



ParentsPlus

Empowering Professionals to Support Families

Strategic Plan 2022 - 2025

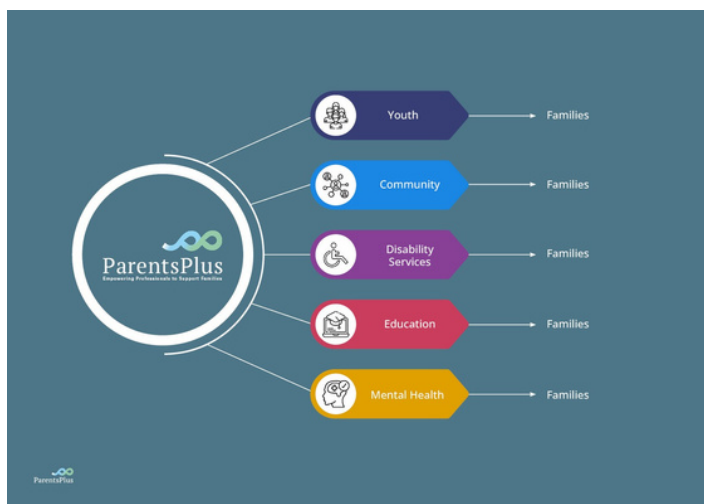
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About Parents Plus

Quality of parenting is the single most important determinant, affecting children’s development, behaviour, mental health and long-term outcomes, as well as affecting wellbeing of parents, communities, and the next generation.

Access to proven, tailored parenting support is low in the community, with parents and children often ending up in crisis, eventually receiving reactive rather than preventative supports, all more costly and less effective than early intervention. Lack of proven parenting training amongst professionals in the community, to provide effective strategies to struggling families, at the point of need, compounds this widespread societal problem.



Parents Plus train and supervise professionals working in Community, Health, Education and Disability services, to improve outcomes for families, with their evidence-based and tailored Parenting and Mental Health programmes, supervision and outcomes tracking.

Backed by over 25 years of research, the Parents Plus portfolio of programmes have proven benefits for families, including those dealing with disadvantage, disability and mental health problems.



Our Programmes comprise of:

- The **Early Years Programme** for parents of children aged 1 to 6.
- The **Children's Programme** for parents of children aged 6 to 11.
- The **Adolescents Programme** for parents of adolescents aged 11 to 16.
- The **Working Things Out Programme** targeted at adolescents aged 11-16.
- The **Parenting when Separated Programme** targeted at parents who are preparing for, going through, or have gone through a separation or divorce.
- The **Special Needs Programme** to support parents who have an adolescent with an intellectual disability.
- The **Healthy Families Programme** to support healthy, active and positive family lifestyles.
- The **ADHD Programme** to support parents of children with ADHD aged 6 to 12.

The seven programmes are effective:

- **Universally**, for all families raising children;
- **In prevention**, for disadvantaged and at-risk families; and
- **As interventions**, for high need families dealing with complex problems.

Parents Plus was established as a registered charity under the auspices of the Mater Hospital in 2001 (Charity No. CHY 13664) and a company limited by guarantee in 2013 (CRO 530105).

Mission, Vision and Values

Mission

The Parents Plus mission is to improve the outcomes and well-being for children and adolescents and their families by empowering professionals to deliver evidence-based mental health and parenting programmes through services in local communities. Parent Plus focuses particularly on supporting families affected by significant challenges such as disability, mental health problems and socio- economic disadvantage.



Parents Plus is committed to developing evidence-based therapeutic and educational materials for families and to providing high quality training and implementation support to professionals to ensure successful delivery of the programmes.

All profits from sales of programmes and training are re-invested in developing new materials to respond to the evolving needs of families, and in sponsoring training of services who work with high need families and who have limited funding.



Vision

For the people we serve

Families in need have access to proven and tailored tools from the services they turn to, in their communities, early on in their journey, improving their outcomes and preventing difficulties or crises arising.



For Parents Plus

Parents Plus is the leading, innovative parenting and mental health research, training and outcome tracking organisation for services working with families and children in Ireland and internationally.



Values



Evidence-Based Service

Parents Plus are committed to researching outcomes and developing effective programmes, as well as empowering professionals to continually evaluate their practice to ensure the programmes, delivered in groups or one to one, meet the needs of the families they support.



Excellence

There are 24 internationally recognised studies conducted in clinical, community and disability settings, attesting to the effectiveness of the Parents Plus programmes for families dealing with a variety of challenges and issues. Each of the programmes follow international best-practice guidelines as described by the National Institute for Clinical Excellence in the UK and have been independently reviewed by the Early Intervention Foundation (EIF), NHS Education for Scotland (NES) and the National Parenting Academy (NPA) and were awarded top ratings.



Collaborative Practice

Parents Plus work in partnership with families and services to research, test and ensure the programmes meet their goals, and to ensure their experience and knowledge are central to the content of the materials.



Empowerment

The programmes are focused on encouraging children, adolescents and parents to achieve their potential and the professional training is focused on encouraging professionals to achieve the highest standards of excellence and to build sustainable family support projects within their local communities.

Governance and Organisation

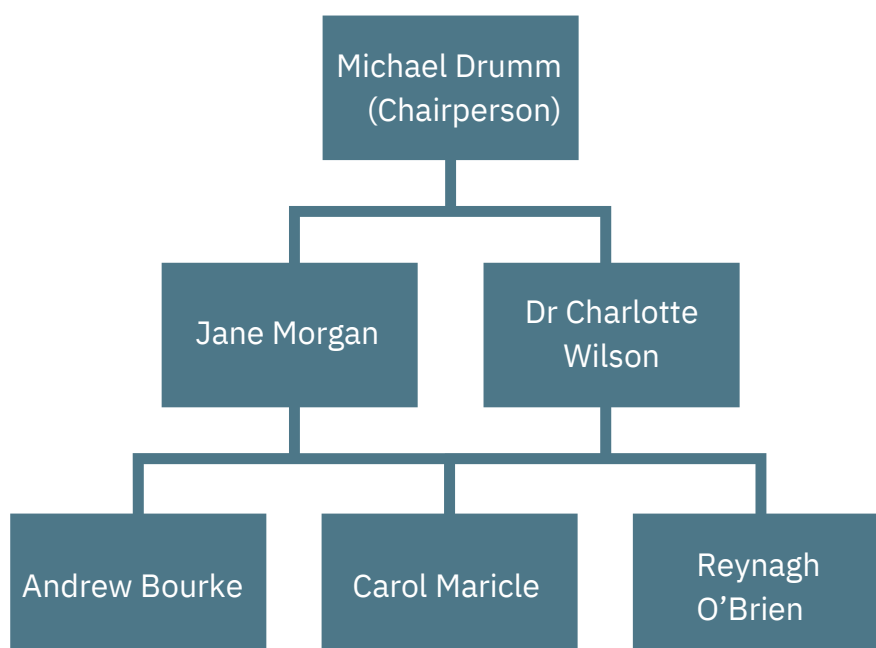
Parents Plus Ltd is an Irish registered charity and complies with the Charity Act 2009. Parents Plus is constituted as a company limited by guarantee not having a share capital, registered with the company number 530105. Parents Plus Ltd is registered with the Charities Regulatory Authority with registered charity number 20043124 and has been granted charitable tax exemption by the Office of the Revenue Commissioners with the CHY reference number 13664.

Governance Code and Compliance

Parents Plus complies with all of the core standards outlined in the Charities Governance Code. In compliance with the Charity Act 2015, Parents Plus reports annually on their compliance and submits an annual report to the Charities Regulator.

Board

The Board of Directors, who meet approximately six times annually, have responsibility for the governance and strategic direction of Parents Plus in liaison with the Chief Executive Officer and senior staff members. During 2022, the Board of Parents Plus comprises of the following members (31st December 2021):



The Chief Executive Officer and the Finance Manager attend the board meetings also.

Board Sub-committees

To maintain and continually improve standards, Parents Plus have two subcommittees that meet throughout the year and report to the Board

1. Finance Subcommittee – Meets to review financial procedures and to produce a draft budget and financial plan for the board.

2. Governance Subcommittee – Meets to review all governance procedures and to ensure the highest standards of accountability and governance.

Financial Reporting

Parents Plus follows strict financial procedures and complies fully with all reporting requirements as detailed by the Charities Regulatory Authority. Parents Plus salaries are benchmarked with equivalent grades in the HSE and TUSLA. Our finances are carefully managed by our Finance Manager and reviewed at each board meeting. Our accounts are independently audited and our current auditors are Robert J Kidney and Co.

Staffing

In 2022, Parents Plus has two full-time staff members, five part-time staff members, and two full time Assistance Psychologists, who have been employed to work on the development of the two new Parents Plus programmes.

Cherie Tyner, Interim Chief Executive Officer

Dr. John Sharry, Clinical Director

Breda Flood, Financial Controller

Dr. Eileen Brosnan, Head of Practice and Implementation

Claire Raftery, Programme Manager

Grainne Hampson, Senior Trainer

Ciara Ní Raghallaigh, Parents Plus Special Needs Programme Co-Ordinator

Keith Creegan, Assistant Psychologist

Lesley Lally, Assistant Psychologist

Context for the 2022-2025 Strategy

Over the last 10 years alone, Parents Plus has supported over 1,000 organisations, in Ireland and internationally, to improve their service delivery, strengthening over 100,000 families.

Increasing our impact



The Parents Plus Strategic Plan 2022 – 2025 is informed by up to date research on the needs of families; impact of the Covid-19 pandemic; the current social, economic and political context for families living in Ireland, and internationally; as well as the gaps in services working with parents, children and young people.

Parents Plus is now at a pivotal stage in our growth, with world class solutions for services and families. To this end we will focus on increasing our impact in Ireland to respond to the growing needs of families and services, and scaling our current work in the U.K. and internationally to further strengthen families and improve outcomes.

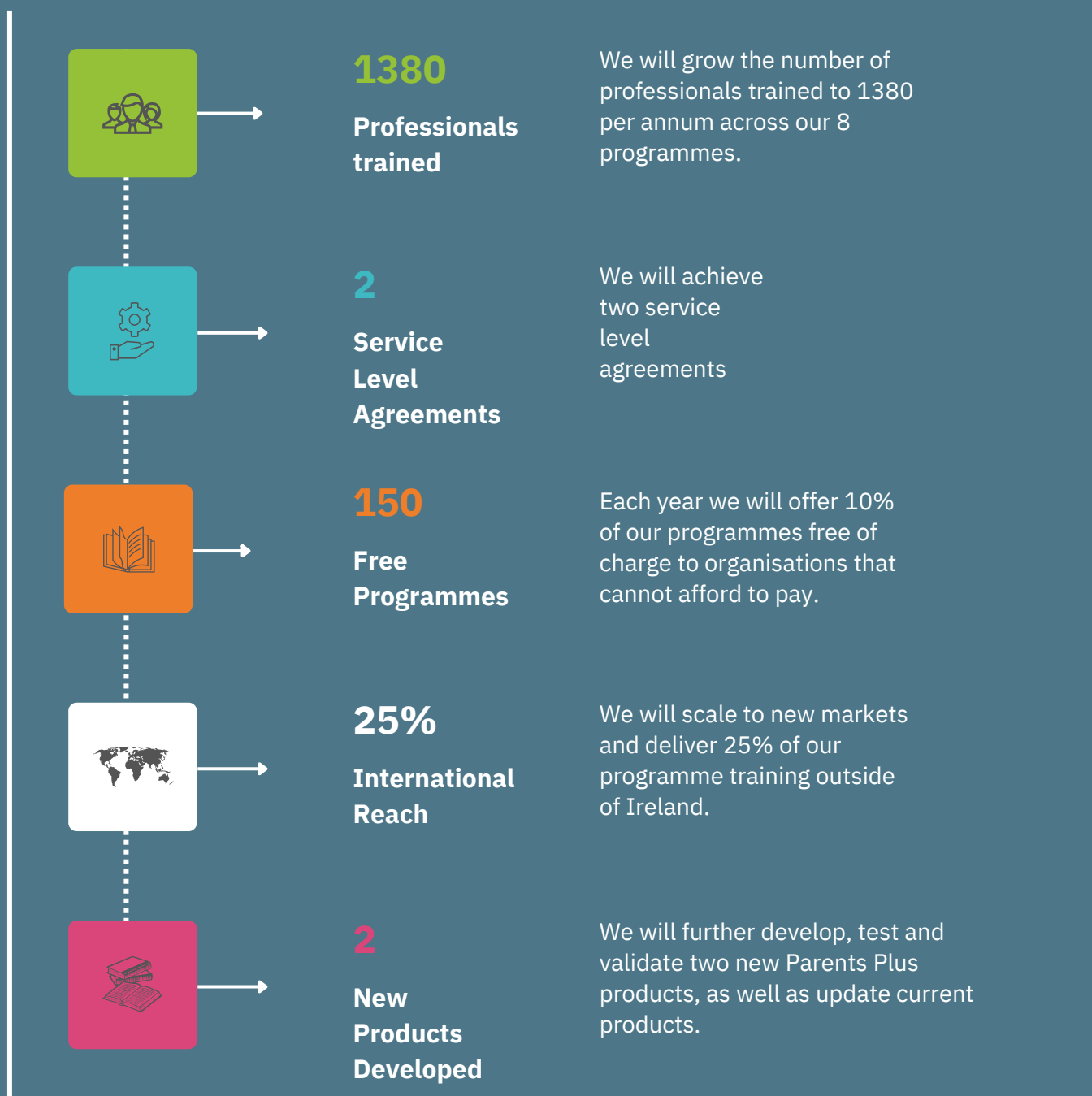
Eight strategic goals have been developed, setting out in further detail the high-level aims which underpin our vision for Parents Plus, and the services and families we set up to serve.

By delivering on these goals, Parents Plus will be best placed to:

1. Increase the impact of our world-class parenting and mental health programme research, trainings, supervision and outcome monitoring for services, and importantly, families;
2. Continue to respond to evolving needs of families, particularly those most marginalised and underserved, through development of evidence-based programmes and sponsorship of services with limited budgets and who work with high need families.

Measures of Impact

Our goals to the end of 2025



Strategic Goals 2022 – 2025

- Goal 1** Increase the impact of Parents Plus in Ireland, through the number of services and professionals trained and supervised in programme delivery, to improve outcomes for families.
- Goal 2** Increase the international impact of Parents Plus.
- Goal 3** Increase programme accessibility and impact for services and families.
- Goal 4** New Programme research and development to respond to evolving needs of families and services supporting them.
- Goal 5** Increase access to our evidence-based programmes by high need and disadvantaged groups.
- Goal 6** Increase impact of post training support to agencies to improve outcomes for families
- Goal 7** Research and Evaluation of our programmes to ensure excellence
- Goal 8** Governance and Administration

Goal 1

Increase the impact of Parents Plus in Ireland, through the number of services and professionals trained and supervised in programme delivery, to improve outcomes for families.

Parents Plus will respond to the increasing need for Parents Plus facilitator training, supervision, and outcome monitoring, within Ireland.

Over the next three years, Parents Plus will:

1. Continue to deliver high quality professional training in each of the seven current Parents Plus Programmes across community, education, mental health and disability services, and to develop new training protocols for the new Healthy Families and ADHD programmes.
2. Increase awareness and understanding of the impact of the Parents Plus suite of programme trainings and supervision amongst services working with parents, children and young people, in the community, mental health, disability, health and youth services, through a PR Strategy, Social Media Strategy and SEO Strategy, substantially increasing the number of professionals trained and supervised by 2025. (See Goal 2 table below).
3. Develop a marketing and communications plan to position Parents Plus as the sector leader in Ireland, to increase the number of services trained. We will also continue to develop the charity's profile outside of Ireland.
4. Run a pilot of the Special Needs Programme within one HSE CHO and achieve high level Service Level Agreements with the HSE for the PPSN training to be supported to all the disability network teams nationally.
5. Increase delivery of the ADHD programme through CAMHS and Primary Care services nationally, possibly via a Service Level Agreement/Collaborative grant.
6. Continue to collaborate with multi-agency groups and commissioners, such as those from Tusla, HSE, schools and disability services, in the delivery of the Parents Plus Programmes for specific communities.

Goal 2

Increase international impact of Parents Plus through the number of services and professionals trained and supervised in programme delivery, to improve outcomes for families.

Parents Plus will respond to the increasing need for Parents Plus facilitator training, supervision, and outcome monitoring in the U.K. and internationally. Over the next three years, Parents Plus will:

1. Build on the foundation laid in the U.K. to date, increasing training and supervision for professionals by 25% by 2025.
2. Extend the role out of the Parents Plus Special Needs Programme in the UK via Ecclesiastical grant funding, and completion of a long term follow up evaluation.
3. Explore EU grants and partnerships to roll out the Parents Plus Special Needs Programme through identified EU countries.
4. Extend the role out of the Parenting When Separated Programme in the UK, building on recognition of the programme by the Department for Work and Pensions and the existing successful rollouts.
5. Create a base for the roll out of the Parents Plus Early Years, Children's and Adolescent Programmes in Turkey through completing full translation of the materials and the creation of a team of Turkish trainers.

Goal 3

Increase programme accessibility and impact for services and families.

Parents Plus is committed to ensuring as many families as possible can access the benefits of our evidence-based parenting and mental health programmes; assessing impact; and ensuring that the programmes are delivered to the high standard that they have been developed.

To achieve this, Parents Plus will:

1. Measure impact of our programmes on the services we train. This will include stakeholder mapping with professionals, their agencies, and follow up surveys after training.
2. Provide programme training and supervision subsidised to organisations who have limited budgets and who work with high need families.
3. Offer specialist support to agencies, such as the Family Resource Centres, who have the most significant reach into communities, to deliver our programmes in their services.
4. Support key national agencies who regularly deliver the Parents Plus Programmes nationally, online or face to face, such as Family Carers Ireland, ADHD Ireland and Parentline, via sponsorship and provision of trained accredited facilitators to deliver the programmes.
5. Monitor outcomes in all our national rollouts and identify which services reach the most families and which have the best outcomes.

Goal 4

New Programme research and development to respond to evolving needs of families and services supporting them.

To respond to the new needs and societal challenges faced by families, Parents Plus is committed to developing new evidence-based programmes, and to adapting our existing programmes to meet the needs of high-need groups. Over the next three years Parents Plus will continue to:

1. Review and update our existing suite of programmes to ensure they meet the needs of families and services, and continue to achieve the best outcomes.
2. Randomised Controlled Trial evaluation of the Parents Plus Healthy Families Programme, and roll out of the programme nationally in primary care services in Ireland, and in partnership with the Healthy Communities Initiative in the HSE.
3. Development and evaluation of the Parents Plus ADHD Programme in partnership with CAMHS services in the HSE, and community services such as ADHD Ireland.
4. Adaptation of the Parents Plus Early Years Programme to meet the needs of Traveller Families in a national roll out in partnership with Tusla.
5. Development of an individual version of the Parents Plus Early Years Programme for high need parents with additional needs such as Intellectual Disability, mental health problems, and other challenges that make group completion more difficult. This version is currently being developed with SPECS Bray - Supporting Parents and Early Childhood Services, in County Wicklow.

Parents Plus are also exploring new potential programme and material developments to:

1. Support parents with anxious children and teenagers.
 2. Parenting a child with a chronic illness, possibly in collaboration with Children's Health Foundation Ireland.
 3. To engage fathers and other marginalised parents.
 4. To help families deal with the challenges of the climate emergency.
- These ideas may be developed into full programmes over the course of the next three years depending on robust needs and benefits analysis, securing funding, and partnerships.

Goal 5

Increase access to our evidence-based programmes by high need and disadvantaged groups.

Parents Plus is committed to reaching and serving as many high need families as possible. To do this the organisation plans to:

1. Continue to support sponsored programme delivery to agencies working with high need groups who do not have access to resources to pay for services.
2. Prioritise high need, underserved families in our adaptations (See Parents Plus Special Needs Programme support rollout, as well as Traveller and SPECs programme adaptations listed above).
3. Consider further adaptations and translations of our programme materials for migrant and marginalised groups.



Goal 6

Increase impact of post training support to agencies to improve outcomes for families

Parents Plus is committed to ensuring a quality delivery of the programmes post training. Post training support is a key aspect of this. We will continue to increase the level of post training support to agency groups to ensure long-term quality delivery of programmes. In particular, Parents Plus aim to:

1. Provide advanced practice and group supervision workshops.
2. Increase the number of supervision and coaching sessions in line with service need.
3. Increase the number of facilitators who complete the accreditation process.
4. Extend the number of Parents Plus trainers and supervisors in our network.
5. Increase our engagement with all facilitators post training using a variety of channels (social media, events, newsletter, forums, video blogs, etc.)
6. Build a map of which agencies are trained in and regularly delivering the Parents Plus programmes, with a view to providing tailored support to the agencies that need help to get started and those that need ongoing support to maintain delivery.
7. Continue to support the Parents Plus Champions initiative.

Goal 7

Research and Evaluation of our programmes to ensure excellence

Parents Plus is committed to evidence-based practice and to continued research and evaluation of our evidence-based programmes to ensure they are effective. Specific research projects for 2022-2025 include:

1. Follow up Evaluation of Parents Plus Special Needs Programme in partnership with the School of Psychology in Trinity College Dublin.
2. Randomised Controlled Trial Evaluation of Parents Plus Healthy Families Programme in partnership with the School of Psychology in University College Dublin.
3. Evaluation of National roll out of Parents Plus Early Years Programme with Traveller Families in association with University of Limerick.
4. Evaluation of the Parents Plus ADHD Programme in CAMHS and ADHD Ireland with Trinity College Dublin.
5. Evaluation of the supported Parentline roll out of online parenting groups nationally.

Goal 8

Governance and Administration

Parents Plus is committed to maintaining the quality of governance within the organisation, particularly by:

1. Continuing to ensure our trustees represent our key stakeholders such as Parents Plus trainers and key agency collaborators, and that our board includes trustees with key strategic skills in areas such as scaling, finance, and organisation development.
2. Ongoing review of Parents Plus Governance in compliance with the Charities Governance Code to ensure the highest standard of integrity and accountability.
3. Transparent financial reporting to ensure all monies are spent to achieve the best impact for the families and services we serve.

Theory of change

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| <p>What problem are you trying to solve?</p> | <p>Families in need become families in crisis because parenting supports are low in the community negatively impacting the future outcomes of children and communities. Families may eventually receive reactive rather than preventative supports, all more costly and less effective than early, tailored parenting support.</p> <hr/> <p>Professionals in the community are not adequately trained to provide effective parenting strategies to struggling parents and families</p> | |
| <p>What is our proposed solution to the problem?</p> | <p>Upskill of practitioners working with parents and children in proven, tailored parenting programmes, with supervision and implementation supports, to ensure improved outcomes</p> <hr/> <p>Developed in partnership with stakeholders</p> <hr/> <p>Accessible to parents in their local communities, through established services, at the point of need</p> <hr/> <p>Can be used as preventative, early intervention or crisis intervention</p> | |
| <p>Who might experience changes as a result of what we do?</p> | <ol style="list-style-type: none"> 1. Children 2. Young People 3. Parents 4. Families 5. Professional working with above | |
| <p>What are some of the characteristics of these groups of people?</p> | <p>Parent Highneed Struggling with multiple issues Marginalised Poor coping skills Low self esteem Isolation Inconsistent parenting Low knowledge of child development</p> <hr/> <p>Services Waiting Lists Overwhelmed Under skilled Burn Out Feelings of inadequacy</p> | <p>Child/Young Person Emotional problems Developmental problems Marginalised Behavioural problems Disability ADHD Stressed Unhappy Acting Out</p> |

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| <p>Activities</p> | <ul style="list-style-type: none"> • Training professionals to deliver our group based and one to one parenting interventions • Programme manuals, DVDs and resources for facilitators • Programme books for parents • Post training implementation support, and supervision to enhance facilitation skills and outcomes • In-built Quality Implementation Protocol in each programme training to ensure fidelity and outcomes defined by families are achieved • Accreditation route to elevate facilitation skills, path to becoming supervisor within own service and integrate into long-term service delivery • Continuous research, co-production with stakeholders and evaluation, to ensure effective programmes and strategies for parents, practitioners and services • 800 plus people trained every year | |
| <p>Outputs</p> | <ul style="list-style-type: none"> • 8 different evidence-based programmes, RCTs, Evaluations • Continuous research to respond to evolving and complex needs • In built evidence-based quality protocol for the trained professional to use to ensure families are achieving the goals they define • Trained Facilitator Manuals, Parent books, DVDs, posters • Supervisions and Accreditations to embed in local service delivery • Outcome Tracking with services trained • Continued research and evaluation of programmes to ensure efficacy, e.g TCD • Psych Dept • Professionals | |
| <p>What changes are these people likely to experience?</p> | <p>Skilled in tailored, proven programmes</p> <ul style="list-style-type: none"> • Empowered as observe improved outcomes • Reduced stress • Positive re collaborative practice with parents • Empathy increases • • | |
| <p>Well-defined Outcomes</p> | <p>For parents of young children</p> <ul style="list-style-type: none"> Build their child's language and development Establish positive daily routines <ul style="list-style-type: none"> • Positively manage tantrums and misbehaviour Decreased parental stress Increased parental confidence | <p>For young children</p> <ul style="list-style-type: none"> • Develop good attachments and relationships • Increased school readiness Increased self-esteem Increased positive social behaviour <ul style="list-style-type: none"> • Reduced emotional problem |

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| <p>needs</p> <p>Positively manage behaviour and emotional problems</p> <p>Reduce their own stress as parents</p> <p>them adulthood and future transitions</p> <p>Build network of support and connect with families in similar circumstances</p> | <p>For parents of children aged 6 - 11 years</p> <ul style="list-style-type: none"> • Build their children’s self-esteem and confidence Positively manage behaviour and emotional problems • Reduce own stress as parents • Establish positive daily routines | <p>For children aged 6 - 11 years</p> <p>Increased positive social behaviour</p> <p>Reduced behaviour and emotional problems</p> <ul style="list-style-type: none"> • Improved learning and schoolwork • Develop close family relationships |
| | <p>For parents of adolescents</p> <p>Positively discipline their adolescent</p> <ul style="list-style-type: none"> • Negotiate rules and boundaries <p>Solve problems together</p> <ul style="list-style-type: none"> • Communicate positively and effectively | <p>For adolescents</p> <ul style="list-style-type: none"> • Manage and resolve conflict <p>Increased self-esteem and confidence</p> <ul style="list-style-type: none"> • Increased positive social behaviour <p>Reduced behaviour and emotional problems</p> |
| | <p>For separated parents</p> <ul style="list-style-type: none"> • Reduction in inter-parental conflict • Solve co-parenting problems in positive way, focusing on needs of their children <p>Improved communication with their children and with their children’s other parent</p> <p>Help their children cope emotionally with the separation</p> <ul style="list-style-type: none"> • Deal with the challenges of lone parenting or being a ‘live away’ | <p>For children of separated parents</p> <ul style="list-style-type: none"> • Cope with the emotional impact of separation • Decrease in behaviour problems <p>Reduced stress</p> <p>Reduced exposure to parental conflict</p> |
| | <p>For parents of adolescents with special needs</p> <ul style="list-style-type: none"> • Support all relationships in the family • Advocate for their child and prepare | <p>For adolescents with special needs</p> <p>Reduced behavioural and emotional problems</p> <ul style="list-style-type: none"> • Improved self-esteem and confidence <p>Improved relationships</p> <ul style="list-style-type: none"> • Increased participation in their community |

| | | |
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| | <p>For parents in unhealthy environments</p> <ul style="list-style-type: none"> Understand how to improve their family's health and well-being <p>Improved Healthy Routines and Mealtimes, Active play, Sleep and Family Connection.</p> <p>Positive mental health and self-esteem</p> <ul style="list-style-type: none"> Build positive family relationships | <p>For children in unhealthy environments</p> <p>Improved mental health and self-esteem</p> <ul style="list-style-type: none"> Healthier eating, sleeping and screen times <p>Increased play and physical activity</p> <p>Improved relationships</p> <p>For adolescents with mental health problems</p> <p>Learn practical cognitive behavioural therapy (CBT) strategies</p> <p>Deal better with anger and conflict</p> <ul style="list-style-type: none"> Improved problem-solving skills <p>Manage feeling down</p> <p>Improve relationships with friends and family</p> <p>For children with ADHD</p> <ul style="list-style-type: none"> Reduced behavioural and emotional problems <p>Increased positive social behaviour</p> <ul style="list-style-type: none"> Increased self-esteem <p>Improved relationships</p> |
| <p>Impact</p> | <p>Impact Statement</p> <p>All families in need have access to tailored and effective parenting strategies, at their point of need, in their local communities, improving their outcomes, and preventing crisis</p> | |



ParentsPlus

Empowering Professionals to Support Families

Parents Plus CLG

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www.parentsplus.ie
www.facebook.com/ParentsPlusCharity
www.twitter.com/parents_plus

Charity Registration Number 20043124
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