

Evaluation of activities 2013–15



April 2015

Final Report



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1. Introduction

Background

- 1.1 Formed in 2004, Parenting across Scotland (PAS) is a partnership of charities¹ working together to put a focus on parenting issues in Scotland. PAS's key activities are information provision for parents and practitioners, policy and practice development and research. Its work includes finding out what parents need and carrying out research, making parents' voices heard, influencing politicians and policymakers, and supporting parents and families directly through information, and indirectly through the support of practitioners. This work is achieved through the work of two staff.
- 1.2 Originally funded by the Scottish Government (Unified Voluntary Sector Fund), PAS received two year funding in March 2013 from the BIG Lottery Fund's Third Sector Early Intervention Fund for the continuation of its services.
- 1.3 The Third Sector Early Intervention Fund is a new £20 million programme being run by Big Fund (the non-Lottery arm of the BIG Lottery Fund), for the Scottish Government. This funding supports third sector organisations to deliver national outcomes relating to children and young people, and the families and communities that support them. The Fund represents part of the Scottish Government's commitment to changing the way services in Scotland are delivered, recognising that a key way to improve outcomes for children and young people, and the families and communities that support them, is to shift from acute or crisis work to early intervention and prevention.
- 1.4 The outcomes and indicators specified in PAS's successful Third Sector Early Intervention Fund application, and which form the basis of the external evaluation being commissioned, focus on influencing legislation, policy and practice, the work of practitioners and the experience of parents. These are shown in detail overleaf.

¹ (including Aberlour Childcare Trust, Capability Scotland, CHILDREN 1st, Children in Scotland, Families Outside, One Parent Families Scotland, Relationships Scotland, The Spark, Scottish Adoption)

OUTCOME 1:

Legislation, policy and practice will better meet the needs of families in Scotland

INDICATOR 1

Key stakeholders attend a Parliamentary event at which parents are present

INDICATOR 2

Involvement in developing National Parenting Strategy and Early Years Collaborative (EYC) through engagement with key working groups

INDICATOR 3

Changes in local or national policy and practice in response to PAS input measured through engagement with up to 6 Community Planning Partnerships (CPPs) and Government Working Groups

OUTCOME 2:

Practitioners working with parents and families will be better informed and better skilled to deliver timely and appropriate support to parents and families through the sharing of good practice

INDICATOR 1

Requests for PAS email newsletter rise by 15% and hits on the practitioners' part of the website rise by 15%

INDICATOR 2

There is regular take-up of places at events (seminars and conferences) and positive evaluation of events

INDICATOR 3

The proportion of practitioners engaging with PAS rises and there is positive feedback from practitioners

OUTCOME 3:

Parents will be better able to ensure their children have the best start in life and are ready to succeed

INDICATOR 1

There will be a rise of 20% in requests for PAS booklets

INDICATOR 2

There will be a 50% rise in visits to the PAS website

INDICATOR 3

Positive feedback through regular monitoring

- 1.5 The evaluation brief identified that PAS would like to undertake an iterative evaluation looking at whether their activities had met the outcomes specified under the BIG Lottery Fund application and the key national Scottish Government outcomes which PAS work is aligned to. PAS wanted the evaluation to run alongside the project so that it would inform the organisation about the value of their activities and support them in the most effective use of their time.
- 1.6 The aims of the evaluation stated by PAS and which met the funder's requirement for independent evaluation support were:
- to support the evaluation of Parenting across Scotland's work from 2013 – 2015 by working with staff to set baseline criteria and performance indicators;
 - to provide guidance and support to project staff on gathering data and monitoring; and
 - to compile and synthesise data and evidence gathered.

2. Methodology

2.1 The methodology involved initial discussion and design of an evaluation framework and the subsequent design and use of evaluation tools, for PAS to use internally and for Blake Stevenson to use with different stakeholders.

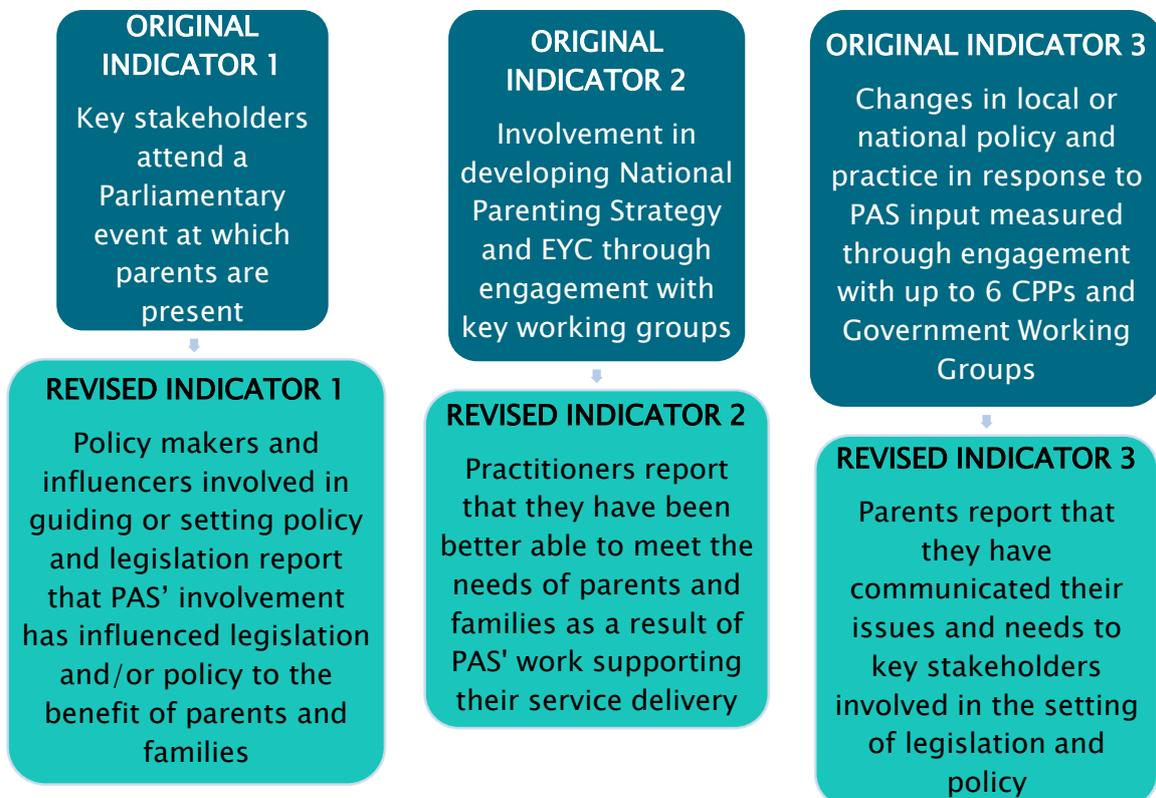
Changes to indicators

2.2 In order for the evaluation to be able to successfully show the impact of PAS's activities in relation to its outcomes, it was proposed that some of the indicators which they were working to were adjusted. This was done in order to move them away from being either output-focused (e.g. "number of visits on website") or general (e.g. "positive feedback through regular monitoring"), to being outcome-focused and relating to the impact of PAS's activities.

2.3 The revised indicators therefore focused on the changes which might result from PAS involvement in the development of policy, in supporting practitioners and in providing information which could be used by parents. The outcomes along with the original and revised indicators are shown below and overleaf.

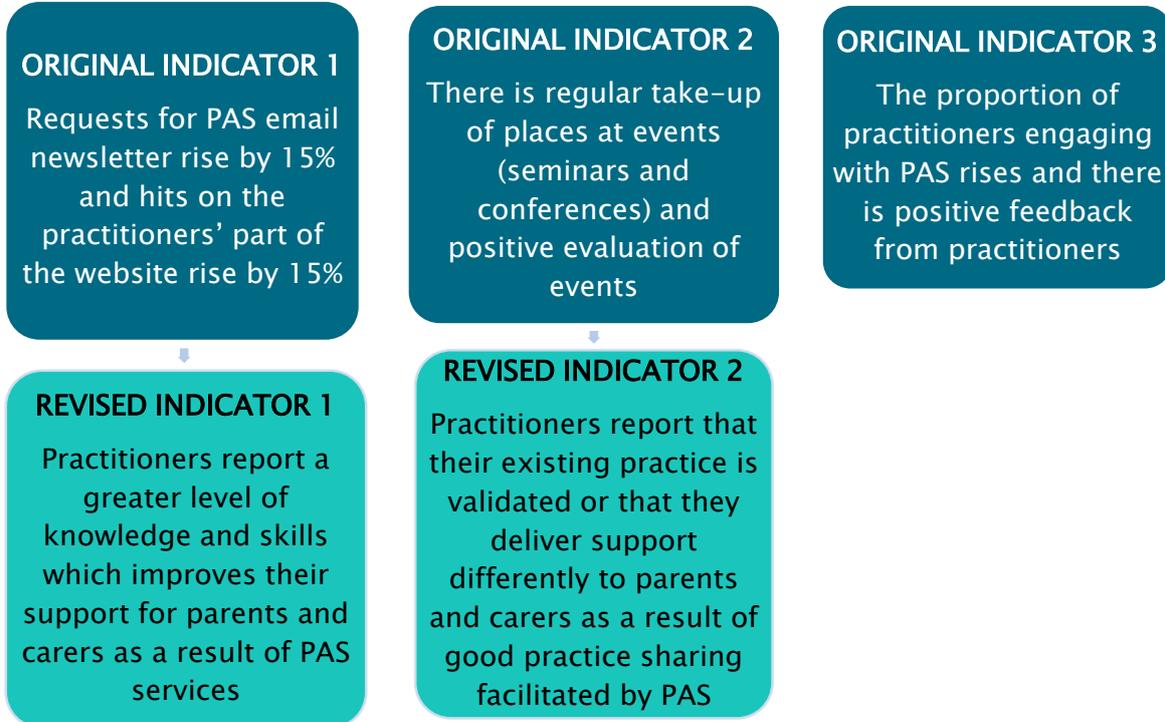
OUTCOME 1:

Legislation, policy and practice will better meet the needs of families in Scotland



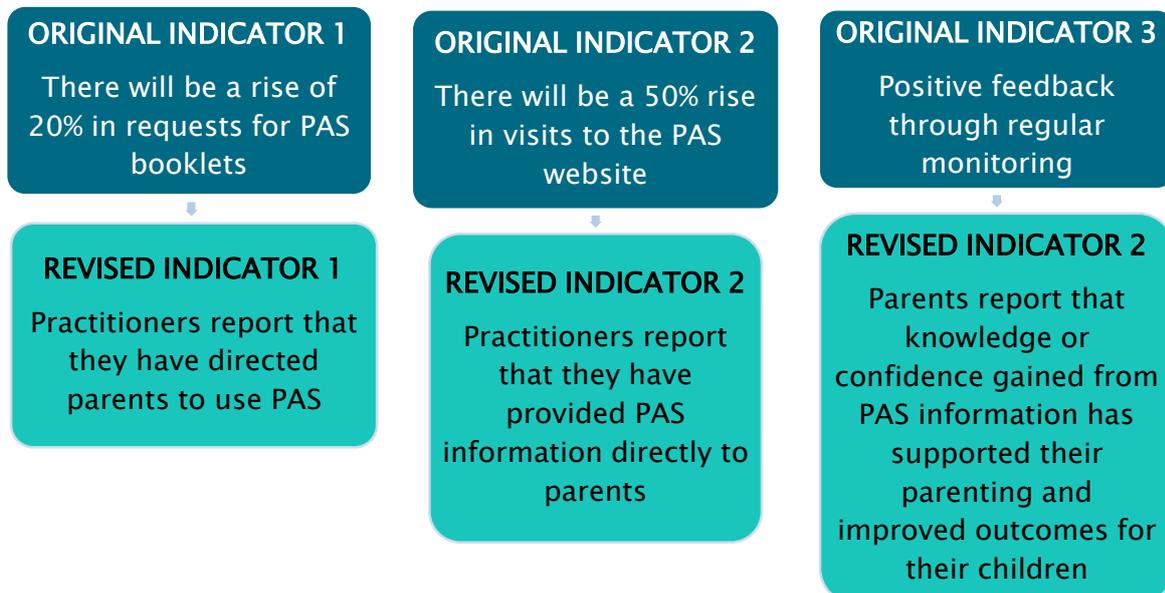
OUTCOME 2:

Practitioners working with parents and families will be better informed and better skilled to deliver timely and appropriate support to parents and families through the sharing of good practice



OUTCOME 3:

Parents will be better able to ensure their children have the best start in life and are ready to succeed



2.4 Changes to indicators were agreed by PAS and an evaluation framework was proposed by Blake Stevenson. This included the following elements:

- advising PAS on the wording of their own event feedback tools and how these could relate to their funded outcomes for them to use throughout the year;
- advising PAS to collate information on the range of committees and working groups which PAS had had a representative role on, and on the areas of interest of these groups;
- developing the idea of a flowchart to show the effect of the committees and working groups which PAS had been involved with, which they could use to show policy and legislation development;
- Blake Stevenson developing email survey questions for committee and working group members to establish their views on the contribution and impact of PAS in these groups, and the work which these groups had achieved in terms of legislation and policy development. We received twelve comments from nine different committees and working groups²;
- Blake Stevenson developing a national online survey for practitioners (i.e. staff from different sectors working with parents and families) to establish the impact of PAS' services such as events and publications on the support provided to families. This attracted 62 responses; and
- Blake Stevenson developing email survey questions for parents and MSPs who had been involved in Parliamentary events.

2.5 The rationale for this approach was that it would gather evidence from stakeholders who could comment on PAS's role in legislation and policy development, and the value of PAS activities and resources on practitioners and parents.

2.6 There were some challenges with the methodology, notably in terms of getting contact with parents. The majority of PAS's direct contact is with practitioners who work with or have contact with families by supporting them or providing them with information), rather than with parents themselves. The evidence of impact on parents therefore comes from practitioners' observations rather than from parents as a primary research group.

² Health Visiting Provision, National Early Years Network (NHS Health Scotland), Family Friendly Working Steering Group, Childcare Commission, 3rd sector Funding Group, National Parenting Coordinators Group (NHS Health Scotland), National Parenting Strategy – Fathers Group, Teenage Pregnancy and Young Parents Scottish Government Working Group, Childcare Long term vision

3. Results

- 3.1 In this section we look at each of the three outcomes which PAS is working to and identify the impact of PAS's work on legislation and policy development, on practitioners and their work, and on parents and families.

Impact on legislation, policy and practice – Outcome 1

Legislation and policy

- 3.2 PAS aims to influence the development of legislation and policy affecting parents and families by representing parents' interests on a range of committees and working groups which have a role in creating and influencing legislation and policy relating to children, parents and families.
- 3.3 PAS has been represented on committees and working groups including Scottish Government Working Groups (such as those focused on childcare issues, teenage pregnancy and young parents and fathers) and others such as NHS Health Scotland groups on early years and parenting support. A list of these groups is provided at Appendix 2.
- 3.4 We asked a sample of those involved on these committees and working groups for their views on the role which PAS had played, any specific contribution made by PAS, and any impact which the committee or working group's activities had subsequently had on the development of policy or legislation affecting parents.
- 3.5 All reported the value of PAS actively representing parents on their respective committees and working groups. PAS's role was seen as being valuable in ensuring that a wide range of parents are represented, thus reflecting the diversity of family life in Scotland and therefore providing an accurate context on which to develop policy and strategy. Their comments included:

"Very valuable to have the experiences of parents in Scotland represented, enabling us to shape our thinking and plan our activities with feet firmly grounded in the reality of family life in all its diversity".

"[PAS offers] a broad representation and perspective of the needs of parents. It is their area of knowledge and expertise, providing a key link, particularly relating to developing, policy and developing programmes of activity, a key link with parents in a range of localities and communities i.e. needs assessments/research/focus groups and pre-testing of resources for example".

"Clearly there was value in having this [PAS] representation on the group. This work was designed to be inclusive and to seek the views of those families likely to be affected by any resulting policy".

“Useful to have the parents’ perspective, including some specific work PAS staff had done to establish what terms parents and professionals use (and mean) when describing ‘childcare’, ‘child development’, ‘learning’ etc”.

- 3.6 Committee and working group members were also able to identify specific contributions which the PAS representative had made which had influenced the groups’ discussions. These included the PAS representative highlighting specific issues faced by parents as well as assisting with the practical organisation of groups of parents as a consultative tool. PAS representatives were described as *“both bringing ideas and challenging presumptions and gaps.”*

“PAS helped to keep a focus on parents and what we might do to help them better manage their careers and families”.

“PAS have been very helpful in coordinating and disseminating information to stakeholders as well as contributing to help highlight evidence, the barriers that young parents face and the gaps in support. PAS organised a stakeholder engagement group on our behalf, which we found to be extremely positive and helpful”.

“Fantastic to have that conduit for communication and consultation”.

- 3.7 Although we did not specifically ask practitioners about their view on the value of PAS being represented on committees and working groups when we undertook our national survey with them, this role was noted by one evaluation participant who said *“It is important to have an organisation representing the interests of parents and carers in relation to policy development and reform.”*

- 3.8 Committee and working group members described how the groups which PAS had been part of had led to the development of policies and provision aimed at improving outcomes for parents and families. Survey participants identified these as including:

- 🌀 Development of National Parenting Strategy and influencing priority areas
- 🌀 National Parenting Outcomes Guidelines
- 🌀 Children and Young People Act (Scotland) 2014
- 🌀 Parental Leave Policy
- 🌀 Improving and enhancing provision of health visiting across Scotland
- 🌀 Contributing to social and cultural change recognising the positive role and contribution of Dads
- 🌀 Contributed to an upcoming 10 year strategy that aims to give more support to young parents
- 🌀 Improving service provision and practice to engage and both support parents and their children

- ④ Increasing the knowledge base on what might be done to help parents manage their careers and families
- ④ Supporting staff development and training

“They [PAS] have a wealth of experience and knowledge in the field of parenting and how best to influence policy and legislation, and they bring a balanced perspective to the table”.

“Scotland would be much poorer without their contribution to national agendas”.

3.9 Committee and working group members described how these different pieces of work developed by the groups which PAS had been part of, had led to improving outcomes for parents and families. These were described as:

- ④ Increasing face to face contact with a health visitor for all parents during the first twelve months of their infant’s life;
- ④ Statutory guidance supporting the implementation of the Children and Young People Act (Scotland) 2014; national practice guidance supporting practitioners and embedding good practice to ensure high quality early learning and improving outcomes for all children, particularly most vulnerable/ disadvantaged;
- ④ Ensuring that funding allocated through the refined fund is focussed on improvements in outcomes for children, young people and families and organisations are best supported to help the government with this aim;
- ④ Improving employer practice, creating a better balance between work and family for Scottish parents and more parents accessing quality full-time/part-time jobs to maximise family income;
- ④ Improving knowledge, awareness and understanding of long term health outcomes, including a positive shift in culture for those parents who face stigma/discrimination, and acknowledging the positive role and contribution fathers can make to a child’s development and wellbeing – a shifting of negative constructions of masculinity;
- ④ Influencing Parenting Strategy to ensure fathers are included/now on the agenda; and
- ④ Work towards giving parents access to high quality, flexible, affordable childcare, and helping working families, particularly those near or in poverty.

“PAS plays a pivotal role in contributing to improving the health and well-being of parents (including carers/foster parents) and their children, including looked after children”.

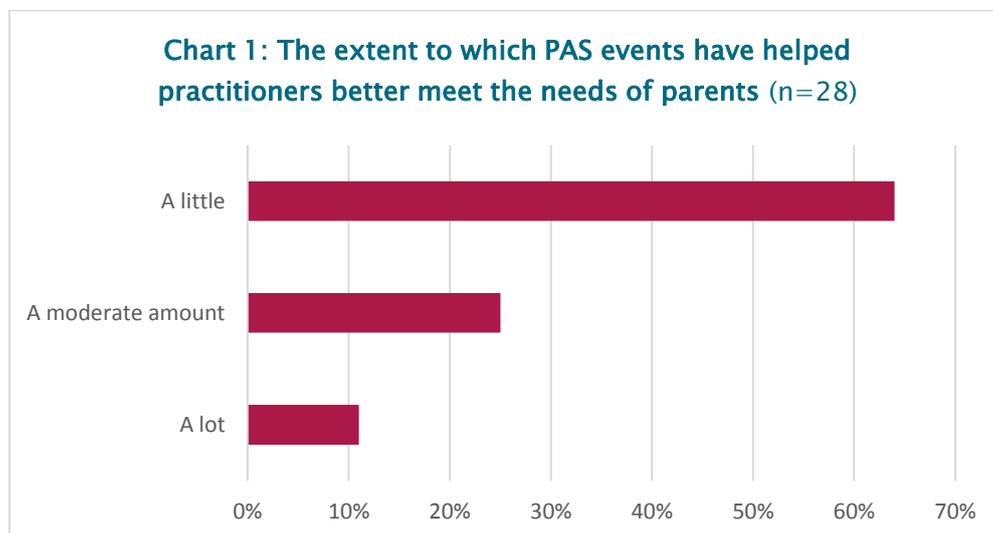
“PAS improves knowledge awareness and understanding and improves upon the long term health outcomes for specific population groups and their children”.

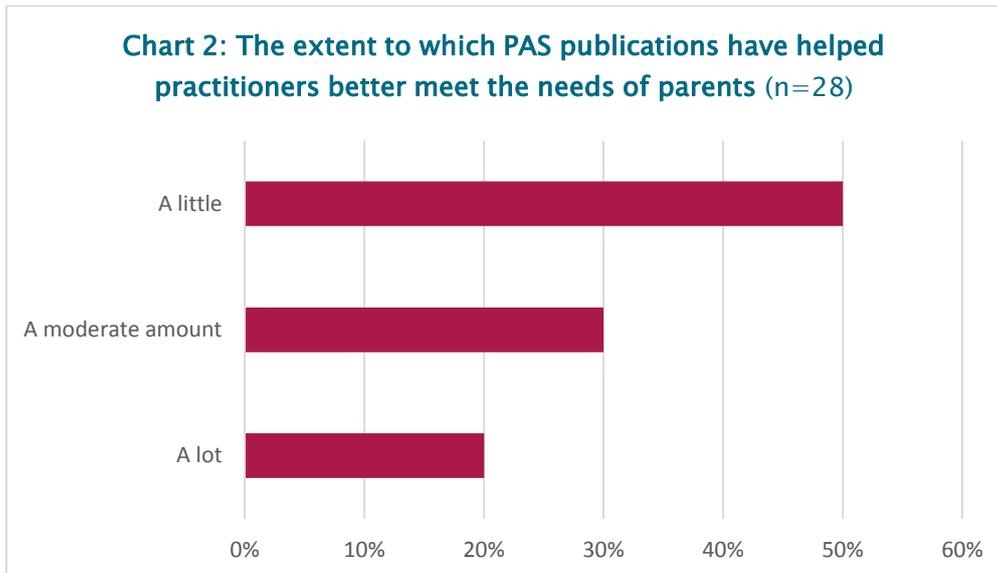
3.10 One specific example of how PAS has been involved through the journey of policy development and provision affecting families is the work on health visitors. Whilst this came to fruition in June 2014, the flow chart (Appendix 3) shows that the process of policy and practice development can take considerable time, therefore the involvement of PAS in committees and working groups during the evaluation year, can be seen as an investment of time in the potential delivery of new approaches which will positively affect the lives of parents and children in the future.

Practice

3.11 We explore in detail in the next section about the influence of PAS's activities in relation to practitioners' work, but linking with Outcome 1 (Indicator 2) we specifically asked practitioners whether PAS's events and publications had enabled them to better able to meet the needs of parents.

3.12 73% (n=40) of evaluation participants who had used PAS events or publications told us that these activities and resources had better helped them to meet the needs of parents. They went on to identify the extent to which this was the case (Chart 1 and Chart 2). It was most common for practitioners to have been helped a little, although a fifth of evaluation participants who had used them noted that publications had helped them a lot in better meeting the needs of parents.





- 3.13 Practitioners gave examples of how PAS activities impact on them better meeting the needs of parents, with the clearest examples coming from the effect of PAS publications offering valuable information for parents at different stages of parenting young people.

“The sex education booklets have been good at suggesting books parents can use to introduce or talk about growing up”.

“Parents find the booklet helpful. The version for parents with literacy difficulties is useful for parents who are learning English as an additional language. We give the booklet out at transition to primary sessions”.

“Sleep: babies and toddlers’ has been an effective tool. Parents like this booklet as it normalises the sleeping patterns they are experiencing and so offers reassurance.”

Parents communicating with policy makers

- 3.14 We had hoped that the evaluation could gain feedback from a small number of parents involved in PAS’s Parliamentary events to gain evidence of them communicating their issues and needs to key stakeholders involved in legislation and policy change.
- 3.15 We sought contact with parents who had been part of PAS’s Parliamentary events however, many of these were through organisations rather than directly with the parents themselves, but we did not receive responses to these requests. This was perhaps as PAS had not requested this level of involvement at the time of originally engaging with them. PAS intend to address ways of gaining greater parental involvement and feedback in the future.

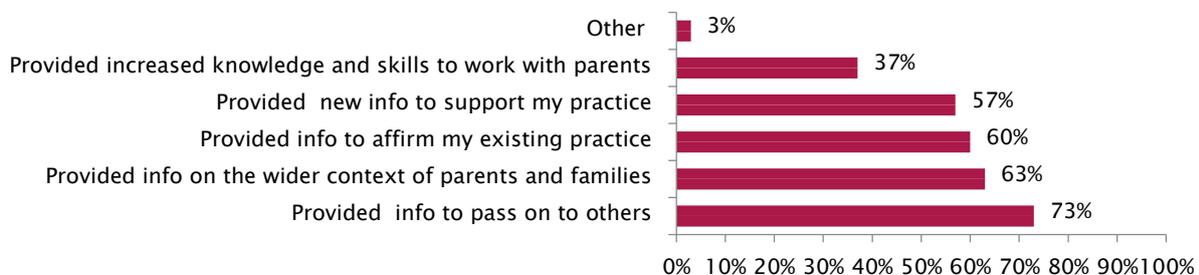
Impact on practitioners who work with parents and families – Outcome 2

- 3.16 One of PAS's main areas of work is in providing information for practitioners who are working with parents and families. PAS do this through a range of media; website, e-newsletter, policy briefings, events and publications. PAS's aim from these activities is for practitioners to be more informed in their work, as well as being better equipped with information which they can pass on to parents. The evaluation sought to establish whether or not these different activities had impacted on practitioners in these ways.
- 3.17 In the course of 2013/15 PAS offered a range of activities and resources for practitioners:
- 🌀 delivering seminars, a conference and training events;
 - 🌀 producing, distributing or making available publications including consultation reports, poll reports, evidence reviews, essay collections, event reports, top ten tip booklets for parents on various themes;
 - 🌀 distributing quarterly e-newsletters;
 - 🌀 managing the PAS website;
 - 🌀 promoting all of the above through social media.

Publications

- 3.18 We found that 51% (n=30) said that PAS publications had influenced their practice (15% (n=9) of respondents said it had not and 34% (n=20) didn't know). Those whose practice had been influenced identified the ways in which this had happened most notably through being given information which they could pass on to others (73%). Chart 3 shows the different ways in which PAS publications have influenced practice.

Chart 3: How have PAS publications influenced your practice (n=30)



3.19 Some practitioners gave examples of their work situations which had been impacted on by PAS publications, either in terms of developing their organisations' thinking, or in being better equipped to pass on information to parents.

"At meetings I often feedback findings from PAS publications that have led us to think more strategically about an issue".

"[PAS publications] increased my knowledge in various subject matters and I feel more confident in my ability to pass this on to the families I work with".

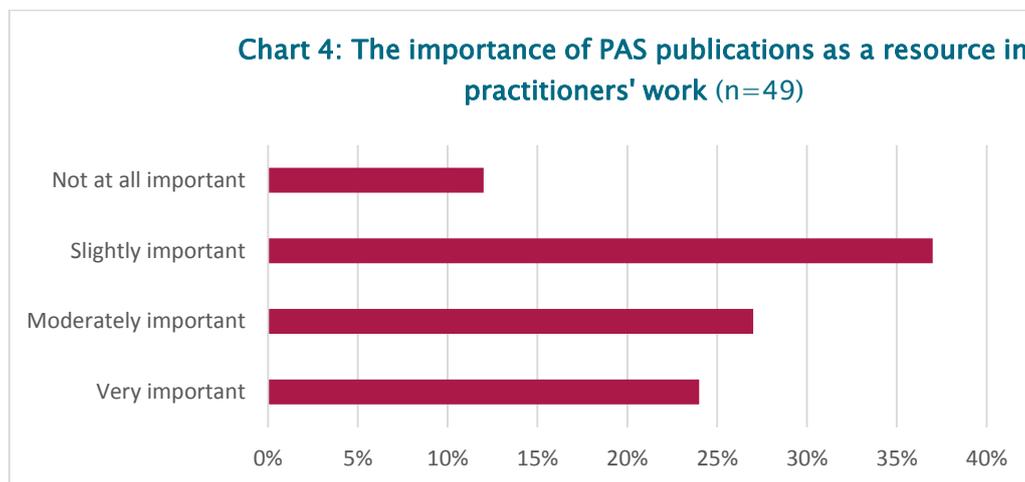
"I have used the information to answer enquiries to the Advice Service".

3.20 Some practitioners mentioned specific PAS publications which had been helpful in validating their practice and in delivering support to parents;

It confirmed to me the key issues at key transition times by using the two booklets starting primary school and high school as guides.

'Let's Talk Teens' has been helpful to keep the parenting of older children agenda alive locally.

3.21 The evaluation found that PAS publications had some importance for all of practitioners (n=40) who had used them. 50% found the PAS publications are either moderately or very important with the same number finding them slightly important. Chart 4 shows the results.



3.22 We asked practitioners how they had become aware of publications. The most common routes were conference/events (55%), PAS website (41%) and e-newsletter (31%). Social media (21%), word of mouth (17%) and other organisations' newsletters (12%) were other ways in which people had heard about them. A small number of respondents noted that the receipt of the evaluation survey had alerted them to the existence of PAS publications.

3.23 Lack of awareness of publications was the main underlying reason for those who said that publications had not influenced their work in meeting the needs of parents, while an increase in profile and distribution were the main improvements which evaluation participants said should be made to PAS publications.

More of them [publications]! More co-ordination around their distribution resulting in improved access at a local level. Wider range of topics maybe linked in to policy drivers.

Website

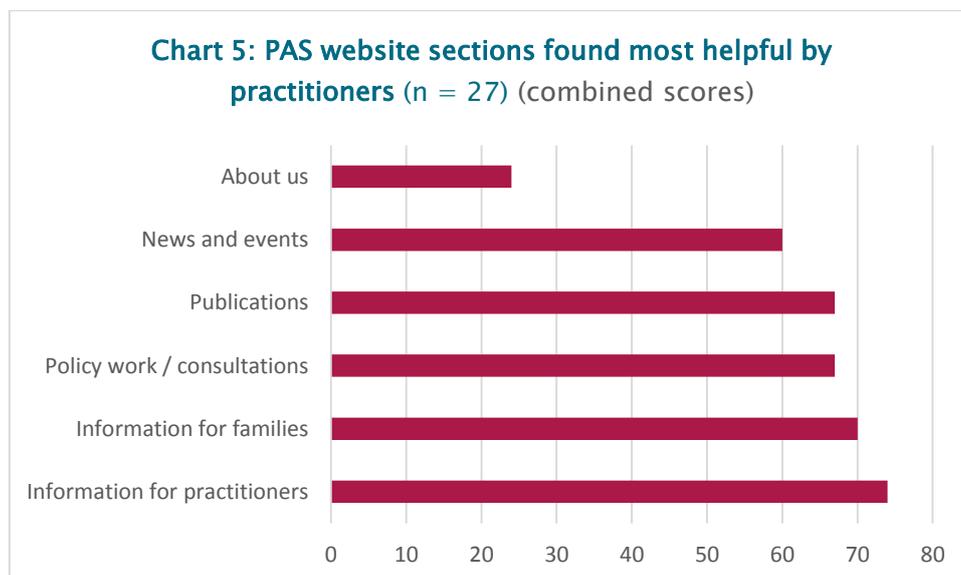
3.24 The PAS website (www.parentingacrossscotland.org) is seen as an important resource by PAS staff as it is the route by which many of its resources can be advertised and made freely available for parents and practitioners. It is also a major route through which events and publications can be promoted and so PAS put effort into directing people to the site e.g. through e-newsletters or by promoting links to the website through social media or at events.

3.25 The majority of practitioners (68% (n=42)) said that they used the PAS website, with the majority of these PAS website users (79%, (n=33)) describing themselves as occasional users. The remainder were moderate users (12%, 5), frequent users (7%, 3) or one-off (2%, 1) users.

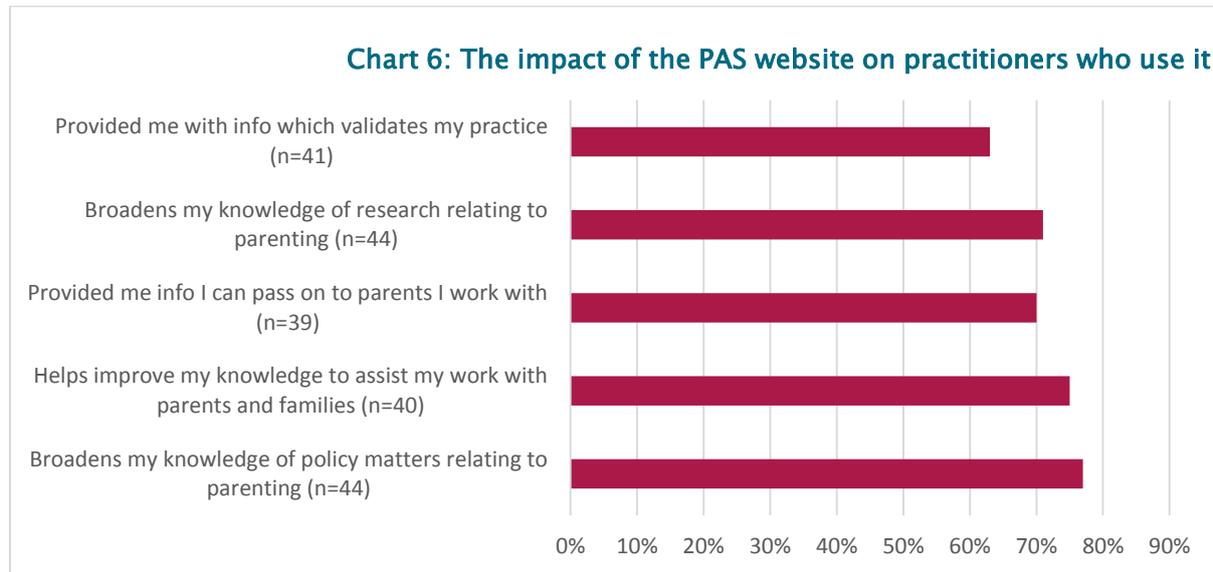
3.26 The site was viewed positively by the majority of users who said it was:

- 🌀 easy to use (86% either agreed (62%) or strongly agreed (24%) (n=45);
- 🌀 easy to navigate (82% either agreed (61%) or strongly agreed (21%) (n=44); and
- 🌀 well designed (79% either agreed (63%) or strongly agreed (16%) (n=43);

3.27 We asked practitioners which of the website sections were helpful to them. ‘Information for Practitioners’ was the section most likely to be described as most helpful (See Chart 5).



3.28 We found that the majority of people who were PAS website users, agreed or strongly agreed that the website helped to improve their knowledge or provided them with information to support their practice or to assist their work with parents and families, as shown in Chart 6.



3.29 Some evaluation participants (18%, n=8) said that they could give specific examples of how the website had supported their work practice.

"I often pass on areas [of the website] to look at to colleagues who are in the parenting work field. I also point out to our Publicity Department who will highlight things on our parenting facebook page".

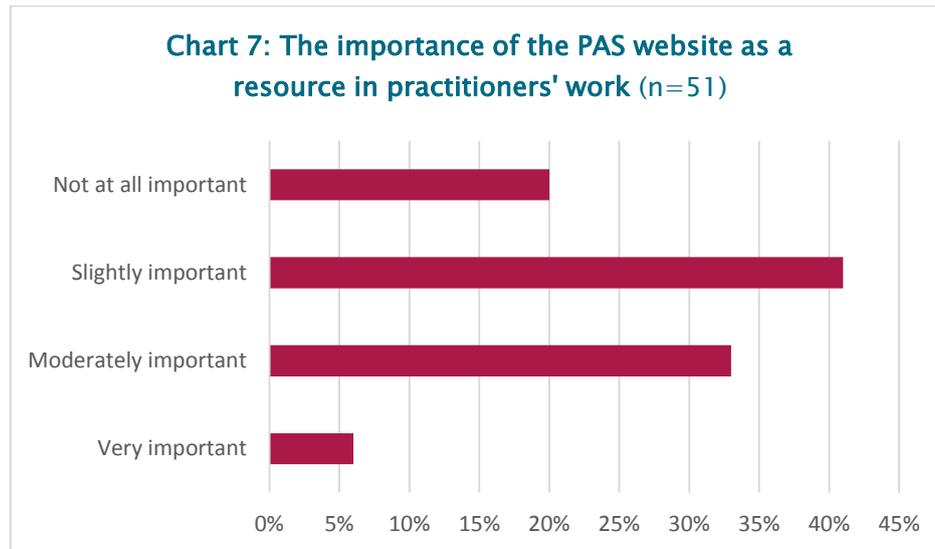
"I have used the website as a portal to send community based parents groups to, to allow them to access resources and information".

3.30 Some participants gave specific examples of material they had accessed through the website which they had passed on to parents.

"Used the information on sexuality and teenagers in work with foster carers".

"Starting School' publication for our entrant parents".

3.31 Overall the PAS website was most likely to be seen as a useful rather than an essential tool which supported practitioners in their work, with 75% (n=32) of PAS website users agreeing (63%) or strongly agreeing (12%) that it was a useful resource in their work while 28% agreed or strongly agreed that it was essential. The level of importance of the website as a resource in practitioners' work is shown in Chart 7.



"This is an invaluable resource and I could never get all the info in such a short time without them. They save me so much time as I don't have to search all over for stuff and their stuff is trustworthy as it comes from reliable sources".

"It is very useful to have up to date information for parents and professionals who support parents from lots of sources all in one place".

- 3.32 We asked practitioners who had not used the website why they had not done so. A lack of knowledge of the website was the most common reason given, and the evaluation survey had in fact prompted some to look at it for the first time.

"Wasn't really aware of it as a resource – have looked now though, and feel it will be valuable".

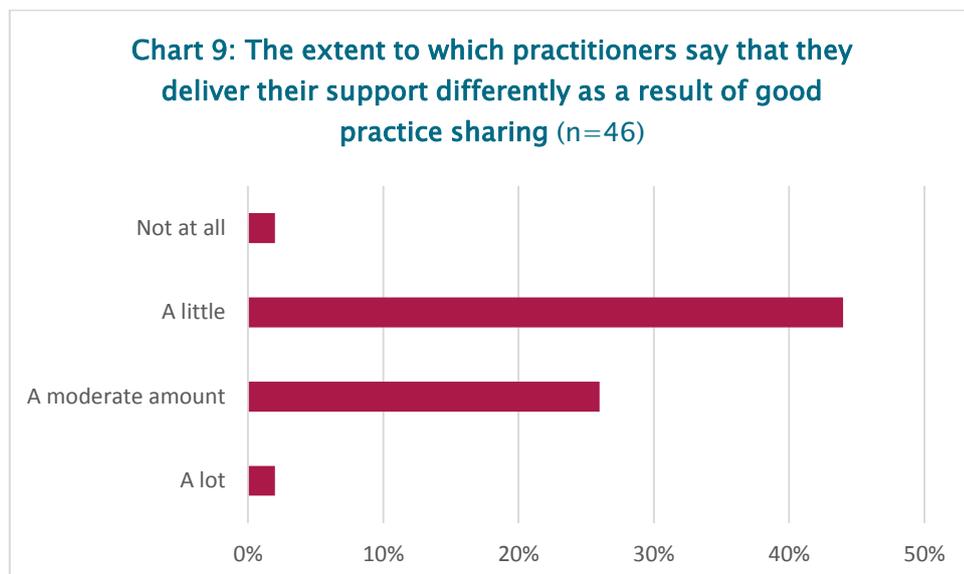
Enewsletter

- 3.33 PAS sends out an e-newsletter in order to keep a distribution list of interested parties up to date with organisational developments, forthcoming events, developments relating to policies and research, and as a way of directing people to the website for further resources.
- 3.34 We found that 45% of the evaluation participants said that they subscribed to the e-newsletter, with the main reason behind those not subscribing being that they were not aware of the e-newsletter.
- 3.35 The evaluation found that the e-newsletter played a number of roles for those who subscribed to it:
- 🕒 it kept them up to date with issues they needed to know about in supporting parents and families (65% agreed, 27% strongly agreed) (n=26)
 - 🕒 it kept them up to date with relevant policy (63% agreed, 25% strongly agreed) (n=32)

- ④ it kept them up to date with relevant research (55% agreed, 26% strongly agreed) (n=31)
 - ④ it led to them accessing further information which supported their work with parents and families (66% agreed, 17% strongly agreed) (n=29)
- 3.36 We also found that the e-newsletter performed a practical function in leading people to attend events which supported their work with parents and families, as 38% agreed and 24% strongly agreed that this was the case.

Events

- 3.37 PAS runs conference and seminar events throughout the year based on themes of interest for those working with parents and families. We found that 42% (n=60) of evaluation participants said that they had attended PAS events in the last year. The main reason why people said that they had not attended events was that they were not aware of them, although a small number also noted time and budget restraints.
- 3.38 We found that PAS events had played a positive role for those practitioners who attended them, in terms of them experiencing an increase in knowledge and having their practice validated. The evaluation found that those who had attended events said that these had:
- ④ broadened practitioners' knowledge of policy matters relating to parenting (42% agreed, 25% strongly agreed) (n=36)
 - ④ broadened practitioners' knowledge of research relating to parenting (36% agreed, 25% strongly agreed) (n=36)
 - ④ improved knowledge to assist practitioners' work with parents and families (52% agreed, 35% strongly agreed) (n=23)
 - ④ provided information which validates practitioners' practice (54% agreed, 17% strongly agreed) (n=35)
- 3.39 PAS aims to provide opportunities through events for practitioners to share good practice, and for this sharing to subsequently impact on their confidence in their own practice and on the support they provide. We therefore asked in more detail about the level to which practitioners felt that their practice had been validated as a result of good practice sharing, and the extent to which they provided support differently. We found that the majority of practitioners experienced a little or a moderate effect on these areas as a result of good practice sharing (Chart 8 and Chart 9).



Parents will be better able to ensure their children have the best start in life and are ready to succeed – Outcome 3

- 3.40 PAS's activities ultimately aim to impact on parents and children. The three indicators they are working to under this outcome require PAS to show that practitioners have directed people to use PAS (through publications or the PAS website), that practitioners have provided PAS information directly to parents and that parents report that their parenting has changed as a result of knowledge or confidence gained from PAS information. The evaluation sought to establish whether or not PAS's activities had impacted in these ways.
- 3.41 We found clear evidence that PAS publications are used in the support of parents and that practitioners report that this is of value. 48% (n=29) of practitioners said that PAS

publications have helped parents they are working with and some gave examples of how they used specific publications, and how these had supported parents.

“Useful information about the nature of families in Scotland and evidence reviews can be passed on to parents in mediation”.

“Informative information guide to help with strategies on play and starting primary school as part of induction packs. Parents are given suggestions which put their minds at ease and helped settling in and building up routines”.

“We give out publications at our new intake meetings, at pastoral care meetings, enrolments etc. It is reassuring for parents to actually have something in their hands which is accessible and directly addressing their anxieties”.

“Increased confidence [for parents]. They are not alone with worries”.

3.42 The evaluation found that 45% (n=27) of practitioners didn't know if PAS publications had helped the parents they were working with. Although we have no further information about why they responded in this way we assume that this group represents practitioners who do pass on publications to parents but who do not have sufficient follow-up contact to know if, or how these have been used, and whether they have had any effect.

3.43 A small number of practitioners were able to specifically state a connection between PAS publications and changes to parenting behaviour.

“The Parenting Teenagers booklet has helped parents to communicate better with their teen”.

“Parents found the sleep tips helpful and did use the ideas within the leaflet”.

“Workers who have handed them out [PAS publication] have fed back how much use these have been when in discussion with parents, and parents have fed back how easy they are to understand and are a great size to store or carry about”.

3.44 PAS activities also offered practitioners the chance to pass on information to parents or to direct them to resources. As one evaluation participant said, *“I regularly signpost parents to the website”*, while we found that 41% (n=18) of practitioners had passed on information received at events to parents.

4. Conclusions and recommendations

- 4.1 The funding of Parenting across Scotland through the Third Sector Early Intervention Fund has seen the organisation further develop its activities in support of parents and the practitioners who work with them. This has been done by representing the interests and issues faced by parents on working groups and committees and through a programme of activities incorporating events, publications and website resources for practitioners and parents.
- 4.2 The evaluation has found that PAS is recognised as having a valued role and making a unique contribution on committees and working groups which develop policy and legislation which ultimately will impact on outcomes for families.
- 4.3 The evaluation has found that practitioners value PAS as offering useful activities and resources which supports them in a number of ways; affirming existing practice, increasing knowledge and understanding of issues relating to parents and families, and providing information which can be passed to colleagues and to parents, for the benefit of improved outcomes within families.
- 4.4 The evaluation has found some indication through practitioners' evidence that parents do benefit from PAS's resources, but a lack of direct contact with parents means that there is as yet little direct evidence from the beneficiaries of PAS's work.

Recommendations

- 4.5 PAS has been funded through the Third Sector Early Intervention Fund for a further twelve months and there are a number of recommendations for PAS relating to lessons learned through the development of a new evaluation framework in the last year.
- 4.6 In order to capture more fully impacts relating to the outcomes which PAS is being funded to achieve it is recommended that PAS;
 - ① continue to document all committee and working group representation they are involved in, through an overall table showing all groups and by maintaining a simple record sheet of inputs they make at each meeting. This will enable collation at the end of the year of information showing both the pathway to policy or practice change which the group was involved, and PAS' contribution to this;
 - ② critically look at each event evaluation form they use in the coming year to ensure that questions asked of practitioners and parents link with PAS's funded outcomes and indicators in order that evidence of impact is gathered on an ongoing basis;
 - ③ capture the potential impact of their work on practitioners who are also parents, rather than regarding these as two completely separate groups. This would help to build up a fuller picture of the impact of PAS resources and activities on parents;

- ④ develop ways to establish contact with parents who have accessed, been directed to or been given PAS resources in order to determine the impact on them and the outcomes for their children. Use of parent groups through PAS partners and making contact with parent users of PAS's website and facebook page should all be considered; and
- ④ reflect on the fact that practitioners often know about one aspect of PAS work but not the full range of resources available, and therefore develop more integrated work to ensure greater potential for a user of any PAS resource or activity to be aware of, or directed to, other PAS opportunities.

APPENDIX 1 – PROFILE OF ONLINE SURVEY RESPONDENTS

<i>Base</i>	62 100%
Please state the area in which you work:	
Third Sector	19 31%
Education	19 31%
Health	11 18%
Social Work	6 10%
Other	4 6%
Trade Union	2 3%
Other Local Authority role	1 2%

APPENDIX 2 – COMMITTEES/GROUPS ON WHICH THERE IS PAS REPRESENTATION

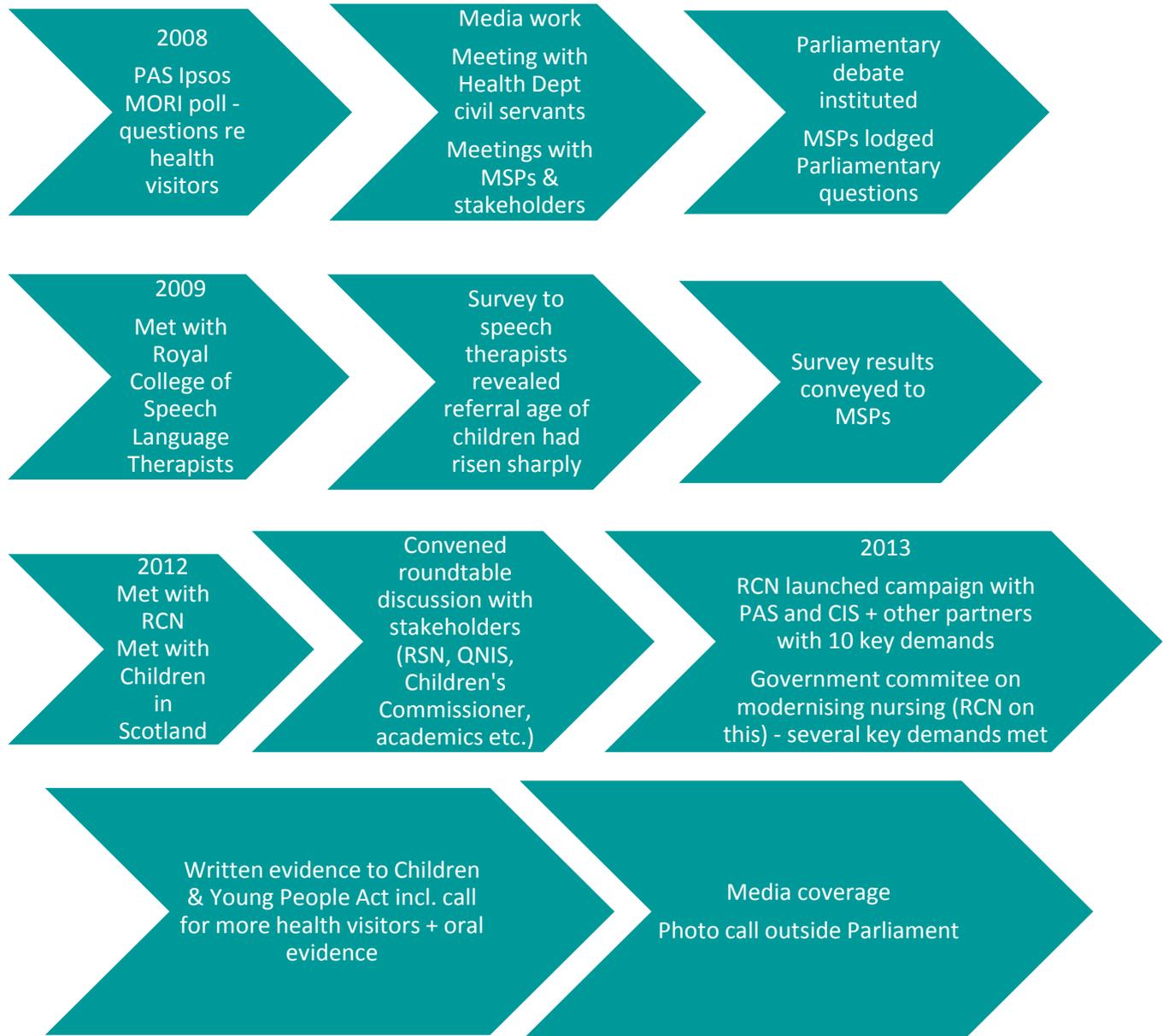
Group	Meeting frequency	Context	PAS interest
Scottish Government working groups			
Childcare Long term vision	Bi-monthly	Looking at where childcare should go beyond Children and Young People Bill Currently looking at out of school care	Childcare – key PAS policy area/ask
Childcare statutory guidance	Every two months until 2014 Now complete	Drafted statutory guidance for childcare part of Bill. Consultation with parents now includes specified groups of parents due to PAS	Childcare – key PAS policy area/ask
Teenage pregnancy and young parents Scottish Government working group	Four meetings until 2015		Parenting for young parents
National Parenting Strategy – fathers group	Twice yearly	Looking at father proofing policy and publications, encouraging fathers involvement in parenting	Part of National Parenting Strategy so key area of PAS work

Group	Meeting frequency	Context	PAS interest
Other groups			
Childcare Commission	Bi-monthly	Children in Scotland's Commission looking at finding a new model to deliver flexible, affordable, childcare for children and families.	Childcare – key PAS policy area/ask
National Parenting Coordinators Group (NHS Health Scotland)	Twice yearly	Informal grouping of parenting coordinators from throughout Scotland. Useful for information exchange and contact.	Parenting – key area of PAS work
National Early Years Network (NHS Health Scotland)	Twice yearly	Plans NHS Early Years conference and work	Parenting in the early years
Family Friendly Working Steering Group	Two monthly	Planning the Family Friendly Working Scotland work programme	Family friendly working – key PAS policy area/ask

Also attend Children's Policy Officers Network, occasionally Cross Party Groups (Children's and Families affected by imprisonment), ad hoc group of orgs meeting on childcare.

APPENDIX 3 – PROCESS FLOWCHART SHOWING PAS INVOLVEMENT IN POLICY AND PRACTICE CHANGE

PAS was concerned that health visitor numbers were dropping and that routine child health surveillance checks had been dropped as a result of HALL4 (Scottish Government). As a result of this change, there were concerns that parents did not have a regular ongoing relationship with a health visitor (and so no one to ask for help). Furthermore there were concerns that children were not getting regular health checks and so potentially emerging issues were not being picked up early enough.



Key Outcomes

- 2010 – 27–30 month check re-introduced
- Named person included in CYP Act and will be Health Visitor for under 5s
- June 2014 – announcement of 500 new health visitors over next 4 years
- Ongoing Scottish Government review of health visitors