

# Medway Parenting Support Strategy 2021-2031

For parents, carers and stakeholders

## Key drivers:

- Recognition that parents are the biggest influence on their child's outcomes
- Wanting the best outcomes for children, young people and families in Medway
- Understanding that the system is complex, and that families and professionals sometimes need support to make the right choices

## Medway parents have told us they want:

- Increased parenting confidence
- Support for relationships within the whole family
- For support to be easier to find
- Services and communities that are non-judgemental

## Starting point:

- A range of services that support families and children
- A lack of coordination and some service gaps
- Not all parents are able to accept help and support

Co-production with parents and stakeholders has led to the following vision for the strategy

*"To drive a cultural change across Medway, where parents, carers, families and communities are empowered to create safe, caring, nurturing environments that enable children to thrive"*

## We will deliver the vision by:

- Developing a coordinated offer of support
- Ensuring services are well understood and are accessible
- Linking in with wider initiatives across Medway
- Embedding parenting support as a key consideration in all new service developments

## Key considerations:

- The impact of COVID on children, families and wider society
- The importance of digital inclusion and an offer of support that is blended between online and face to face
- The role of peer support and strengthening communities

## Measuring success:

- We will seek continual feedback from professionals and families
- There are a number of short, medium and long term outcomes
- There will be regular strategy review points to measure the outcomes associated with this work