

# Parent Champions

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The Forefront of Two-year Funding

# Welcome and Introductions

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- Name
- Role
- What has made you smile/ laugh lately

# Aims of the workshop

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- To give you an insight into our Parent Champion program.
- Explain two-year funding in Doncaster.
- Explaining how we are going to put the Parent Champions at the forefront of Year funding and how we will support the Parent Champions.
- To take a closer look at the action plan.
- Explain the benefits of the new strategies for two-year funding.

# My role

- Doncaster Family Hub
- Advanced Early Years Development Worker
- Parent Champion Coordinator
- Two- Year Funding Lead

# Parent Champion Programme

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- We started the programme in the Doncaster Family Hub in 2018.
- Doncaster Family Hubs are split into 4 localities; East , South , Central and North. I work in the East of Doncaster, and I have currently 6 Parent Champions.
- Across Doncaster Family Hubs, we have two Early Years Development Workers who had started as a Parent Champion and one, who has just recently moved to public health, who also started her journey as a Parent Champion.

# Parent Champion Role

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- Promote and share positive experiences of the Family Hub Services and Early Education through:
- Being out and about in the community
- In Family Hub groups
- Soft play centres/playgroups
- Social media
- Hand out leaflets at school, shops etc.

Two-year  
Data

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East Locality of  
Doncaster 84.6%

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Moorends 92.8 %

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Stainforth 77.4%

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Armthorpe 85.7 %

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We aim to identify where every child is in  
Doncaster; whether that is accessing a provision  
through two-year funding or engaging with  
Doncaster Family Hubs



# Two- year Funding Work



Visits and phone calls to support families in accessing two-year funding.



Promoting 2-year funding through Family Hub groups.



Promoting out in the community.



Promoting through social media.

# How Covid impacted Two-year funding

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- Due to the pandemic, we were not able to visit families, therefore we had to try to contact families through telephone calls and letters.
- We had no face-to-face groups in the Family Hubs or in the community to promote the funding.
- The only method to contact families who were not members of the Family Hub, was using letters and these were unsuccessful.

This meant ...

- Last term we only had 46% successful contacts.
- The majority of families contacted were already members of the Family Hub.

Time to  
change change  
strategies and  
give Parent  
Champions  
more of a goal  
to work  
towards.

Work in partnership with other services and the  
community to promote two-year funding and  
reach families that are not known to the Family  
Hub.

# Action Plan

Working collaboratively to promote and support families to access two-year funding;

- Food Banks
- Job Centres
- Health visitors
- Doncaster Family Information Service
- Community Groups
- Schools and Early Years settings
- Changing lives through Child Webinar care

# Bringing the Parent Champions to the Forefront of Two-year funding.

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Attend Local Food Bank monthly

School and early setting parents evening

Jobcentres events

Work alongside an Early Years Development Worker on two-year funding visits.

Leaflet drop/two-year funding display in Jobcentre and libraries.

Summer fayres

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Look at every Parent Champion individually. Ensuring that every Parent Champion is comfortable with the extra responsibilities, before implementing the action plan

# Supporting Parent Champions

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- Two-year funding and every contact counts to support the Parent Champions.
- EYDW to role model good communication and engagement within the visits and at events.
- Good communication between Parent Champion Coordinators and 2yr leads (I'm both so this should be easy).
- Training for their CPD.
- A monthly meeting with Parent Coordinator and Parent Champions to support, encourage and empower the Parent Champions.

# The Grand Event

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A big event, which will promote and support Families through;

- Promoting Family Hub Services and Early Education.
- Inviting other services to promote and encourage parents to get back into employment or Education.
- Food Bank
- Job Centre
- POB Adult Learning
- Provisions
- Community Groups
- Parent Champions/Volunteers



# Benefits of Collaborative Working

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## Children

- A child attending an Early Years provision would have a positive impact on their development.
- Research has identified children from low-income families can fall behind academically, compared to children from a higher income family. Early education will close this gap.

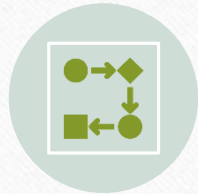
## Parents/Carers

A parent/carer going back into employment or education alongside their child attending early education can have a more significant impact on a child's development and health.

# Breakout Rooms

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With your group...



Share one of my ideas/strategies you like.



Share one of your ideas/strategies.

Thank you for  
listening.

Have you got any  
questions?

