

# What do you look for when purchasing parenting support?



Parenting classes have been used by local authorities for some time as part of their early intervention strategies for families, and are often delivered through Sure Start children's centres, or schools.

More than ever before, value for money, quality, impact and outcomes-based evidence are all essential factors when buying services.

The CANparent quality mark offers commissioners a guarantee of high standards, ensuring parents receive trusted expert advice and support.

The CANparent quality mark is a guarantee to parents, children, and local authorities that parenting class content is based on evidence of positive impacts and outcomes.

## About the quality mark

The CANparent quality mark can be awarded to providers of universal preventative parenting classes, whether they are charities or private sector organisations.

Parenting class providers are assessed by independent experts, and awarded the quality mark only when they can provide evidence that:

- The classes make a positive difference, are evidence-based, monitored and evaluated to on their ability to improve parent and child relationships
- The classes are delivered professionally, confidentially, and with sufficient governance and financial systems in place
- Parents recommend the class to other parents
- The classes are responsive and build on effective relationships to meet the needs of parents

## Parenting classes and early action

Parenting classes can act as an effective form of early intervention, preventing some family problems from arising in the first place, and tackling existing problems before they become more serious.

**“Every parent will experience the same situations therefore every parent should take a parenting class.”**



**“People think that the moment you become a parent you know what to do or the knowledge comes to you somehow... how wrong they are!”**



**“I am so glad I took this class, I have learned a great deal about being a parent and it was so worth it!”**



**“** This course has made me realise that I am not alone, that other people feel the same way as me about their children. I found that so helpful.



**92%** Class met my expectations

Happy with CANparent class **94%**

**94%** Would recommend CANparent

**84%** Feel more confident as a parent

Would go to more CANparent classes **87%**

Improved relationship with child **85%**

**91%** Learnt new parenting skills

I think I am a better parent **86%**

**“** The course made me appreciate how much my child learns through play, and has improved my time with him and made me see it from a new perspective.





**In 2014 evaluation of the CANparent trial found that more than 90% of participants described lasting positive changes to family dynamics as a result of implementing learning from their CANparent class<sup>1</sup>.**

The early intervention approach has the potential to save money. Often an early investment costs less than addressing the problem further down the line.

**On early interventions, the best and most relevant data we have suggests that, over the long term, returns on investment of up to 4 to 1 can be reasonably expected<sup>2</sup>.**

There is good evidence that improved parenting skills have a range of valuable effects for parents and children.

**Better parenting contributes to more positive family dynamics and can influence outcomes such as improved children's behaviour and parental mental wellbeing<sup>3</sup>.**

**Positive parenting can contribute to improved child outcomes regardless of social disadvantage and poverty (Kiernan & Mensah, 2011)**

**The positive effects of parenting programmes have been demonstrated up to 10 years later (Webster-Stratton et al., 2011)**

### **What CANparent can do for you**

CANparent is managed by a consortium of organisations, led by Family Lives and including Ecorys UK, Parenting UK, the Tavistock Centre for Couple Relationships, and the Family and Childcare Trust.

If you are thinking about commissioning and running parenting classes in your area, we can support you to find quality-assured and evidence-based parenting

classes in your area. We can also help you develop a package of support to meet the needs of your parents.

For more information about CANparent and the classes with the Quality Mark, contact Paul Williams at Family Lives on paulw@familylives.co.uk or by telephone at 07739 788255 or visit [www.canparent.org.uk/commissioners](http://www.canparent.org.uk/commissioners)

<sup>1</sup> <http://www.canparent.org.uk/news/2014/07/final-evaluation-published-years-1-and-2-canparent-trial>

<sup>2</sup> <http://www.nao.org.uk/wp-content/uploads/2013/03/Early-Action-full-report.pdf>

<sup>3</sup> <https://www.gov.uk/government/publications/parenting-early-intervention-programme-evaluation>

