

PROGRAMME OF WORK 2021-2031					
PRIORITY AREA	OUTCOME(S)	SHORT TERM ACTIONS	MEDIUM TERMS ACTIONS	LONG TERM ACTIONS	LEAD/AREA
1. Engagement	<ul style="list-style-type: none"> Coproduce the Medway Parenting Support Strategy and action plan with parents and partner agencies across Medway 	Undertake early discussions relating to parenting support services, needs and gaps, to understand emerging themes, determine priorities and inform the outline strategy development			Partnership Commissioning
		Establish strategic consultation group for Parenting Support Strategy			Partnership Commissioning
		Establish working group to develop programme of work plan	Refresh programme of work	Refresh programme of work	Partnership Commissioning
2. Bolstering Universal Interventions	<ul style="list-style-type: none"> Develop a rounded offer of parenting support, spanning universal and public health interventions Ensure that all parents can access support at the earliest possible point of need 	Map existing universal and public health interventions across Medway and identify any gaps or capacity issues	System work to ensure that gaps in provision are addressed as necessary		
		Develop and improve access points for universal services, including blended approach to online service provision and implications for digital inclusivity	Undertake necessary communications to ensure that the offer is clearly articulated		
			Workforce Development and		

			thematic reviews to understand where opportunities for prevention and early intervention have been missed			
3. Targeted Support / Provider Engagement	<ul style="list-style-type: none"> Encourage and support schools to offer behaviour management strategies, advice and signposting as part of the provision that is ordinarily available to children and families Encourage and support service providers to offer behaviour management strategies and parenting support programmes, advice and signposting as part of the provision that is ordinarily available to children and families 	Launch a range of targeted parenting support across schools and clearly link with existing pathways of care such as ND assessment	Evaluate programmes and renew/update packages			
		Workforce development across Targeted services relating to behaviour management				
		Local Offer Updates and Ordinarily available provision published	Assess standardisation of support across agencies, to drive consistency of approach			
4. Support for families with additional needs such as SEND	<ul style="list-style-type: none"> Bolster the options of support for parents where there are additional needs, including pre- and post-diagnostic support services that can help when there are children and young people with neurodevelopmental 	Map and publish clear pathways for families with children/young people with ND conditions, to include pre and post diagnostic support.	Refresh and review pathways			
		Further examine key groups who may require further	Develop clear pathways to meet			

	<p>conditions, physical ill health, and mental health and emotional well-being difficulties.</p> <ul style="list-style-type: none"> Improved support for families who have other parenting support needs, such as care leavers who are parents, families known to Youth Offending Services, families who have difficulties accessing services, and families where there is domestic abuse. 	<p>support and outline services available to meet these needs, identifying any gaps</p>	<p>parenting needs across Medway, linking this to a graduated model of support</p>		
		<p>Begin discussions with partners relating to outcome measurement, and consider establishment of parenting support outcome framework</p>			
5. Improve Information and Accessibility	<ul style="list-style-type: none"> Clearly communicate Medway's parenting support offer to parents and stakeholders, utilising the Medway Local Offer and appropriate communications channels Ensure that support for parents is available online and via a range of accessible locations. 	<p>Local Offer development</p>	<p>Utilise different communication methods to share Local Offer across Medway</p>		
		<p>Digital Inclusion Strategy</p>			
		<p>Location mapping and engagement</p>			