

Answer this question in the chat...



Why are childcare services important to local families?

Parent voice: setting up a campaign group for parents

— Sarah Ross —

Parent voice: setting up a campaign group for parents

1. What is Parent Champions for Better Childcare?
2. Camden campaign group
3. Campaign activities
4. Q&A

Parent Champions for Better Childcare

Parent led groups campaigning on childcare issues on a local and national level.

What does campaigning mean to you?



Using a planned set of activities carried out over a period of time to increase public support and persuade decision makers to create a positive change.





Your name:

Your email:

Postcode:

I agree to 38 Degrees contacting me about important campaigns

Yes, keep me informed via email

No, don't send me emails or keep me updated in future

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Please note that, if you give us your permission to contact you, you can withdraw it at any time by updating your preferences here.

Watford Observer

Suggested images based on your search

NEWS SPORT JOBS WHAT'S ON PHOTOS PROPERTY ANNOUNCEMENTS CARES LOCAL INFO EDUCATION SECTIONS

Watford Amnesty Group urges councils to welcome Syrian refugee families to Hertfordshire

Sixth Form Open Evening

Now the school, please come and meet the staff to see what courses we have available and how we can help.

Call us on 01837 670000 to find out more.

www.watford.ac.uk

Most popular

- 1 This is what Watford will look like in 33 years
- 2 Pulling together off the pitch but reality bites on the field
- 3 "The court has got to the end of its tether with you": Man from Bushby caught downloading indecent images of children for second time

Sign to
Petition

Scrap...
able to...
to enga...



Claudia Webbe MP
Standing up for Leicester East

To receive help or advice from your MP, Leicester East residents can book a video or telephone meeting.

Please email:
claudia.webbe.mp@parliament.uk

Or call:
07973816885

Keep updated with my constituency work:

Twitter: @claudiawebbe
www.facebook.com/claudiaforLE

Workshops and training

Ins and outs of
campaigning

Communication:
social media and the
press

Networking and influencing

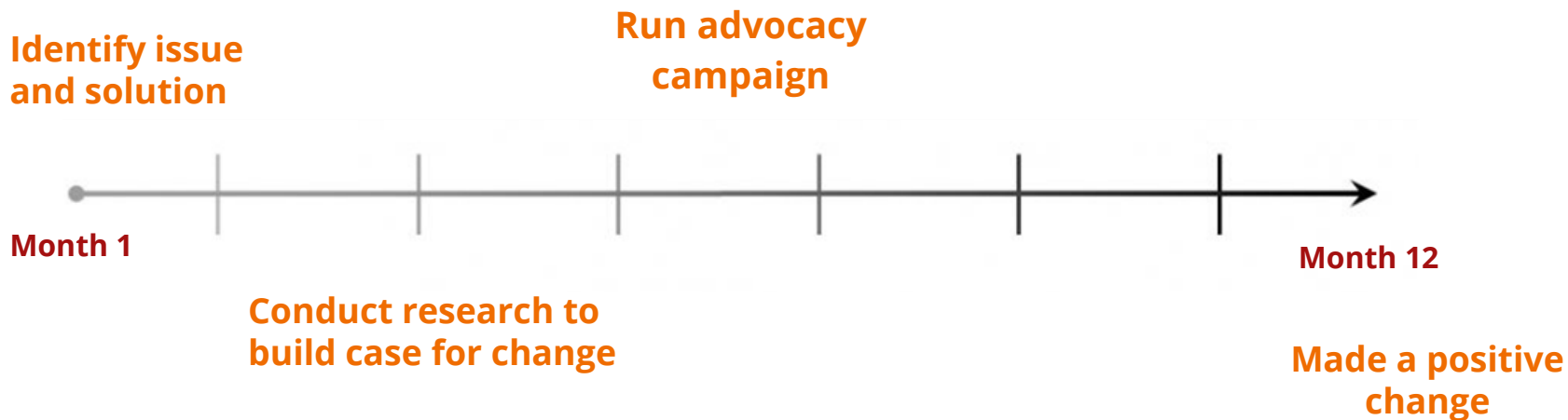
Working with parliament

Introduction to the
childcare system

Planning and project
management

Working with the media

Project timeline



Why?

- Address the root causes of social problems and not just their effects.
- Shine a spotlight on emerging issues that have not yet been picked up by decision makers. Because as Parent Champions you know what your local community wants and needs.
- Give a voice to those without one, or bring together disparate voices to create a collective roar.



Who?



Esmée
Fairbairn
FOUNDATION

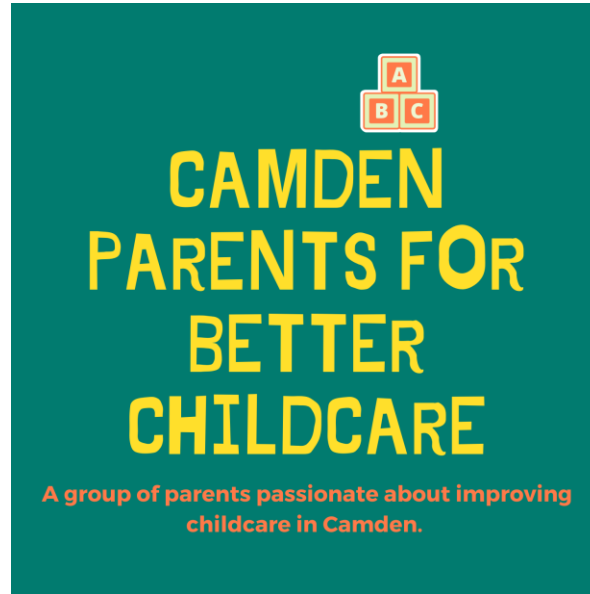


Trust for London
Tackling poverty and inequality

Who?



LEEDS PARENTS
FOR CHILDREN WITH
SPECIAL NEEDS
CAMPAIGNING FOR BETTER
CHILDCARE



A B C
CAMDEN
PARENTS FOR
BETTER
CHILDCARE
A group of parents passionate about improving
childcare in Camden.



Parents for
Children with
Special Needs



A PARENT LED CAMPAIGN GROUP PASSIONATE
ABOUT IMPROVING CHILDCARE SERVICES FOR
CHILDREN WITH SPECIAL NEEDS IN HILLINGDON
AND BRENT.

Exercise

You are a group of parents who want to start a campaign to improve childcare.

You have 10 minutes to plan your campaign, choosing at least 2 activities from each group.

<u>Media</u>	<u>Decisionmakers</u>	<u>Engaging the public</u>
Story in your local newspaper	Meeting with your local councillor	Protest
Story in a national newspaper	Meeting with your local MP	Petition
Social media	Meeting with the Department for Education	Stunt
Interview on the local news	Meeting with early years council officers	Public meeting
Interview on the national news	Meeting with your local SEND advisory board	Online action

Group 1

10 minutes

A local childcare centre is closing down, this is the fourth closure in your area in the last two years. You are a group of local parents wanting to stop it from closing. What campaign activities do you choose?

Group 2

You want to change how Universal Credit helps pay for childcare. The national government are heavily opposed to this. What campaign activities do you choose?

Group 3

In your Parent Champion role you come across lots of parents who are unaware of the early years support available to them, they express that many of their friends are unaware too. Your local council want to work with you and other Parent Champions to improve information sharing across services. How do you achieve this change?

Group 4

You are a network of parent groups from across the country. You want to extend the free childcare offer to the end of maternity leave (currently for 3 and 4 year olds and some 2 year olds) What activities would be persuasive?

Group 5

You are a group of local parents the Local Parent Carer Forum wants to work with you on a campaign to get the council to build more specialist SEND provision childcare settings. What activities do you choose?

Exercise

You are a group of parents who want to start a campaign to improve childcare.

You have 10 minutes to plan your campaign, choosing at least 2 activities from each group.

Nominate someone to take notes and feedback to the group

You have 10 minutes

Choose up to 2 activities from each group and explain why

Parent Champions for Better Childcare

How to get involved?

- At least 3 interested parents to start a group
- Application form
- Email sarah.ross@coramfamilyandchildcare.org.uk