

Coordinator Day Notes

9th July 2024



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“Hearing other people’s experiences, challenges and successes. The whole session has been very useful for me. I have written a LOT of notes to take back and share with my team..”

“Hearing other Coordinators’ challenges and knowing they are similar to our teams - I found that reassuring!”

Feedback from Coordinators attending July 2024 Coordinator Day 2

Welcome and Sharing Successes

The day was attended by **30** Coordinators from Northern Ireland, Wales, as far North as Orkney and as far South as Jersey. We were pleased to welcome all our Coordinators, especially those who are new to the role.

As always, we kicked off with an inspiring round of '**Speedy Successes**' and found that one person's success can be the solution to another person's challenge! (see [Appendix 1](#)).

Updates and HENRY News

We were keen to be able to share several updates with you including introducing our new CEO, Beckie Lang, and reminders about promotional materials and Refresher Training (See [Appendix 2](#)).

Breakout Rooms - Topics/Challenges and Solutions

Breakout Topic: Using HENRY Videos

Challenges:

- We are time limited, so when using the videos, we send them before each session but not all parents manage to watch them
- Some sessions feel disjointed if the videos haven't been watched prior eg. Session 6
- Videos could do with a refresh. Some don't match up with the new manual session content
- Not everyone has seen the Animated Explainer Video. Can HENRY promote it more widely to ensure it's being seen?
- Parents not having time to watch the videos before the next session
- Audio quality is not great at times

Successes and Solutions:

- Summarise/recap the videos at the start of each session
- Explore which sessions rely more heavily on the video being watched
- Start playing videos at the session start time so they are on as parents are arriving and settling in.
- Describe the videos as 'clips' rather than 'videos.' This emphasises that they're short and may feel more manageable
- Some Coordinators have the Animated Explainer Video in their email signatures
- The Animated Explainer Video is in the signature of all the Partnership Support Officers and on the home page of the HENRY website
- The Animated Explainer Video has been shown at Celebration Events and used to promote HENRY to other professionals
- New parent explainer video should capture people from all different regions
- The animation is fun and easy to watch and captures the essence of HENRY

Breakout Topic: Useful HENRY Language

Challenges:

- How do we describe HENRY to passers-by or at promotional events?
- Making it clear that HENRY is more than food and activity
- Importance of getting the wording right to keep the door to conversation open
- Some found that the tri-fold leaflet seems quite wordy and may overwhelm some parents
- Language barriers

Successes and Solutions:

- 'Programme for Parents' rather than 'parenting programme'
- Use the Practitioner Pages and promotional materials to break it down to the key points eg. The 5 main areas covered in the Programme.
- "It's a holistic approach - helps you give your family the best start in life", "ideas/hacks/tips for a healthier family life."
- Inviting and inclusive use of language, particularly around goal-setting language, "What ideas do you have/ what would you like to change?", "I'm interested to hear what you might try" as opposed to "What's your goal for the week?"
- Where possible use interpreters that are familiar with HENRY.
- Consider larger font and less information on the leaflets, or use our ready-made HENRY flyers rather than our tri-fold leaflets as these have less text.
- Empathy, Strengths, Paraphrasing
- Using inclusive language gives an open invitation to be listened to
- Using empathy encourages parents/carers voices as they become keen to talk
- Having less general information on the leaflets and more information about key topics in each session will help to promote the programme more to parents/carers

Breakout Topic: Retention

Challenges:

- Struggles with capacity means follow up calls are challenging to fit into busy workloads
- Parents that book onto sessions but then don't turn up to the first session
- Low or no turnout impacts venues, room bookings and creche
- Families have many challenges and attending a programme may not be their priority
- Online Programmes/Workshops some parents/carers have felt overloaded by getting a full pack of resources through the post so then disengage

Successes and Solutions:

- Use of incentives. Some areas offer Sports Centre Voucher for completing the programme
- Building relationships and partnerships with other agencies. One area partners with 'Bright Box' where if a parent completes a number of sessions, they receive a 6-week subscription. Another area links with local food banks that provide hampers at the end of a Programme
- Give out recipe cards and share how it went at later sessions - speedy successes
- If parents have been to a couple of sessions and then seem to miss sessions there are benefits to calling rather than text/email. Having the relationship already there can help with a supportive conversation around what would help them attend

- Reminder calls/texts on the morning of a session
- Identify a parent/carer champion who can tell other parent/carers about the HENRY Programme
- Use strength spotting when recruiting parent/carers
- Run Family Time sessions during the half terms to help keep families engaged

Breakout Topic: Benefits of your Data Access System (DAS)

Challenges:

- Internet/wi-fi challenges
- Technology poverty
- Google being blocked
- Hard to access at times as you are locked out when you haven't accessed them for a while
- Consists of large pieces of data so it's hard to find smaller pieces of data
- Limited data on parents/carers
- Would benefit from useful filtering tools

Successes and Solutions:

- PSO's can support with bespoke sessions for Facilitators on using the DAS
- Easier and less time consuming to check programmes and workshops have been registered and submitted, as well as which parents have completed questionnaires
- Access to DAS can be hosted via the HENRY Website, in cases where access to Google presents a challenge (Discuss with your PSO who will liaise with the Data Support Team)
- Gather information and look for trends around poor retention. Areas are working alongside HENRY on a wider piece of work to explore why parents might drop out and what we could do to support them in re-engaging
- Access regularly to keep logged in. Can contact PSO for resharing of Google sheets if not able to access sheets at all
- Can use parent/carers feedback comments in PDS
- Can access parent/carers completed questionnaires straight away to review outcomes and feedback

Spotlight on: Increasing recruitment and retention for HENRY Workshops

Chantelle Williams from Evelina in London explained that on her return from maternity leave in November 2023, recruitment to workshops was low and often those who had been referred didn't turn up. This meant that some workshops were cancelled, impacting on Children's Centres who had engaged creche workers and still had to pay for them.

With support from HENRY, a new strategy was implemented from February this year

- To reduce the range and frequency of workshops offered, focussing on those that were well-attended/popular and fill these fully, rather than spread HENRY support too thinly.
- Chantelle is hoping to base herself in a Children's Centre one day a week or fortnight, to increase visibility/build relationships with partner agencies
- With the Children's Centres, discussed how to improve the booking process. This also helped strengthen the relationship with the Children's Centres
- A week before a workshop, she emails the attendance list across to the Children's Centre so they know if they need to recruit more participants

- A final list is emailed across a couple of days before, which still gives time to fill any remaining places
- Two Facilitators attended a promotion event set up by their Parent Action Team, with 15 parents who championed Healthy Start vouchers so that they could also champion the workshops

This has resulted in all the workshops being fully booked, with just about everyone turning up and they now have a waiting list. And with more parents attending workshops, word of mouth is spreading which is working REALLY well, combined with the skill of the Facilitators in engaging with participants.

Spotlight on: Broadening access to HENRY in Northern Ireland

Anne Crawford (Southern Trust) and Sinead McDaid (Western Trust) explained what they have been doing in Northern Ireland to broaden access to HENRY across a wider range of families.

They made the following points:

- There has been a noticeable increase in referrals of families under social care or under a court order.
- They are offering online delivery to reach families in rural areas or with transport issues and also trialling lunchtime and evening programmes for working families.
- Using an interpreter has helped language barriers.
- They have delivered HENRY at a refugee hostel - Sinead explained that they are mindful that this is often more emotionally demanding /upsetting for the Facilitators, who may need additional support.
- Feedback from participants has shown reduced feelings of isolation and an appreciation for the emotional support the Programme/Facilitators provide.
- Face-to-face has worked best for recruitment and retention. Sure Start lead the recruitment as they have venues and creches available and already have relationships with families. The challenge is that Sure Start is a bit of a postcode lottery, so families in the other areas aren't reached through them.
- As a way of reaching more families, the Child Development Officer set up a meeting with the Home Start leads, which led to the delivery of three groups. One of those didn't have a creche, so was run early in the evening with great success - all mothers, who had someone at home to look after the children. Also, Anne works some evenings on the infant feeding helpline, so Facilitators knew there was support available.
- Anne has recently spoken to the midwifery team and showed them the resource pack - they were very impressed.
- There is a lot of partnership working with social workers, Womens Aid, mental health workers and those working with young families in supported housing. A face-to-face meeting with these agencies was crucial so they could show resources and also the Care Opinion report which showed how much participants valued the Programme. They found that the mothers in supported housing weren't accessing other groups, so they went to them and delivered at their location.
- They have also had success in engaging fathers, which was helped by having a stand at a Men's Mental Health Week event.

Spotlight on: Facilitator Survey - Cheshire and Merseyside

Lucy Collins shared how they had devised a survey for Facilitators and used the findings to identify how, when and where they were using their HENRY training in HENRY and non-HENRY related work with families and in their personal lives too. This had a 60% response rate and will be used to highlight return on investment in HENRY/value for money and inform discussions about the future of HENRY in this area, which has two of the most socially deprived districts in the country. Please see [Appendix 3](#) PowerPoint slides for survey questions/results and more information. Lucy is happy for other Coordinators to use this questionnaire as a basis for their own should they wish to create one.

Evaluation and Close

We were delighted to see so many of you at our HENRY July 2024 Coordinator Day. We, of course, missed those of you who couldn't make it this time.

You will be able to find the notes in the Library of **Coordinator Day** and **Delivery Support Session** notes on the Practitioner Pages:

- <https://www.henry.org.uk/content/coordinator-day-notes>
- <https://www.henry.org.uk/content/delivery-support-session-notes-facilitators>

Thank you to those of you who took the time to complete the **evaluation**. We were particularly interested in your ideas for future Coordinator Days.

Some of the topics you would like to see are:

Booking Systems, Practice Development Sessions and Supporting Facilitators, Working with Partner Agencies, Collaborating with Other Areas, Focus on workshops, Focus on Practice Development Sessions, Focus on Family Time.

Thank you everyone for your continued hard work and we hope to see you all at our next Coordinator Day in the autumn.

Appendix 1: Successes - What is Going Well with HENRY?

- Lots of demand for evening Preparation for Parenthood programmes
- Long waiting list for workshops and programmes (also a challenge!)
- Lots of demand for in-house HENRY training
- Had a stall at a 'picnic in the park' event and gained 18 expressions of interest in autumn '24 programme
- Joined up with another HENRY area to deliver an online programme
- Planning workshops to increase/support recruitment to HENRY programmes
- Have set up 'information stations' about HENRY in hospital paediatric wards which has increased awareness and demand amongst health professionals and patients
- We are working closely with Family Hubs who have a 0-2yrs pathway. They are helping with HENRY recruitment as they have existing relationships with the families they support
- We have turned around low recruitment and high drop out on our HENRY workshops (see Evelina "Spotlight On' notes too)
- Facilitators are now trained and we are starting our first programme in September
- Engaging with Foster Carers by offering them Fussy Eating and Eating Well for Less workshops
- Linking with Drug and Alcohol workers and offering the families they support EWFL workshop then a programme later on in the year
- Great feedback from families and facilitators (via Care Opinion online platform)
- Held a wellbeing day in the local Jewish community to promote HENRY workshops
- Completed 11 HENRY programmes in the last quarter!
- Marketing campaign with partner agencies - now going into schools to spread the word about HENRY
- Delivered 121 programme to a deaf couple who are now accessing other support

Appendix 2: Updates and HENRY News

Team/Staff Updates

- New CEO Beckie Lang started 1 July, there will be a brief handover period
- New Head of Business Development - Emma Johnson
- Kim Roberts, our outgoing CEO and one of the founders of HENRY has recently been awarded an MBE. She dedicated this to everyone around the UK working for HENRY, Coordinating it and delivering it and wished to thank them for their work and passion to give children the best start in life
- SACN/NHS Guidance Update - as of May 2024 Whole or semi skimmed cow's milk can be given from age 1. This is a change from previous guidance which recommended full-fat milk up to 2 years.
Goat's and sheep milk can also be given
- HENRY Reporting Process - we recently shared a survey with Commissioners and Coordinators about our outcomes reporting. Thank you to those of you who took the time to share your feedback and suggestions with us. We always strive to work in a responsive way, so our reporting process is currently under review. More news to come later on in the year.
- Workshops are also continually being reviewed and ideas/demand for new workshops passed on to our Development Team.
- Refresher training - a great way to boost Facilitators' confidence and get back in the saddle!
- Please get programme submissions and completion questionnaires done before going away on summer holiday
- Please order resources before the summer holiday, particularly if needed in early September, to allow for annual leave. Check someone will be available to take delivery of orders over the holiday period.

Appendix 3: Spotlight on- PowerPoint slides of Cheshire and Merseyside Facilitator Survey.

Please click [here](#) to view Cheshire and Merseyside's Facilitator survey as a PDF file.