



Ein cyf/Our ref : MAP HID 4413 18

Vikki Howells AM
Assembly Member for Cynon Valley
National Assembly for Wales
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11 December 2018

Dear Vikki,

In Business Questions on 27 November you highlighted the work of the Wave Trust to support parents and expectant parents to eliminate child maltreatment, and asked for an update on the Welsh Government's work to promote positive parenting.

Parents and carers in Wales have access to a range of services to support positive parenting. Support is delivered by various partners through parenting groups and one-to-one work. This support ranges from informal, bespoke support for parents, to more targeted, specialised interventions. Our *Flying Start* and *Families First* programmes, for example, help parents to adopt positive parenting styles and provide effective early intervention and prevention services to allow families and their children to thrive and reach their potential. The total revenue funding allocated in 2018/19 for these programmes was just over £112million. The Family Information Service in every local authority also provides families with free and impartial advice on a range of issues.

To facilitate the delivery of quality services we provided local authorities with £434,000 in 2017/18 for workforce training and engagement activities with families. A further £32,000 was used in 2017/18 to make the CAF/CASS Cymru *Working Together for Children* course more widely available to parents. The course helps parents understand how best to work together to support their children during and after separation. This year we made £100,000 available to enable more professionals to be trained on bonding and attachment and a further £1.3million was made available in year to support a range of projects through Families First and Flying Start.

Our '*Parenting, Give it time*' campaign (<http://giveittime.gov.wales>) promotes positive parenting messages through social and print media and digital advertising. A dedicated website and Facebook page provide parenting tips, information and advice, and signpost

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

parents to sources of further support, all of which can be downloaded for free. I have committed £325,000 in this financial year to support the campaign.

It is also worth mentioning the Welsh Government's commitment to remove the defence of reasonable punishment. While the proposed legislation is fundamentally about upholding children's rights, it will be supported through a package of measures to promote positive parenting.

As to the WAVE Trust's 70/30 campaign, my officials have previously met George Hosking, the Trust's founder and CEO, and exchanged ideas and information on our respective programmes. I have just written to the Trust's 70/30 ambassador, Alex Williamson, and suggested that these beneficial conversations continue when new developments or issues arise.

Yours sincerely

A handwritten signature in cursive script, appearing to read 'Huw', with a horizontal line underneath it.

Huw Irranca-Davies AC/AM

Y Gweinidog Plant, Pobl Hŷn a Gofal Cymdeithasol
Minister for Children, Older People and Social Care