



ParentingNI

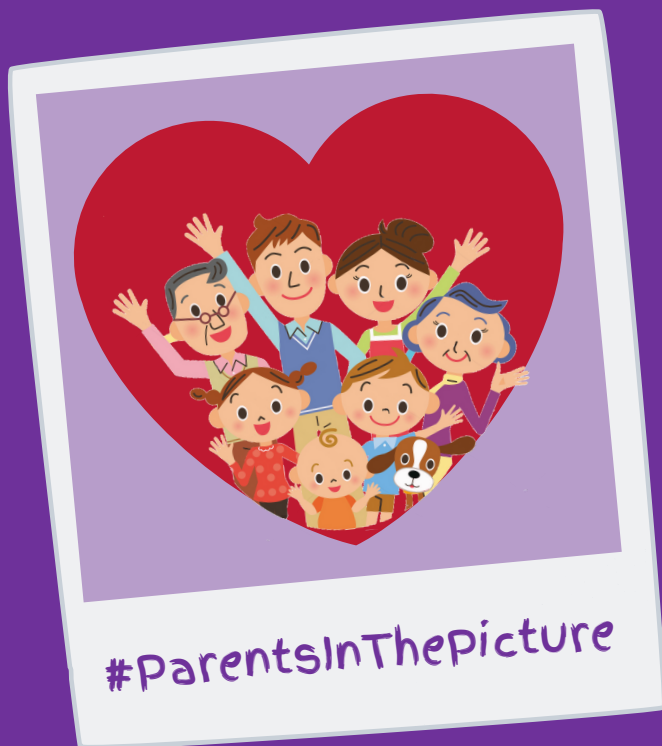
Putting Parents in the Picture



Campaign Pack

Make a pledge to put parenting in the picture

Parenting NI is calling upon all council candidates to commit to “Putting Parents in the Picture” this election.



Families, including parents, are the building blocks of society. They care for their children and raise the next generation, and it is essential that their role is respected and supported by local councils. More than 80%* feel like parents don't get enough support, and only around 2%* said the government is a source of support for them.

Much of the burden of helping parents falls with Stormont, but there is a lot that local councils do that is equally important. This non-Stormont help is particularly important in the prolonged absence of an Assembly or Executive. In fact, we feel that there is more that they can do to be “Parent Friendly” local councils. We feel that councils have the funding, the flexibility and the talent to help parents.

A 3D-style illustration of a hand holding a white rectangular sign. The hand is brown-skinned and wears a gold watch. The sign has the text 'Support for parents!' written on it in a bold, purple, sans-serif font.

**Support for
parents!**

* Figures from “Big Parenting Survey 2018”

How do I do it?

We are calling upon anyone seeking election to a local council in May 2019 to commit to putting parenting in the picture by:



Commitments

- ✓ Committing to specifically name parents (or those in a parenting role) whenever a policy, strategy or initiative mentions children.
- ✓ Committing to explore strategies to support parents specifically and practically, including inclusion in community plans.
- ✓ Committing to working with other councils, departments and the third sector to make Northern Ireland as parent friendly as possible.
- ✓ Nominating an elected member on every council to serve as a "Parent Champion".

Promises

- ✓ Promising to invest in parent employees wellbeing in the workplace.
- ✓ Promise to put in place community based, evidence informed programmes to build parenting confidence and skills.
- ✓ Promising to train council staff in the importance of working in partnership with parents and how to engage parents.
- ✓ Promising to seek the opinion of parents explicitly when consulting on services for children or young people

If you or your party is willing to commit to Putting Parenting in the Picture, please contact Chris on chris@parentingni.org or on 028 9031 0891 to arrange a meeting. Alternatively, take a photograph of yourself with the hashtag #ParentsInThePicture and tag @ParentingNI on Facebook, Twitter or Instagram.

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