

Collaborative Parenting Support Strategy

Wednesday, January 22, 2014

Who We Are



The Children's Aid Society of Ottawa | La Société de l'aide à l'enfance d'Ottawa



Centre de santé communautaire
Pinecrest-Queensway
Community Health Centre



Ottawa **Child & Youth Initiative** | Initiative pour les enfants et les jeunes
Growing Up Great | *Mieux grandir*



PARENT SUPPORT
PARENT COACHING / WORKSHOPS



Ottawa | **Public Health**
Santé publique



Western Ottawa **Community Resource Centre** | Centre de ressources communautaires d'Ottawa ouest



Parent Resource Centre



Ontario Early Years Centres
A Place for Parents And Their Children.



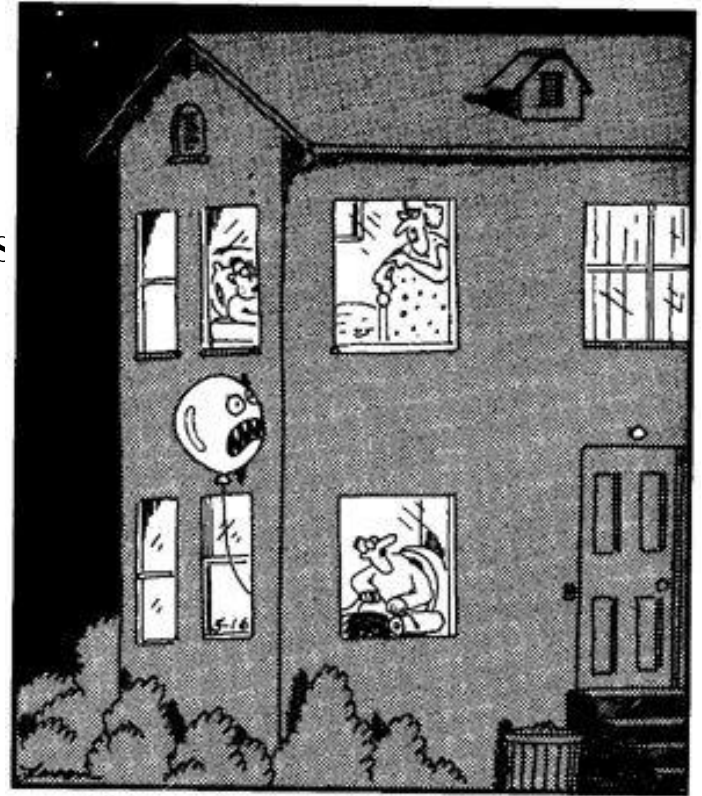
Centres de la petite enfance
Un endroit pour les parents et leurs enfants.

Our task today

- Update on work to date since May 2013
- Confirm our Common Objectives
- Discuss strategy and action steps required to actualize recommendations
- Identify next steps and engage our partners

Why a collaborative strategy?

- Recognized need for parenting support throughout Ottawa
- Potential to improve access to services
- Common approach maximizes scarce resources and helps to better support families
- Provincial movement of increased collaboration across sectors



"Now go to sleep, Kevin—or once again I'll have to knock three times and summon the Floating Head of Death."

Our story so far

- Small group explores opportunities for common approach to parenting education and support (March 2013)
- Survey on current practices and training (April 2013)
- Forum to explore feasibility and community interest in developing a parenting support strategy (May 2013)
 - Confirmed interest
 - Developed guiding principles for the strategy
 - Engaged new partners
- Draft Parenting Support Strategy (Summer / Fall 2013)
 - Literature review
 - Scan of existing programs (draft)
 - Explore work plan options
 - Develop inclusive strategy based on both theory and practical outcomes

Guiding Principles- May 2013



Refining our Guiding Principles – 2014

Overarching Goal:

In collaboration, partners will work to build resilient families that can support their children's healthy development, feel empowered, and are able to cope with the ups and downs of everyday living.

Guiding Principles:

- **Strengths-based:** a positive, empowering approach which builds on existing strengths both within the family and the community, and is participatory in nature
- **Evidence-based/evidence-informed practice:** founded in research and expertise through experience, knowledge and utilization of tools and resource; seeks to set benchmarks, accountability and the ongoing monitoring for our systems
- **Inclusive:** open, responsive and accessible services and supports that reflect the diversity of families in our community.
- **Sustainable:** a multi-agency, long-term strategy that is not dependent on one person or agency that has the ability to respond and adapt to the changing needs of our community

A Summary of Promising Practices in Parenting Education & Support

Summary of Promising Practices in Parenting Education & Support

- Summary based on two foundational reports:
 - *What Works in Parenting Support? A review of International Evidence* (2004)
 - *What Works for Whom? Promising Practices in Parenting Education* (2008)
- Broad review of best evidence available on effective parenting education and support
- Recognizing the diversity of families
 - A *fit* that responds to the family is essential
- Strength-based approach as the major underlying principle
 - Empowering a family; supporting their capacity and resilience to navigate and deal with challenging situations

Literature Review Highlights

- Parenting education and support theories
- Theories of learning
- Summary of Promising Practices
 - Content
 - Audience
 - Delivery methods
- Online support and education



Definitions

- **Parents:** those who provide significant care for children and youth in the home or family context
- **Parenting Support:** interventions for parents aimed at reducing risk and promoting protective factors
- **Parenting Education:** Providing facts and advice to increase parent's knowledge.

Parenting support



Parenting education

Summary of Promising Practices

For a program to achieve its goals, parents' urgent, practical needs must be satisfied first.

Content:

- Require a strong theory base that is:
 - Explicit
 - Specific to the audience
 - Matches the format and implementation
- Change theory – expectations and model of change
(*pre-contemplation, contemplation, determinations, action, relapse, maintenance*)
- Concrete and measurable objectives
- Structured programs
- Focus on specific, practical, and concrete skills and issues
- Involvement of the full family

Audience

- Universal: primary prevention for whole communities for issues and needs usually less severe, “common” issues
- Targeted: specific populations or individuals at risk that focus on more complex parenting difficulties

Implementing supports & education

Considered just as (if not more) important as content itself

- Early Intervention: report better and more durable outcomes for children
- Attention to implementation factors – *getting, keeping, engaging and sustaining*:
 - **Practical**: translation, transportation, timing, environment etc
 - **Relational**: staff - trusted, trained, established positive rapport, considered non-threatening
 - **Cultural/contextual**: aware of personal context (family, mental health, poverty, gender), respect for parenting styles, father, family's needs taken care of first
 - **Strategic**: follow up reminders, situational factors addressed, rewards, incentives
 - **Structural**: interactive learning, supporting materials, literacy considerations, range of programs to meet diverse needs and interests

Online and Social Media

- Parents most likely to access tv, internet and books rather than friends/family
- Internet considered by majority (71%) as the most important source of parenting information
- Normalize their experiences
- Source of emotional support

Web-based supports and education

Practices:

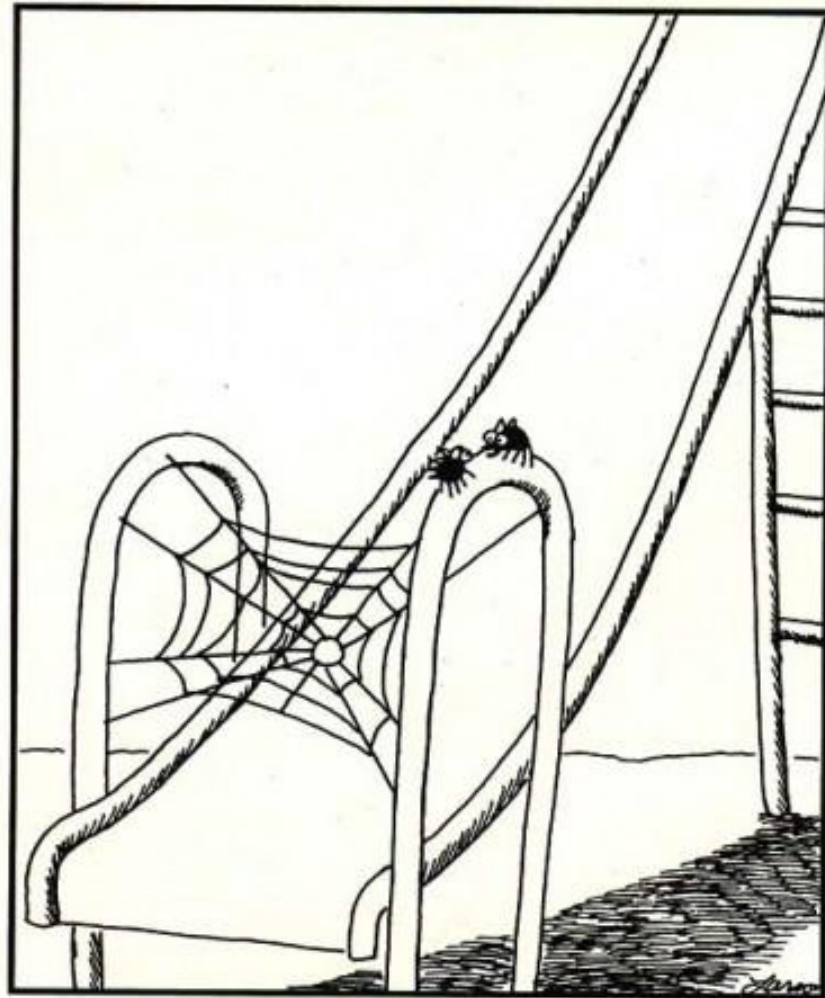
- Online programs with peer support component
- General information and support and key messages
- Topics geared specifically to fathers and their unique roles
- Content designed to provide knowledge and supports and can encourage parental empowerment

Audience:

- Frequent use by parents with lower educational and income levels, single parents and young parents
- Women vs men

Delivery:

- Information tailored to fathers shown to change approaches and behaviour
- Online communities with structure and create safe space with elements of offline connectivity
- Online forums allow for conversations



“If we pull this off, we’ll eat like kings.”

Ottawa Parenting Support Strategy

Confirming Common Objectives

Developing the Strategy

- Based on our guiding principles
- Grounded in action
- Inclusive
- Recognize the diversity and unique contribution each organization can make
- Goodness of fit



A model fit for Ottawa

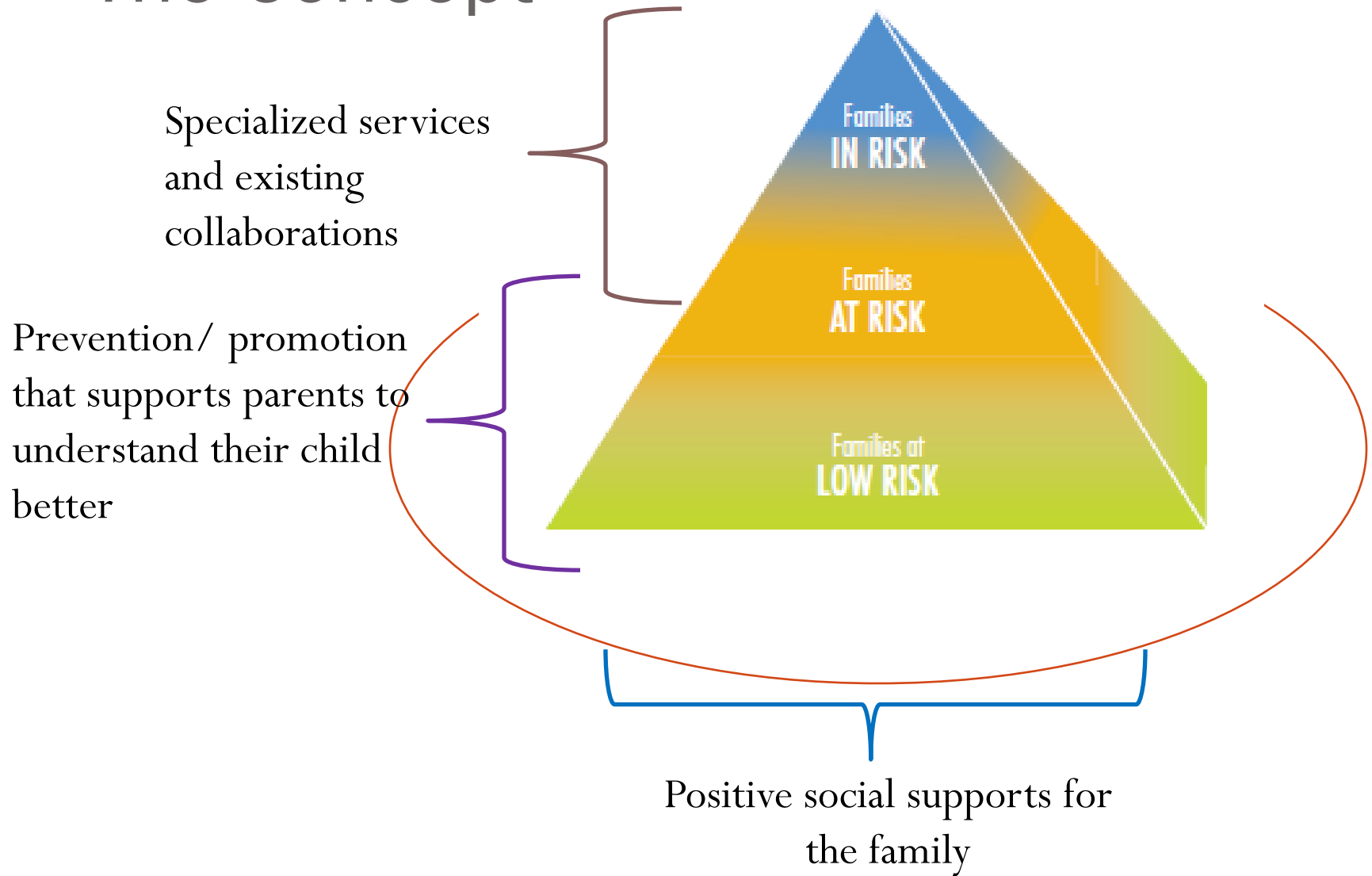
Strong, healthy families need:

- Parenting knowledge and skills
- Positive support networks for parents
- A coordinated system of community supports
- A healthy community



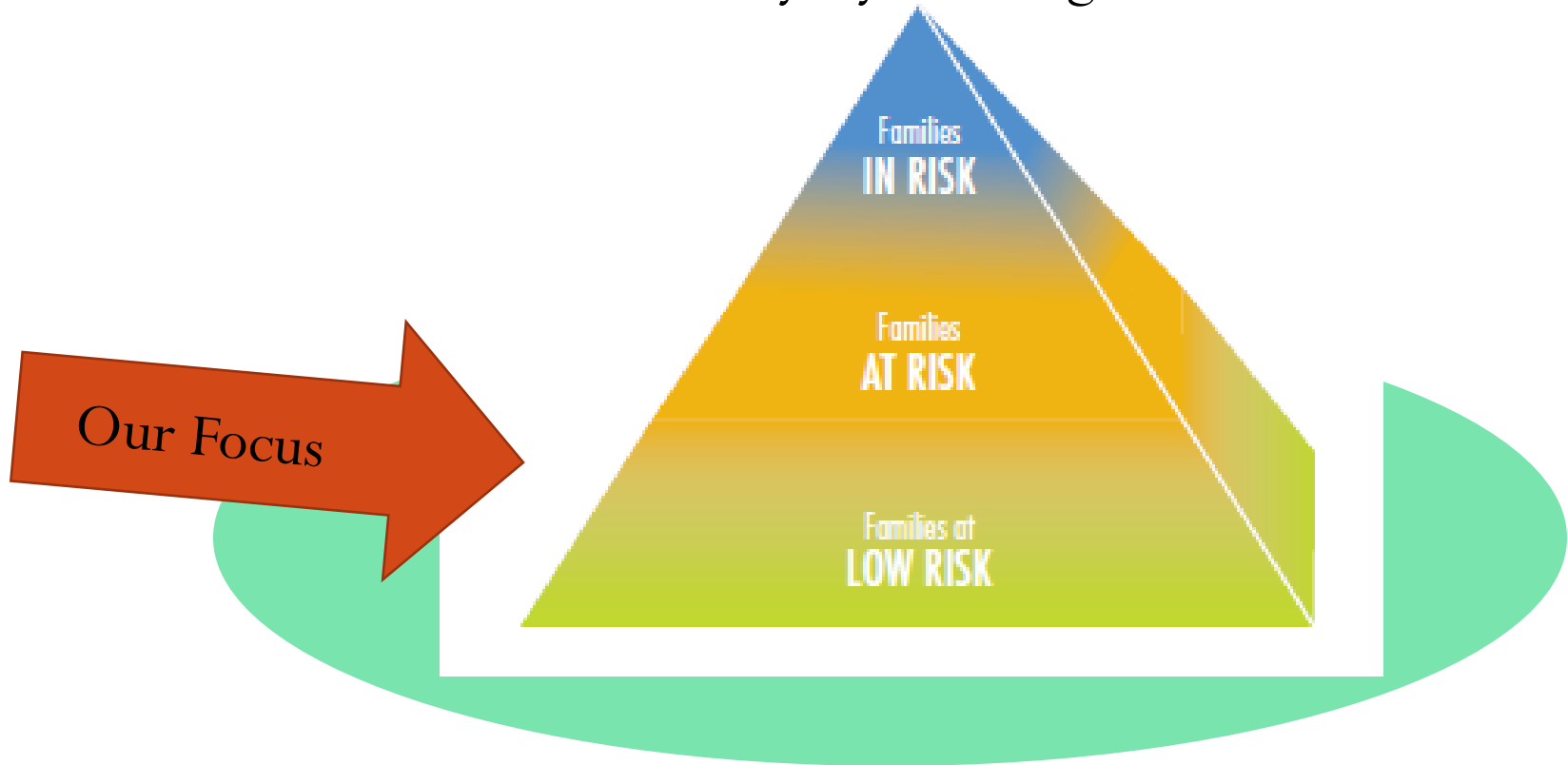
Parenting Programs for Everyone - Upstart Model

The Concept



The Focus

Working together to build resilient families that can support their children's healthy development, feel empowered and cope with everyday challenges



Supporting parents to better understand their child

Scope

Approach:

- **Promote:** strong families, healthy relationships, healthy social & emotional development
- **Prevent:** behaviour and mental health challenges

Audience: general public

(including parents whose children may be 'at risk' for experiencing difficulties)

Strategy Components

Ottawa Collaborative Parenting Support Strategy



Enhancing
Parent
Capacity

Enhancing
Organizational
Capacity

Strengthening
Community
Capacity

Enhancing Parent Capacity

Empowering families so they can build their own supports and informal networks.

Vision

- Parents will have the skills and supports needed to establish their own positive support networks (both formal and informal)
- Each family will have a rich, positive and effective personal support network.
- Organizations and programs will intentionally work to build informal support networks for parents.

Enhancing Parent Capacity

Common Objectives

- Practice standards and resources incorporated into programs to ensure best practices are explicitly used to help parents build their own positive support networks.
- Online and social media best practices to ensure quality resources and supports

Enhancing Organizational Capacity

Ensuring quality services, supports and programs through professional development, shared knowledge and common measures.

Vision

- Parents will have easy access to balanced, accurate information that allows parents to make informed decisions about parenting practices.
- Service providers will be:
 - Effective knowledge brokers of available parenting supports in the region. ('who does what', community agreement on leads, referrals etc.)
 - Respectful of the various approaches to supporting parents throughout Ottawa

Enhancing Organizational Capacity

Common Objectives

- Common evaluation and measurement for local programs that ensure quality programs and help secure resources and funding
- Shared professional development opportunities and partnerships

Strengthening Community Capacity

Enhancing community collaboration and coordination for parenting support through communication, integration and planning

Vision

- Parents are matched to and can access the most appropriate parenting supports they need and strengthen the fit between the program and the needs of a family.
 - To prevent difficulties *before* they happen.
 - To identify and get help for problems early

Strengthening Community Capacity

Common Objectives

- Build a strong referral and resource system for the best “fit” for each individual family that includes:
 - Professional understanding of the services available and their theoretical underpinning
 - Common source of communication/ information for professionals
 - Common “hub” of communication and information for parents
- Increase collective ability to monitor and respond to emerging needs and trends

From concept to concrete

Ottawa Collaborative Parenting Support
Strategy



Enhancing
Parent
Capacity



Enhancing
Organizational
Capacity

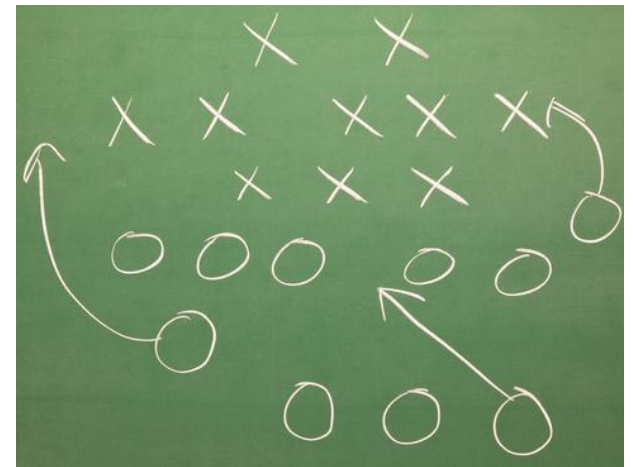


Strengthening
Community
Capacity

Developing Action Plans

Table Discussions:

- Choose the stream that interests you most and sit at that table. At your table, choose a recorder to capture the discussion.
- In a group, determine which objective you would like to work on first – write it at the top of the page.
- Work through the discussion sheet developing a concrete action plan. Prioritize your actions in terms of which order they need to happen. Your group will report on the first 2 action steps that need to happen.
- A Parking Lot is available for common objectives that could be considered as the strategy begins to get implemented. Record your ideas on the sticky notes.



The Ottawa Strategy

Ottawa Collaborative Parenting Support Strategy



Enhancing
Parent
Capacity



Enhancing
Organizational
Capacity



Strengthening
Community
Capacity

Implementing the Strategy

- What resources and supports do **you** need to support and/or participate in this work?
- What resources and supports does **your organization** need in order to participate/support this work?

Next Steps

- Identify interested partners to form the Steering Committee
- Community follow-up survey (Feb 4th) and release of document and today's results
- Use today's results as foundation for 2014 action