Duty 12 in the Childcare Act 2006	October 08	Service Specification is in place. Decisions have been made about brand and staffing
	Develop training plan for staff	October 08	Training plan is in place
	Develop Brokerage service including links to Childcare Sufficiency Assessment	October 08	Brokerage service is in place and is being accessed by parents
	Develop Brokerage service for parents of children with additional needs	January 09	Brokerage service is in place and is being accessed by parents of children with additional needs
	Develop marketing plan and communications plan for work with key partners	January 09	Marketing and communications plan is in place
	Re-name, re-brand and re-launch the service	February 09	Service is re-launched
	Develop relevant printed materials and distribute through key channels	February 09	A range of printed material is available and distributed to key locations
	Develop outreach service to target priority families	February 09	Outreach service is reaching priority families
Develop processes to ensure parents are involved in service development and evaluation, (including through complaints)	February 09	Parents give their views on the service provided	

<b>Objectives</b>	<b>Key actions</b>	<b>Timescale</b>	<b>Measure of Success</b>
<b>4. Comprehensive on-line information about local services for, children, young people and parents is brought together in one place</b>	Map existing on-line information.	July 08	Map of existing on-line information available
	Include information as per the requirements of Duty 12 in the Childcare Act		Information available on line meets the requirements of Duty 12
	Procure new ISPP system in line with national requirements (Parent Know How and positive activities for young people)	October 08	New system in place and meeting national requirements
	Develop front-end versions for young people, parents and practitioners where appropriate	December 08	Website meets the needs of various target audiences
	Develop processes to ensure children, young people and parents are involved in service development and evaluation	December 08	Children, young people and parents give their views on the website
	Develop processes to ensure information is accurate, up to date and complete (including protocols with partners where they are able to manage their own information)	December 08	Agreements with partners is in place and key partners are taking responsibility for managing information on their services
	Redesign and re-launch website, including protocols for maintaining and updating information	February 09	Solihull One Voice website redesigned and information is up to date and accurate
	Develop and enhance the Family Services Directory with links to national support (Parent Know How)	February 09	Family Services Directory is meeting users needs and linked to National FSD
	Promote Service Directory at CAF training	February 09	Service Directory is being used by practitioners to identify appropriate services

<b>Objectives</b>	<b>Key actions</b>	<b>Timescales</b>	<b>Measure of Success</b>
<b>5. A range of high quality written information is available to children, young people and parents</b>	Carry out audit of current leaflets available (local and national)	January 09	List of current leaflets available
	Develop a core set of written information on relevant topics, which are age-appropriate and relevant to different target groups (in particular, fathers, parents of children with additional needs, young parents, children with LDD, minority ethnic groups) both locally and nationally produced.	February 09	A core set of 'approved' leaflets is available
	Ensure written information is accessible in other formats where needed (eg. other languages, large print, audio)	March 09	Information is available in a range of formats
	Develop information for parents telling them what to expect at different stages of their child's development and what support they can access locally	March 09	Age appropriate guides are available for parents
<b>6. All key practitioners working with children, young people and parents are able to deliver relevant information and signpost to key sources of information</b>	Make links to Children and young people's workforce strategy and develop training that supports information delivery	January 09	Training is available to support practitioners in the delivery of information
	Raise awareness of available resources (core leaflets, Service Directory, key services, information sessions)	March 09	Children, young people and parents are signposted to key sources of information by practitioners

<b>Objectives</b>	<b>Key actions</b>	<b>Timescales</b>	<b>Measure of Success</b>
<b>7. Parents have access to information at Children's Centres and schools</b>	Develop guidance/briefings for Children's Centres staff on accessing core leaflets, websites and key information services.	February 09	Children's Centres and schools provide information to children, young people and parents in a range of formats
	Co-ordinate information available via leaflets and notice boards where appropriate	February 09	Written information available in co-ordinated and up to date
<b>8. Information Sessions available to parent at key transition points</b>	Map current information sessions being delivered at key transition points	November 08	Information sessions being currently delivered is mapped
	Use lessons learned from DCSF demonstration projects to develop toolkit and resources for schools to deliver sessions for parents of reception and secondary age children	March 09	Toolkit and resources available and being used by schools
<b>9. Children, young people and parents know what to do if they are worried about a child or young person or experiencing bullying</b>	Develop clear procedures for dealing with safeguarding enquiries (including bullying) for all key information service	October 08	Procedures are approved by the Safeguarding Board and being used by information services
	Ensure that information is available in a range of formats so that children, young people and parents know what to do if they are worried about a child, or are experiencing bullying	December 08	Information is available widely to ensure that children, young people and parents know what to do if they are worried about a child or are experiencing bullying

<b>Objectives</b>	<b>Key actions</b>	<b>Timescales</b>	<b>Measure of Success</b>
<b>10. Information is accessible to children, young people and parents with a disability</b>	Ensure services for children and young people with a disability are promoted and provide accurate details of accessibility and suitability	February 09	Information on local services that can support children and young people with a disability is available and being accessed
	Ensure information provided via the web is accessible to those with disabilities	February 09	Information available via the web meets accessibility standards
	Ensure printed material is available in large print, picture language and plain English.	March 09	Printed material is available in a range of alternative formats and is accessed
	Ensure those delivering information face to face or via a helpline have training to enable them to support users appropriately	March 09	Staff are trained to deliver information to people with a range of needs
<b>11. Develop good working relationships between key information/ signposting services</b>	Identify key services, such as SCCCS, CIS, Library service, Children’s Centres, voluntary services etc	January 09	
	Develop opportunities to share good practice and increase knowledge	January 09	
	Develop protocols between services where appropriate	March 09	Protocols are in place and reviewed at 6mthly intervals
<b>12. Integrated Youth Support Service</b>	Decisions to be made about information pathways for young people, particular face to face advice and support.	March 09	Clarity regarding information pathways for young people

## **Appendix 1 – Information Pathways (Parents)**

The following are examples of the different routes a parent can take to access information. They are not exclusive and there will be many other routes available. They are intended to demonstrate the importance of a joined-up approach to information provision. Similar pathways will be developed for young people as the IYSS develops.

### **1. Parent returning to work requires information on childcare. Options include;**

- Local website for information about childcare options and details of local providers. Leaflets on financial support, how to assess quality, how to choose childcare, employment rights for working parents will be downloadable from the site.
- Solihull Connect who offer basic information on suitable childcare options and details of local providers. Leaflets on topics as above will be offered where appropriate, with the option to contact the Family Information Service to discuss these issues via phone, email or face to face. Solihull Connect will also refer to the Family Information Service if the parent is having difficulties finding childcare (brokerage).
- Job Centre Plus, who will refer to any of the above. JC+ will refer to the Family Information Service if the parent needs advice or assistance in accessing childcare or requires information on related issues.
- Family Information Service for parents having difficulty finding childcare, needing support to access the information, or requiring more advice on related issues. Family Information Service staff will be able to discuss options, search for vacancies, contact providers on behalf of the parent and advise them on financial support and employment rights such as flexible working.
- Other contact such as Children's Centres, employers, schools, pre-schools, Citizens Advice Bureau, health visitor. These practitioners will be made aware of the website, Solihull Connect and the Family Information Service so that they are able to signpost appropriately.

### **2. A child has been recently diagnosed with Aspergers. The parent wants more information on childcare, respite and any other services that might be able to help her. Options include;**

- The website for information about Aspergers as well as details of childcare, respite and links to local and national support services.
- Contact with the Meadow Centre, health visitor, GP or Children's Centre who signpost to the relevant websites. They will be able to offer 'approved' leaflets and signpost to a specialist Information Officer in the Family Information Service who can provide information, advice and assistance.

- Contact Solihull Connect, who will offer basic details of childcare options and local provision and use the website to inform the parent about the relevant services, or support groups available. They will be able to offer 'approved' leaflets.
- Contact the Family Information Service, who will be able to provide support via phone, email or a face to face to help locate and choose appropriate childcare, give details of other benefits or resources that may be available and support the childcare setting to access necessary resources or training. The Family Information Service will also be able to provide advice about respite and the range of services and support groups available, locally or nationally, what they can offer and which ones may be most appropriate.
- Contact the Parent Partnership Service who will give information and advice about educational issues, offer 'approved leaflets' and signpost to other services using the website.

**3. A parent of a 3 year old has difficulties because the child won't sleep at night. Options include;**

- A visit to the GP. Where general health is fine, the GP may provide an 'approved leaflet' on this topic and signposts to the website for details of services that can support the parent. This may include contacting a health visitor, using a national helpline or on-line resources (through the national Parent Know How initiative), local parenting courses or support groups.
- Contact with an information provider such as library, Solihull Connect, FIS who signposts as above.
- Contact with the Health Visitor who does a general health check and talks to the parent about options. The health visitor may signpost to other sources of support as above.
- Contact with the local Children's Centre, who through a support worker discusses the options and signposts as above. This may include helping the parent access 1-1 or group support from the Children's Centre.

**4. A parent of a 4 year old has a number of family issues but does not actively seek information or support. Options include;**

- The school offers an information session for the parent within the first term of the child starting school. The session covers issues such as healthy eating, sleep routines, parenting, supporting children's learning. The session signposts to local parenting support, services and resources and also provides a written age-appropriate guide.
- The parent is able to access a number of written 'approved' leaflets, or useful websites in the school reception area.

- The Child and Family Support worker is in touch with the parent and offers one to one support and advice and also signposts, using the website to a number of other services that can help on a range of issues.

**5. A young parent wants to return to education or training but is not sure whether this is possible. Options include;**

- On-line information about education, training, childcare and financial support as well as downloadable leaflets on related topics.
- Contact the school or college, who offer information about education or training opportunities and signposts to the Family Information Service for advice and assistance to find childcare.
- Access the Family Information Service, who may attend a young parents group and may give information about childcare options and financial support and provide assistance to find childcare. They may also signpost to education or training providers or support the young parent to access the support they require.
- Contact the health visitor, youth worker, Children's Centre, GP or Job Centre who are all able to signpost as above.

## **Appendix 2**

### **Working Groups**

#### **Information for Parents – Overview (links to the Parenting Strategy)**

##### **Key Activities**

- Oversee implementation of Information project with regard to parents
- Review written publications, develop 'approved' leaflets list and develop new written publications where needed (including age appropriate leaflets)
- Develop package of support for schools in delivering information sessions at key transition points
- Support the delivery and development of on-line information
- Co-ordinate relevant consultation and feedback
- Ensure information is accessible in a range of formats

##### **Suggested membership**

- Parents
- Family Information Service
- Children's Centres
- Extended Schools
- Child and Family Support worker
- Health
- Libraries
- Contact Centre
- Parent Partnership
- Voluntary sector (eg. Solo, Relate, CAB)
- Job Centre Plus

#### **Information for Young People - Overview (through IYSS)**

##### **Key Activities**

- Oversee implementation of Information project with regard to children and young people
- Develop clarity regarding information pathways
- Review written publications, develop 'approved' leaflets list and develop new written publications where needed
- Support the delivery and development of on-line information
- Co-ordinate relevant consultation and feedback
- Ensure information is accessible in a range of formats

##### **Suggested membership**

- Relevant IYSS partners
- Young people

## **On-line information for children, young people and parents**

### **Key responsibilities**

- Review current websites
- Oversee development and implementation of ISPP
- Develop new on-line structure to ensure co-ordinated approach
- Marketing and promotion

### **Suggested Membership**

- Council web team
- Connexions
- Positive Activities rep
- Family Information Service
- ISPP/Tribal project manager
- ECS Information Strategy Manager
- SOLO
- Sustain
- Sports and leisure services

## **Key Information Services**

### **Main responsibilities**

- Review current service delivery
- Review current enquiry statistics and satisfaction rates
- Review current policies and procedures
- Share best practice
- Develop new working protocols
- Agree enquiry data to be gathered and shared

### **Suggested Membership**

- Family Information Service
- Contact Centre
- Parent Partnership
- IYSS
- Library Service