



Parent Champions

Recruiting and supporting volunteers,
Parent Champions for Resilient Families, Brent

Jumana Amijee
Parent Champion Coordinator



PRESENT:

**15 PARENT CHAMPIONS FOR RESILIENT
FAMILIES**

20 PARENT CHAMPIONS FOR EARLY YEARS





Parent Champions

An organised scheme shows that
volunteers are valued.

How I set up the Parent Champions scheme



Asked myself a few questions

- How many Parent Champions do I need?
- Where do I get the volunteers from and how do you choose the right volunteers ?
- Are similar schemes running within other boroughs/ organisations?
- What would be the possible challenges and how you can overcome them?
- How to continue to maintain and support the Parent Champion's ? To keep them interested



Plan, devise, organise and prepare



-
- Draw up and work with a timeline for the whole process working backwards for recruitment, training and tasks- setting yourself deadlines
 - Devised a poster/translations. Coram has very helpful resources.
 - Disseminated this poster as widely as possible using emails, websites, meetings, *networks*, newsletters, Social media, Council website social media

How do you want your ad to look?

Description

Are you a parent who is passionate about your community? We're on the lookout for volunteers in Brent to support local families. Sign up today!

Media 1/5 · Select multiple images or videos to create a carousel.

Select Media



Edit options

Headline

Parent Champions Brent

22/25 characters

Coram Family and Childcare
Sponsored · 14

Are you a parent who is passionate about your community? We're on the lookout for volunteers in Brent to support local families. Sign up today!



FAMILYANDCHILDCARETRUST.ORG
Parent Champions Brent

SIGN UP

Like Comment Share

Want to help parents just like you?



Become a Parent Champion volunteer in Brent



Are you passionate about working in your community?

Are you interested in early years and health promotion services?

Are you able to volunteer up to 5 hours per week?

IF SO... BECOME A PARENT CHAMPION



Benefits for you

Training to assist toward further goals and employment
Experience that will improve skills and enhance your CV

Interested?

Request an application form from Jumana Amjee: 020 8937 3010 or at cfcb@brent.gov.uk
Successful applicants will be contacted by phone and invited to training dates

Training:

3 day training will held ONLINE
March 2021: 10.00am to 11.30am



Want to help parents just like you?



...Become a Parent Champion for Resilient Families in Brent

Are you passionate about your community? We need volunteers to support parents/carers of young people (11-19 yrs or 25 yrs with SEND)?

Parent Champions are volunteers who give a few hours a week to support parents/carers to talk about local services available to them, where they often don't know who to turn to or which services can help.



Parent Champion volunteers are parents who have 'been there, done that' and can share vital information to guide and support parents to access services that they might otherwise miss out on.

Come join us and be a part of the Parent Champion's programme to help parents find the jigsaw pieces they need to complete the picture!

If you have experience of working with local services supporting you to be the best parent you can for children and young people (11-19yrs), we would love you to express an interest in becoming a Parent Champion by contacting Jumana Amjee.

To find more visit: <https://www.familyandchildcaretrust.org/parent-champions-brent-resilient-families>

COVID-19 update: The Parent Champions programme is currently operating remotely during social distancing

Interested?

Request an application form from:
jumana.amjee@coramfamilyandchildcare.org.uk

Benefits for you

Training to assist toward further goals and employment
Experience that will improve skills and enhance your CV

Training

Training will be held:

2021



Recruit the right volunteers:



Be clear the type of volunteer you are looking for? Who are your target market – hard to reach groups:

- Parent/carers, with children (0-5yrs), (11-24yrs) who have used and benefited from local support services, overcome barriers, have a second language, have had similar experiences, cultural diversity

Where to start recruiting ? – lots of Research

- Set a recruitment criteria: Meet with voluntary/community organisations and internal teams within the council – parenting programme, Family Solutions, Family Well-Being Centres, Brent emerging communities. Special target groups: dads groups, families from diverse communities such as Multi-Faith organisations, young parents, foster/adoption team. Contact other boroughs. Your own Parent Champions!
- **Networking** – *is the exchange of information and ideas among people with a common profession or special interest, usually in an informal social setting. **Networking** often begins with a single point of common ground.*

Challenges and how you can overcome them



-
- Lockdown ! Online recruitment – lots of emailing and zooming!
 - Will any parent be interested? – keep plugging the benefits of being a PC. The skills and experience gained
 - Continue networking - Building network relations even after recruitment, changes to collaboration

Application process:

- Spoke to each parent who was referred or self-referred, asked them to fill in a simple application form.
- Invited them in for an informal phone interview to unpick their motivations for becoming a PC and clearly set out expectations before asking for 6 month commitment
- Offered places for 15 parents.

Be clear about what you want your Parent Champions to do



-
- They commit to volunteering for minimum of 6 months.
 - They help disseminate information to other parents in Brent about local support services and activities, free childcare offers, health and wellbeing messages, and encourage take up of free childcare. They do this within their normal daily routine wherever and whenever suitable for them.
 - They take part in variety of activities such as; focus groups, online sessions, library sessions, own networks
 - They can set up coffee mornings, information events, present at school assemblies etc.
 - They record each of their contact as a PC on a contact sheet and send it to me at the end of each month (easiest way has been proven to taking a photo of the sheets and emailing it to me, although other options are available too). This is the only paperwork they do.

Supporting your Parent Champions



-
- After training, I keep in regular contact
 - I send regular updates and information via emails
 - Parent Champions have a WhatsApp group to communicate with each other
 - I hold a regular PC Network meetings every fortnightly for updates, networking, sharing good practice, achievements, acknowledgments and presents. This is a 1.15 hour meeting as part of their commitment. Workshops/ top up training is usually included at each meeting i.e. oral health, mental health, employment, safeguarding, home learning, public health, Link them in with different professionals. The network you built up (during recruitment), invite them to the Network meetings – voluntary organisations - signposting
 - Exit interviews when Parent Champions decide to end their role.
 - Providing references.

How to keep them interested? Support your Parent Champions



-
- Continue to build and maintain the relationship with your Parent champions. Keep an open line of communication.
 - Get to know your PCs; what are their strengths, challenges, future plans etc.
 - Investors in People - builds confidence, continue investing in their well-being provide pathways for further development and employment
 - Recognition/celebrations, top-up trainings
 - Be approachable
 - Be available to speak or meet PCs when required
 - Keep their needs in mind when requesting attendance (i.e. travel, childcare)
 - Ensure PCs feel appreciated and valued

Tools to support Parent Champions – monitoring and evaluation



-
- Success stories and case studies
 - I log monthly contacts made by PCs, which are fed into Coram surveys every quarter
 - Directory of services

TOP TIPS



-
1. Have a coordinator who is passionate as the PC's and is available to speak with volunteers
 2. Be welcoming, understanding, professional and approachable
 3. To get the right people, focus on the places that would make great PC volunteers, reflect diversity, experiences
 4. See things from your volunteers' perspective
 5. Have a thorough training
 6. Support and value your Parent Champions and let them follow their own interests
 7. Always prepare for meetings and trainings, however, be mindful that no matter how prepared you are there will always be challenges - so have contingency plans – ie. PC;s not able to attend meetings/trainings due to last various reasons
 8. Be flexible and evolve with your scheme, learn from experiences and always look for ways to improve
 9. Regular contact
-

HAPPY VOLUNTEER ..





Parent Champions

Thank you

Any questions?