

Increasing Engagement in Parenting Programmes

A PracticeBased Approach in
Sláintecare Healthy Communities

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Engaging parents/caregivers in disadvantaged communities is complex



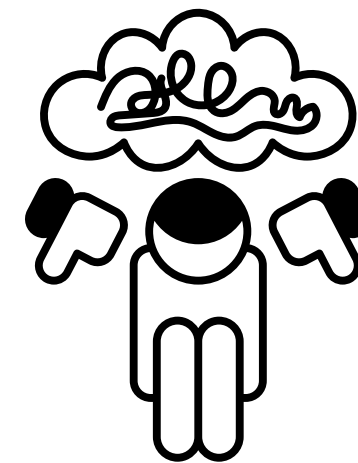
Transport



Childcare



Financial Stress



Stigma



Trust



Sláintecare.
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Communities**

Our Aim

1

To identify
practical,
actionable ways to
improve
engagement

2

Focus on
addressing
modifiable service
delivery factors
within SHC areas

3

Align programmes
with the needs of
the communities

Approach



National practicebased review conducted in 2023



Data sources

Surveys of Delivery Partners (n=19)

Engagement with SHC Coordinators



Focus areas

Communication gaps

Accessibility issues

Programme fit with parents needs

Expansion of Parenting Programme suite

September 2023
Added two new
programmes

October
2021

December 2024
Added five more
programmes

Updated promotional materials

Mealtimes made easy



Better bedtimes



Challenging chats



Better
bedtimes



Managing
screen time



Mealtimes
made easy



Simpler
shopping trips



Challenging
chats



Understanding
emotions

Strengthened Local Capacity

- €3,000 flexible funding to identify and address their own training and development needs
- Enabled a locally led approach
- Recognised and valued community expertise, strengthening trust and collaboration
- Encouraged flexibility in terms of number of workshops/groups



Qualitative Outcomes

- Improved reach to parents
- Stronger engagement reported by delivery partners
- Increased confidence among delivery partners in programme promotion
- Greater alignment with parent needs

+75%

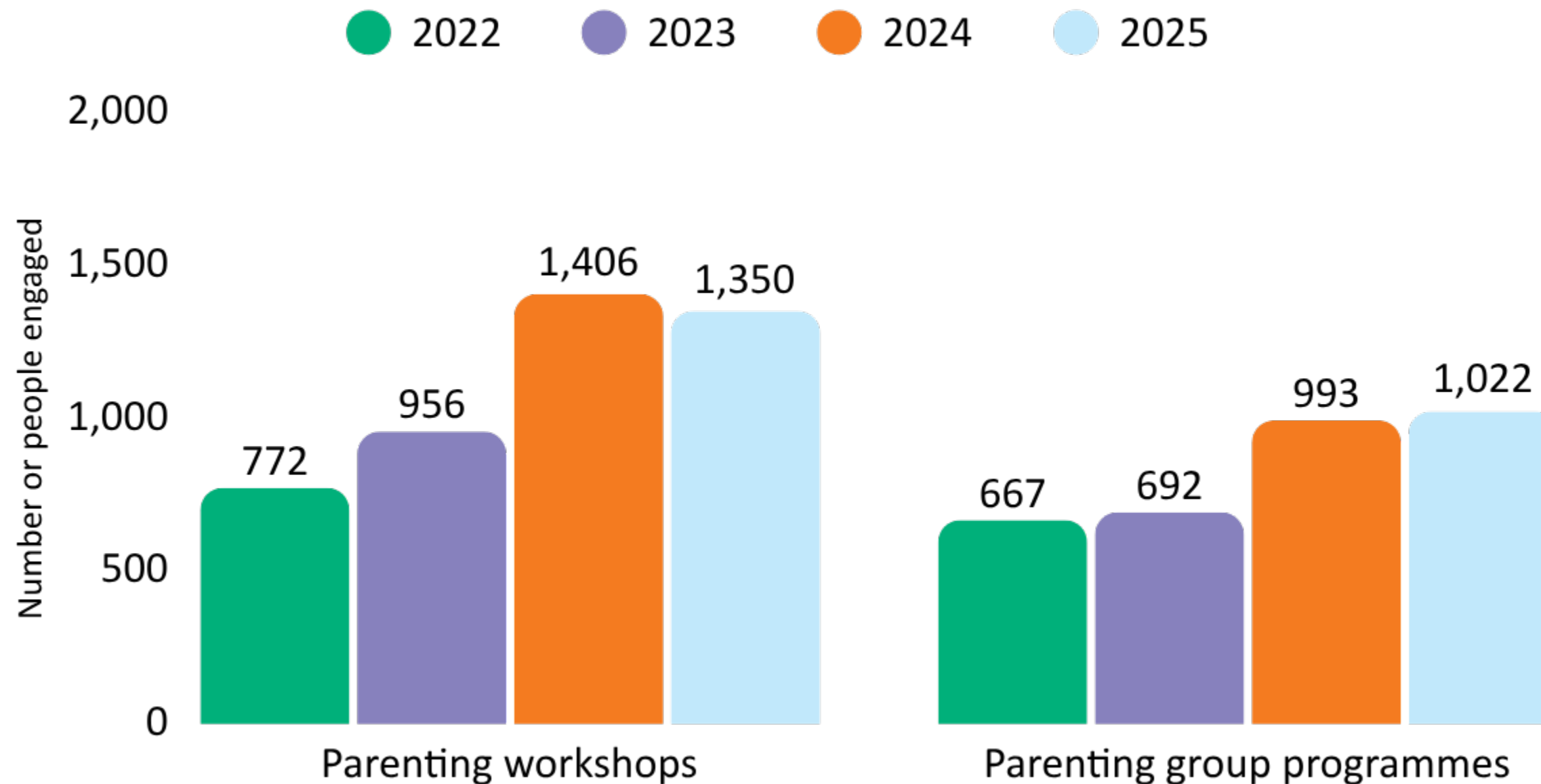
attendance at
parenting workshops

+53%

participation in
group programmes

Engagement Over Time

Number of people engaged, 2022-2025



+75%

growth in parenting
workshop attendance

+53%

growth in group
programme participation

Key Learnings

Service Improvement

Engagement can improve by focusing on modifiable service delivery factors

Responsiveness

Need to be responsive to community needs and changing circumstances

Co-Production

Importance of co-production and partnership working with delivery partners and communities

Sustainability

Ongoing investment is essential



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Conclusion

- Improving engagement requires listening to communities, trusting local partners and adapting how services are delivered
- Even in complex contexts, meaningful improvements in participation are possible



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