

CANparent Quality Mark

Briefing Document

Our vision is that there will be no stigma attached to parents seeking help to strengthen their parenting skills in order to support their children. We are working towards a world where parenting education is driven by parents' demand for high quality products and services. To this end, we have developed a Quality Mark for all organisations who are developing or delivering universal parenting classes.

The CANparent Quality Mark will set accredited organisations apart from others, and will enable parents to choose between organisations with the Quality Mark and those without. Achieving the CANparent Quality Mark will also demonstrate that organisations have met the unique elements of the quality assessment process, and the high standards expected by parents and commissioners across the country.

Benefits of the CANparent Quality Mark:

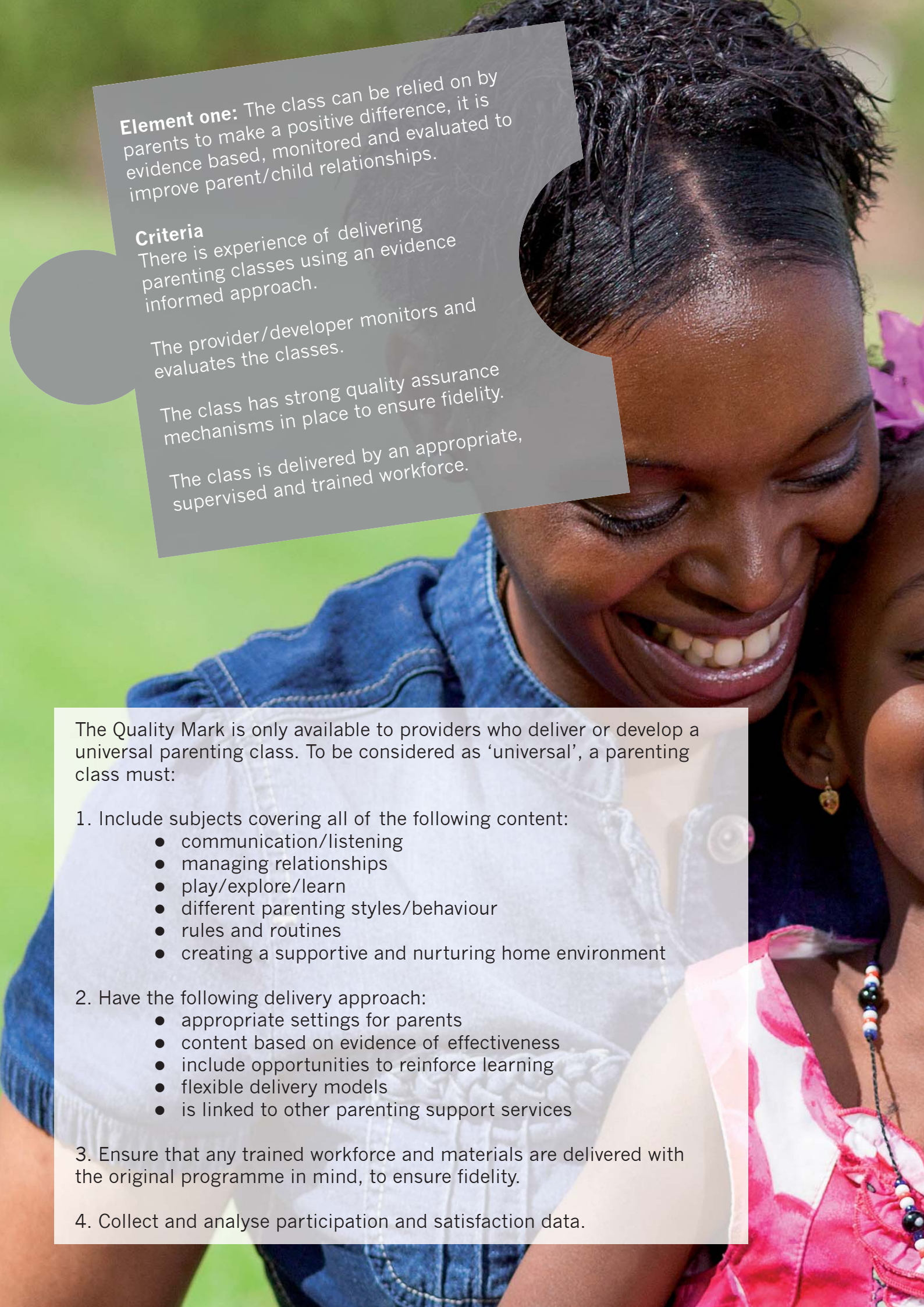
- provides a robust and systematic process for measuring the quality of development, delivery and provision of universal parenting classes
- gives parents and commissioners confidence that classes have undergone a robust quality assessment process
- allows the benchmarking of organisations against a recognised Quality Mark
- offers a greater profile, recognition and credibility across the sector
- paves the way for new business opportunities

The CANparent Quality Mark is the only quality standard in the parenting sector. It has been developed for the sector, by the sector.

How it works

The CANparent Quality Mark is robust, straightforward and user-friendly. It is built on four elements of quality. These are then broken down into sub-elements, each of which links with a piece of required evidence that is to be submitted during assessment.





Element one: The class can be relied on by parents to make a positive difference, it is evidence based, monitored and evaluated to improve parent/child relationships.

Criteria

There is experience of delivering parenting classes using an evidence informed approach.


The provider/developer monitors and evaluates the classes.

The class has strong quality assurance mechanisms in place to ensure fidelity.

The class is delivered by an appropriate, supervised and trained workforce.

The Quality Mark is only available to providers who deliver or develop a universal parenting class. To be considered as 'universal', a parenting class must:

1. Include subjects covering all of the following content:
 - communication/listening
 - managing relationships
 - play/explore/learn
 - different parenting styles/behaviour
 - rules and routines
 - creating a supportive and nurturing home environment
2. Have the following delivery approach:
 - appropriate settings for parents
 - content based on evidence of effectiveness
 - include opportunities to reinforce learning
 - flexible delivery models
 - is linked to other parenting support services
3. Ensure that any trained workforce and materials are delivered with the original programme in mind, to ensure fidelity.
4. Collect and analyse participation and satisfaction data.



Element two: Parents can rely on the integrity of the class provider/developer, its professional conduct, competence, financial and governance systems, and data protection/confidentiality, to ensure suitability to deliver a class.

Criteria

The class provider/developer ensures the competence levels of trainers are assessed, that they undertake continuous professional development and receive regular supervision.

All necessary financial and governance systems are in place, effective, and reviewed.

The class provider/developer signposts any parents who may need support elsewhere.

Element three: The class is recommended by other parents.

Criteria

The class seeks quality through review and acts accordingly.

Parents are involved in the development and promotion of the class.

Element four: The class is responsive, warm and relational, engaging with parents and builds on these effective relationships to meet their needs.

Criteria

The class develops and uses a range of approaches to engage with all parents and build and maintain relationships.

The class works with and respects the strengths, skills and acknowledges the expertise of all mothers, fathers and those in a parenting role.

The class increases its popularity with all parents.



Principles of the CANparent Quality Mark

Applying for the CANparent Quality Mark requires a commitment to the following principles:

1. You have the authority within your organisation to apply for the Quality Mark.
2. You are committed to achieving and maintaining the CANparent Quality Mark and its standards.
3. To submit data of parents attending classes to CANparent, on a monthly basis.
4. You are looking to upscale your parenting class provision.
5. You understand that the role of the assessor is to support you in achieving the Quality Mark and will be focussed on activity required to do that.
6. Be able to submit case studies and support publicity matters as a case study.

Please note: full terms and conditions are available on our website.

For your organisation to be assessed you must register online at www.canparent.org.uk/providers

Registration will start the assessment process, which involves six steps:

1. Initial eligibility checklist
2. Collate all the required evidence
3. Submit evidence via CANparent website
4. Meet with assessor to discuss and clarify evidence, if necessary
5. Report on application to be collated and sent to you
6. Award of the CANparent Quality Mark, if successful

The assessment will be carried out by Quality Mark assessors who are members of the CANparent consortium who are trained and supported by Parenting UK, part of Family Lives, to carry out reviews of organisations against the elements of the CANparent Quality Mark. The assessment process should not take more than 10 weeks.

This work is being led by Parenting UK, part of Family Lives, working with consortium partners Ecorys, Tavistock Centre for Couple Relationships, and the Family and Childcare Trust. We hope that by developing a vibrant market we will ensure that parenting support and education will be viewed in a similar way to antenatal education.