

## WWP 317

Publicise services and recruit parents

### Introduction

#### What is this unit about?

This unit is about letting people know about the services that are available. It is also about making sure that parents can access services and that they are able to make the most of the opportunities offered by the services

#### Who is this unit for?

This unit is for you if you are working as part of a team delivering parenting support services , you may work in a supporting role or you may also be the person responsible for the delivery of programmes

#### Principles and values

You must work within the principles and values of the sector in order to achieve this unit

#### Content of unit.

The elements are: -

1. Provide publicity and information about parenting services
2. Recruit parents into parenting services

#### Place in the NVQ/SVQ Framework

This is an optional unit at Level 3

## National Occupational Standards for Work with Parents

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### **Links to Key and Core Skills**

This unit will provide some evidence for the following QCA Key Skills:

and the following SQA Core Skills:

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<b>What we mean by some of the words used in this unit</b>	
Local area	The geographical area in which you are going to be delivering the parenting programme, and any surrounding areas from which people may be able to travel
Information needs	The local languages that need to be used, and any cultural requirements, such as verbal information
Accessible	Does not present barriers for people either because of language, or because it is in a format that cannot be accessed by people with a disability or sensory impairment

## National Occupational Standards for Work with Parents

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**Element WWP 317.1      Provide publicity and information about parenting services**

**The National Standard**

**Performance criteria**

To meet the national standard you must:-

1. Find out the information needs of the local area
2. Ensure that publicity and information about services is accessible
3. Check that publicity and information materials are accurate
4. Prepare publicity and information materials using an appropriate format
5. Provide information about services in response to telephone, electronic or verbal requests
6. Review and evaluate the effectiveness of the information and publicity

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### **Element WWP 317.2 Recruit parents into parenting services**

#### **The National Standard**

#### **Performance criteria**

To meet the national standard you must:-

1. Give parents clear information about what they can expect from a service
2. Give parents accurate information about the commitment they will need to access the service
3. Give parents information about the value of parenting support
4. Complete documentation for registration purposes where necessary
5. Complete any financial records and forward to the appropriate person in your organization
6. Complete any information that may be required by other agencies and forward as appropriate

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### What you must know and understand

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**To be competent in this unit, you must know and understand the following:-**

	The different methods that can be used to publicise parenting services and the reasons why one method may be more suitable than another in particular situations
	The legal restrictions surrounding publicity and information e.g. use of posters in public places, content of printed material, use of unsolicited mail, use of unsolicited electronic mail, content of websites etc
	The different languages which are appropriate for different communities
	Cultural requirements for communication for the local communities you are trying to inform e.g. language, format, where information should be displayed or communicated
	The reasons why some parents may be reluctant to access parenting support
	The statutory basis for some parents being on a parenting programme and the need for records to be maintained and to be provided to the relevant agencies
	The reasons for maintaining records of recruitment
	The role of and methods for record keeping for parenting programmes
	Ways of advertising and recruiting parents for parenting programmes
	Importance of building relationships with individuals and or agencies who are important to the setting up and successful running of programmes

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	The factors to be considered when choosing venues for parenting programmes
	Ways in which funding for parenting programmes can be obtained
	The requirements for health and safety and insurance associated with providing parenting programmes, crèche and childcare facilities
	Factors to be considered in the provision of refreshments during the sessions for parenting programmes