

## We Asked

### What has worked well in connecting families locally?

#### You said

##### *Existing and new community networks*

- ✳ Making or strengthening connections with neighbours has been beneficial. Examples of how this was done involved writing letters and swapping unwanted clothes, toys and food.
- ✳ Improved connections have enabled people to ask for help and advice more readily. These networks were supported by online chat via WhatsApp.

##### *Adapting services to run virtually*

- ✳ Many services reported to adopting a virtual mode of delivery, utilising the different platforms for virtual communication.
- ✳ This included the Small Steps at Home programme, being delivered via either telephone or video call, the 0-19 service offering virtual breastfeeding groups via Teams and other services moving to an online group offering via Zoom.
- ✳ Social media channels provided opportunities for families to stay connected and also enabled the sharing of up to date information.

##### *Strong partnership working*

- ✳ The existence of effective strategic partnerships across the city has helped with connecting families locally. Working together and working creatively has added to the ability of the partnership to support families.

### What has worked well connecting families whose first language is not English?

#### You said

##### *Know your community*

- ✳ Working in diverse communities, it is important to know the community well. Strong links with faith groups are enablers as are having an awareness of different social media channels which might attract a diverse audience.

##### *Diverse workforce*

- ✳ Having a diverse workforce, with different languages spoken, supports connections.

##### *Interpreters*

- ✳ For many services interpreters work well to connect people with services. For virtual visits, using 3 way video calling with interpreters was helpful as it enabled non-verbal communication to be picked up on.

##### *Resources available in different languages*

- ✳ Recognising the diversity in the community was again considered important, specifically in relation to resources.
- ✳ Some examples existed of stories, nursery rhymes being read in languages other than English, but further opportunities were recognised.
- ✳ Resources in different languages, both in the written form and also online were suggested.
- ✳ The 0-19 services ChatHealth was a great example of where information was available to be translated.

## You Asked

- ✳ *As a housing provider, most of what we do is in partnership with others. How can we play our part in connecting with family services in a more cohesive way?*

Making links with local organisations and individual services will increase networks and create collaborative conversations, therefore opportunities. To identify who these partners are, consider using the Local Authority website by searching for local family services you could also get in touch with your local families information service.

- ✳ *Have we learnt anything about overcoming the digital divide that disadvantages poorer families?*

This is an area the partnership has identified a need to know and understand more.

SSBC have identified this as a focus area within the strategic plan for the next 12 months.

We know that the education system has responded by offering sim cards, equipment and other support. However this does not address families who do not have school aged children and or low levels of digital awareness.

We are aware of the impact of digital poverty and committed to understand how we can support the system to respond to this. We will certainly be sharing any findings we have about the digital divide.

- ✳ *The report age profile of parents starts at 25 and what about the impact on younger/teenage parents and are any studies planned for the future?*

The programme is proactive in working with all parents and trying to ensure we have a full representation from across our community and therefore, this study was not targeted to anyone group. On this occasion we did not have anyone under 25's able to take part in the study. The programme engages with younger parents in a number of ways and whilst not represented in this specific report the voice of younger parents is heard through a number of other avenues.

Response from Donna Sherratt (Programme Manager SSBC)  
Additional question were asked and addressed within the webinar