

Flintshire Parent Champions Scheme

Jen Brierley, Flintshire Early Years and Family Support

Why?

- 'Parents Voice' consultation in March 22
- Parents told us that they want to engage but they don't know where to find information about what is available. Word of mouth and local social media groups don't always share the correct information.
- There is currently a gap in information sharing for parents.

"Hearing about new programmes and where they are happening"

"I don't know what you do offer"

What parents told us.

Over 80% of the parents we spoke to told us that it was very important for them to meet and connect with other parents.

43% said that they would value opportunities to volunteer, for example as a parent champion, sharing knowledge of local services with other parents in the community.

71% said that they would like to be involved in the development of local services.

‘Setting up a network of support families or parents to help others would be good.’

Flintshire Parent, 2022 Parent Voice Flintshire Consultation



What already existed

- Empowering Parents Empowering Communities *Being a Parent* and *Baby and Us* – parenting programmes delivered by parent volunteers.
- Implemented in Flintshire in 2020. It's success told us that parents value learning from and are keen to engage with other parents and value the opportunity to volunteer with the service.



EMPOWERING
PARENTS
EMPOWERING
COMMUNITIES

Coram Parent Champions

- Coram Parent Champions National Network has been running since 2007, helping families that are more likely to miss out on services to get the support that helps them to thrive.
- Last year (April 2022 – March 2023) 299 Parent Champions spoke to 24,769 families about local services, with around 6,500 families taking up an early education place.
- Coram provide support to local organisations to set up and run a scheme in their area.



**Parent
Champions**

Flintshire Parent Champions

- The aim is to share vital information about services and support to parents where they are, in their own communities.
- To reach parents who may not access information online.
- To have a listening ear and feedback to us what parents concerns are – the parent champions will be central to our consultation work going forward.



Hyrwyddwyr Rhieni
Sir y Fflint
Parent Champions
Flintshire

We're looking for parents / carers to volunteer with us...

Are you interested in...

- ▶ Talking with other parents / carers about the benefits of using services?
- ▶ Answering questions about your own experience of using services?
- ▶ Helping other parents / carers to make choices for themselves and their children?
- ▶ Signposting parents / carers to local services?

If you are a parent / carer who...

- ▶ Lives in Flintshire
- ▶ Has a positive experience of using services
- ▶ Has a few hours a week to give
- ▶ Would like to meet new people and gain valuable experience

We would like to hear from you!

To find out more:

email: earlyyearsteam@flintshire.gov.uk

Call and speak to Jen: 07879 432282



We started speaking to parents about the scheme through our social media channels, face to face at events, by dropping into parenting courses and by speaking to schools.

In April this year we trained our first cohort of 4 volunteers with interest from a number of other parents for future training.

Why parents have volunteered.

- 'I like helping people. I have done a lot of courses which I have enjoyed. I think there is lots of support for parents that no one really knows about therefore I think this is a great opportunity to help others as well as gain skills.'
- 'I really enjoy working with other parents, providing support and guidance and sharing experiences.'
- 'I would just like to help parents access services that could help them.'
- 'I have used the majority of services over the years. I want to give back and offer support to other families.'

Where do we go from here?

- To have a parent champion in every school who will:
 - be the link between parents, the school and our service, providing information about what support is available
 - provide feedback to us about what matters to parents through conversations with them in their own communities
 - help to keep communication open between ourselves and parent liaisons in schools, allowing us to bring services to the school, e.g. Being a Parent programme

In summary

- The Flintshire Parent Champions scheme is very new, but we have already seen a positive impact in the way that our champions have engaged with us and given us insights into how we can best use them.
- Our Early Years and Family Support service has a strong volunteer offering with EPEC and Parent Champions which work very well together, ensuring that parents are involved with and central to the service we provide.

Contact

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