



Strategic Partnership Advisory Group Whole Family Wellbeing

Where we are going?

What needs to change to get us there?

Every family that needs support gets the right family support at the right time to fulfil children's right to be raised safely in their own families, for as long as it is needed*

Children and Families at the Centre

- Meaningful and ongoing participation in service design which ensures choice and control for families
- Shift to needs and rights based planning and participation
- Support is stigma-free, needs/rights-led even at universal level (does not have the same level of activity across the board)

Availability and Access

- Universally accessible early help and support
- Support delivery where and when suits families
- Better collective awareness of available support
- Investment & innovation to deliver
- Multiple points of access in communities

Whole System Approach/Joined Up Support

- Shared accountability for whole system/ joined up approach
- Non-siloed aligned and proportionate FS funding that matches scale of need
- Transforming Commissioning and Procurement (Planning, service design and purchasing)
- Expand use of locally-based multi-agency services co-ordinating support

Workforce and Culture

- Clear & shared understanding of families across whole system
- Address power dynamics
- Empowerment for innovation
- Additional capacity
- Support for skill development
- Development of holistic workforce approach
- Mechanisms to share good practice nationally

Aim supported by and delivers on (and therefore need to ensure) GIRFEC/ The Promise/ Transforming Outcomes for CYPF/ The Feeley Review/ Children's Services Planning Partnerships/ UNCRC/ National Performance Framework/ Child Poverty Action Plans
Evidence based and data led
Strong collective leadership at all levels

*As per the Leadership Group vision and blueprint

What does success look like?

Children and families at the centre

- Children & family inclusion in designing models of accessible family support in communities;
- Families provided with choice about support & that support is strengths- based;
- Families always involved in decisions that affect them;
- Children's Services Plans/ planning relating to children is rights- based & start from what children & families need.

Availability & access

- All families know how to, and are able to access multi-sectoral, holistic, whole family support (see Blueprint for principles e.g. rights- based, trauma- informed, strengths- based, etc.)
- No 'missing middle' between universal and statutory services.
- Significant investment in sustaining innovative services so that support is consistent & relationship- based: complete system transformation.
- Identification of test, learn and develop sites & scale up where successful.

Support and services that deliver on the Blueprint principles

- Support is accessible in one place and joined together, limiting the number of professionals and 'services' involved in families-- not multiple services for multiple problems for the same family.
- Commissioning & procurement is rights- based, outcomes- focused, collaborative rather than competitive & works for children and families.
- No duplication or siloed funding.
- Best practice is recognised & scaled- up where appropriate.
- Structural challenges (such as poverty or poor housing) are taken into account.

Leadership, relationships & culture

- Children & families feel and are recognised as equal partners whose voices and views are listened to and taken into account.
- Shared understanding across all sectors of families' rights (incl. right to be safe, to be together, to be involved in decisions that affect them) and how to realise them in context of family support.

WHOLE FAMILY WELLBEING FUNDin South Ayrshire £604,000

- **Build transformational capacity within the CSPP**
 - e.g. setting up a dedicated team to consider whole system change;
 - buying in specific transformational expertise
 - training and learning to develop skills and capacity for change;
 - supporting the development of collaborative leadership; and/or
- **Test new system approaches to family support in line with strategic plans**
 - i.e. tests of change, implementation activity,
 - development of new approaches identified within strategic development plans;
 - support to establish long term sustainable engagement with children and families, and/or
- **Scale existing transformative and effective approaches which align with the National Principles of Holistic Whole Family Support,**
 - With a view to making the case for their integration into longer term local investment plans (noting that the WFWF will end in 2025-26).

Suggested way forward;



discussions

- To scope out Whole Family Support in South Ayrshire at present – Horizon research
- To create a post to support the implementation of the Promise and in particular the delivery of WFW
- To support Children Services Planning Group workforce through shared learning and training events
- Consider building on what we know what works – early intervention in family support work, Family First approaches
- Look at Neurodevelopment support for families without diagnosis, but family support
- In reflection of DPH consider the WF support collaboration with the ADP to support children and young people and parents with young people's misuse of alcohol and drugs.
- Whole family protection and wellbeing approach, Ayr North – test of change

Public Value Proposition

Strong families, strong communities: Supporting wellbeing through whole family approaches.

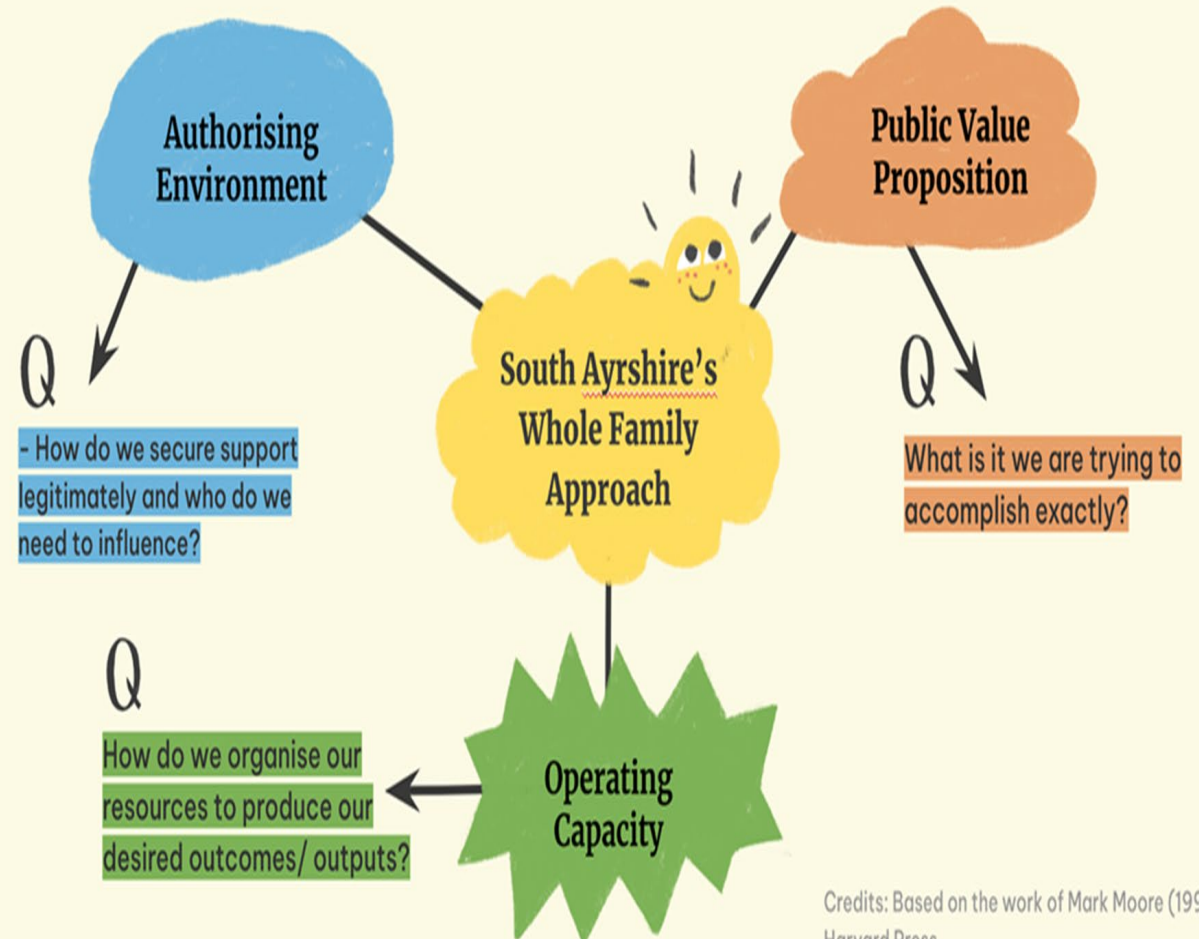
With a focus on prevention and early intervention we will work to empower families living in South Ayrshire. We believe in a holistic and collaborative approach that values the unique needs and perspectives of each family member.

We will ensure those working in our services have access to the resources, training, and the support they need to achieve our shared goal, and where they can overcome any challenges that come their way.

We commit to creating services where families are at the heart of everything we do, and where their wellbeing is our top priority.

We will help build strong and resilient communities where families are supported to thrive, and where every member is valued and included. This is our whole family approach.

Organising our thoughts - The Strategic Triangle



Credits: Based on the work of Mark Moore (1996) Harvard Press

What does getting Whole Family Wellbeing Right look like?

In summary, then, getting whole family support right requires an individualised approach that considers the unique needs of each family member, community-based supports that empower families to take an active role in their community, a facilitative role for professionals that supports families to achieve their goals, and effective communication between all stakeholders. By prioritising these key features, we can work towards ensuring that families receive the best possible support to achieve positive outcomes for themselves and their communities.

Interviewees highlighted a range of positive outcomes they felt could result from the successful implementation of whole family approaches across the system in South Ayrshire:

- *“Whole family approaches will help break intergenerational cycles of harm and deprivation. The positive outcomes would be financial, social, and moral. It would mean saving money, less people going through systems.”*
- *“Implementing trauma-informed, community-focused systems would lead to a break from intergenerational cycles of harm. Society wants to fix things quickly and keep costs low, however, taking a longer-term view could ultimately save financial, human, and emotional costs.”*
- *“Positive outcomes include helping families get into employment and support their own children. This approach can also increase confidence and skills, which can lead to further education or training. Seeing parents in further education or training can encourage children to value learning, and it can increase volunteering and engagement in the school.”*
- *“There would be improved outcomes for children, such as increased communication and language skills, social awareness, and smoother transitions into school.”*

Where are we already getting our approach to Whole Family Support right?

- Partnership Working and Investment in Early Intervention and Prevention Services;
“There are many conversations happening across different meetings about how to implement whole family approaches, which is good, and there are different working groups focusing on their areas, services, or departments.”
“There is good investment in early intervention and prevention services, which helps to identify and address issues early on before they escalate.”
- Accountability and Focus on Outcomes;
“There is a focus on outcomes for families, rather than just outputs, which ensures that services are having a positive impact on families' lives.”
- Teams within Education
- Relationship Building with Families;
“Through building relationships with early years centres, health visiting staff, and others, families that traditionally wouldn't engage became more comfortable working with them.”
- Successful Services and Programmes;
“such as the Family Check-Up program, Strengthening Families Services, Multidimensional Family Therapy, and Family-Based Treatments services, services for young mothers and parent-child classes for ICT, photography, basic skills, and credit unions. Family learning is also seen as hugely important.”



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Building on what's good (actions A)

Action	National/ Local Outcome	Whole Family wellbeing principle	What do we do ?	Lead and By When
Support existing services (third sector and statutory) that work directly with families offering early years support.	South Ayrshire Children's Services Plan 2020-23: Outstanding Universal Provision The Promise: Foundation 5 - Scaffolding	Assets and community based	A1	
Conduct surveys and seek feedback from families to assess the public value proposition of our whole family approach and what it means to them.	The Promise - Foundation 1: Voice GIRFEC Wellbeing Outcomes: Respected	Take account of families' voice	A2	
Set up a market-place series of events for staff to better understand opportunities and services offering whole family support	South Ayrshire Children's Services Plan 2020-23: Outstanding Universal Provision The Promise: Foundation 5 - Scaffolding	Collaborative and Seamless	A3	
Challenge all members of the CSPP to share the story and be the stewards of the Public Value Proposition.	South Ayrshire Children's Services Plan 2020-23: Tackling Inequality	Promoted	A4	
Ask all statutory bodies to assess their strategic plans against the public Value Proposition and report back to the CSPP	South Ayrshire Children's Services Plan 2020-23: Outstanding Universal Provision	Assets and community based	A5	

What Changes do we have to make ? (Action B)

Action	National/ Local Outcome	Whole Family wellbeing principle	What do we do?	Lead and By When
Create a new Children's Plan based on the Public Value Proposition.	Relevant to all key outcomes	Whole Family	B1	
Challenge senior management to make the mission and work of the CSPP to deliver the Public Value Proposition, with all the necessary money, skills, and resources.	South Ayrshire Children's Services Plan 2020-23: Tackling Inequality	Collaborative and Seamless	B2	
Secure written pledges from leaders in health, education, Thriving communities, community justice, social work, police, 3rd sector, and budget holders, that the strategic ambition for all statutory parts of the system will work to deliver the Public Value Proposition in the next three years.	South Ayrshire Children's Services Plan 2020-23: Outstanding Universal Provision The Promise: Foundation 5 - Scaffolding	Whole Family	B3	
Produce a shared outcomes framework for whole family working for all partners to work to, relating this to the Public Value Proposition, UNCRC, The Promise, GIRFEC, and relevant SG outcomes.	Relevant to all key outcomes	Needs based	B4	
Conduct a more robust self-evaluation.	The Promise: Foundation 5 Scaffolding	Timely and Sustainable	B5 Audit Scotland Report	
Review the current Commissioning Plan against the Public Value Proposition and develop a new performance monitoring system (for funded services) to provide real-time reporting to the CSPP.	Relevant to all key outcomes	Timely and Sustainable	B6	

What new approaches do we need to try? (Action C)

Action	National/ Local Outcome	Whole Family wellbeing principle	What do we do?	Lead and By When
Invest in locality-based education, tests of change, bringing services together in multi-agency teams to support whole families and improve longer-term aims around attainment and attendance in high schools.	GIRFEC Wellbeing Outcomes: Achieving South Ayrshire Children's Services Plan 2020-23: Outstanding Universal Provision	Collaborative and Seamless	C1	
Develop the idea of 'Community Connectors' around whole family support.	GIRFEC Wellbeing Outcomes: Included	Skilled and supported workforce	C2	
Provide direct grant support to small community-led / community-based organisations promoting innovative whole family support and increasing participation in the community.	GIRFEC Wellbeing Outcomes: Included	Needs based	C3	
Develop a training offer for staff, co-designed with families and front-line workers, on the practicalities of whole family working.	The Promise: Foundation 4 – People Foundation 5 - Scaffolding	Skilled and supported workforce	C4	
Develop a practical, ambitious, systems-based skills and competence framework and training offer based on developing collaborative practice and system leadership. This should include facilitated 'learning spaces' for bringing partners together to discuss case studies.	The Promise: Foundation 4 – People Foundation 5 - Scaffolding	Skilled and supported workforce	C5	