

Parent Champions Norfolk



First training
October 2022

Ukraine Support
Team aware of
programme

July 2023 training
delivered in
Ukrainian

Ukraine Support
Team becomes
REDI Team

Second Ukrainian
training delivered
February 2024

Parent Champion
Coordinator
recruited January
2024

8 Parent Champion
training sessions

International EAL
Training piloted
January 2025

Continued
delivery of training

| | Volunteers Trained | Individuals Supported | Groups Attended |
|---------|--------------------|-----------------------|-----------------|
| 2022-23 | 10 | 12 | 6 |
| 2023-24 | 20 | 82 | 11 |
| 2024-25 | 39 | 237 | 79 |

65
Volunteers

21
International

19
Ukrainian

2
Bangladeshi

3
Dads

1
Nigerian



What do our Parent Champions do?

Share information on social media



Run Bounce & Rhyme groups in Libraries & other community groups



Attend events with our Early Help Community Workers



Panel member at a Father Inclusive Practice workshop

Organise community events



Piloted referral scheme

Attend conferences



Parent Carer Panel Members

Aims

By the end of this training, you will be able to:

1. Explain the work of the Parent Champions programme and Coram Family and Childcare
2. Explain the role of a Parent Champion volunteer
3. Identify the key reasons why families may not be accessing services
4. Identify the different services you will be working with
5. Understand personal and professional boundaries in the context of the Parent Champions role
6. Feel confident communicating with parents and families
7. Work with the data monitoring system used by the Parent Champions programme



Standard Training



What we will be learning today:

- Learn about the Parent Champions programme and Coram Family and Childcare.
- Understand what a Parent Champion volunteer does.
- Learn why some families may not be using services.
- Find out about the different services you will work with.
- Understand the difference between your personal and professional role as a Parent Champion.
- Feel confident talking with parents and families.
- Learn how to use the data system for Parent Champions.



International Training



Additional training:

- Active Futures
- Disability Awareness
- Family Network Approach
- Introduction to Peer Support
- Introduction to Safeguarding
- Learning Together through Peep
- MindEd Mental Health
- Paediatric First Aid
- Peep TALK
- Prevent Duty Training
- Secondhand smoke: promoting smokefree homes & cars
- SEND (3 different options)
- Solihull Approach Foundation Course
- Volunteer Passport

The Future of

Parent
Champions
Norfolk

Involvement in working
groups: EAL families,
understanding SEND in
Norfolk

Further training,
including SEND
Training

Delivery of Peep TALK
groups

Additional case studies

Rollout of referrals to all
7 districts in Norfolk



Scheme of the Year

awarded to

Parent Champions Norfolk

at the

Parent Champions
Awards 2024

Dr Carol Homden CBE
Group Chief Executive, Coram

Lydia Hodges,
Head of Coram Family and Childcare



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Awards & Nominations

Children & Young People Now
Awards 2024

Finalist

Category:
Supporting Child
Refugees

LGC Awards
2025

Category:
Community
Involvement



Barriers

- Finding suitable locations for training that suit the volunteers
- Parents find it hard to commit to training due to childcare or illnesses

How we combat them

- Reimburse travel expenses
- Offer training at times that suit the volunteers
- Evenings, virtual training, mix up the hours, some full day, some 2 or 3 sessions
- REDI Team offers a Stay & Play at the training
- Be understanding and flexible!
- Get to know them as individuals
- Listen to the volunteers – they have the best ideas!

What our volunteers have to say

“It’s given me some recent experiences to talk about a job interviews. There are **so many opportunities for training**, I’m always having emails drop into my inbox offering another training opportunity”

“I think this is a **great opportunity to meet new people**, to be useful to society and parents”

“My confidence has really grown; **the Parent Champions are all a community together**”

“If you’re thinking about becoming a Parent Champion, please go for it. **You will receive support and guidance**; you are not alone”

“Give it a go - **it's so flexible** you can make it fit into nearly any routine! You can do it in a way that suits you and it could take up very little time, or a bit more if you want get more experiences out of it by taking up the training opportunities and helping out with specific jobs as they come up”

“Being a Parent Champion **enables me to integrate in the community**, it provides an opportunity to speak to people, get out of the house more and find out all the lovely opportunities Norfolk has to offer.”

Meet Oksana and Lara



Q & A



Thank you! Contact: parentchampions@norfolk.gov.uk