

Session 6:

Transforming Early Years Systems: Scaling What Works Through Community and Evidence



Nottingham Trent
University



NATIONAL
CHILDREN'S
BUREAU



Triple P for Baby

Learnings from a National Rollout

Dominic Weston – Triple P Head of Training (UK)



What is Triple P?



The Triple P – Positive Parenting Program[®] is a multi-level system of support to prevent and treat social, emotional and behavioural problems in children by enhancing parent knowledge, skills and confidence.

See Triple P in a nutshell video at www.triplep.uk.net

Triple P is one of the world's most effective and evaluated programmes



Four decades of research:

- 207 RCTs
- 432 evaluations
- 872 publications
- 63% are independent of Triple P's developers
- Across 43 countries

Backed by research, used by over 8 million children and their parents worldwide

Recognised by:

NICE National Institute for Health and Care Excellence

Foundations

What Works Centre for Children & Families



AMERICAN
PSYCHOLOGICAL
ASSOCIATION



WHO



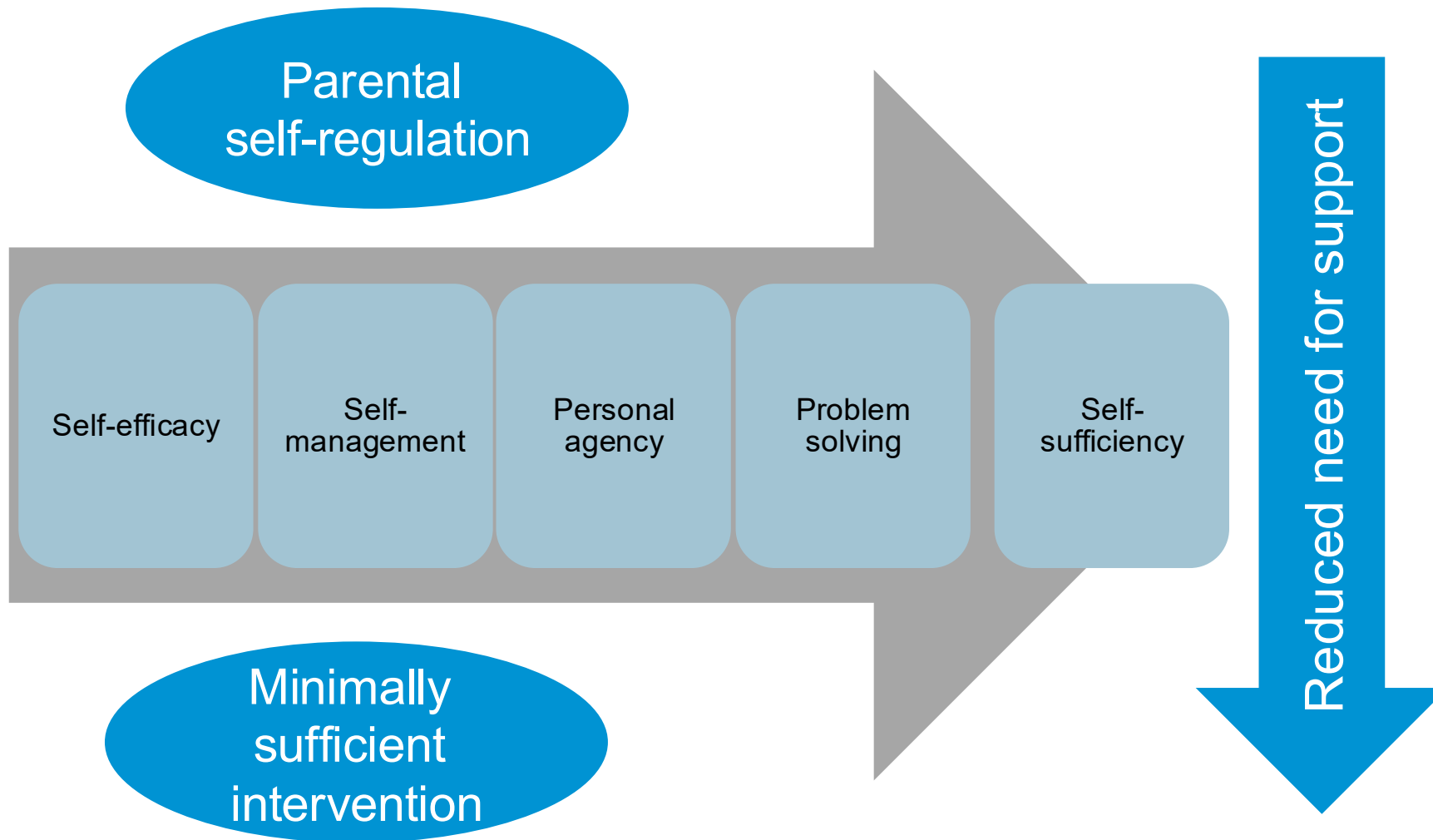
UNODC

United Nations Office on Drugs and Crime



**YOUTH
ENDOWMENT
FUND**

A self-regulation framework is integral



NHSE Start for Life - Project Delivery Evaluation Summary



Offer Acceptance

72% (54 out of 75) of sites accepted Triple P for Baby training.

The distribution of training places ranged from 1 to 29 across these sites.



Training Delivered

A total of 34 cohorts of training were delivered between September 2023 and July 2024



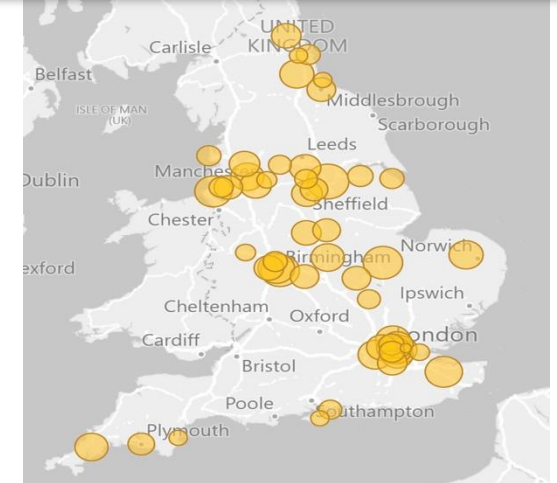
Training Places

Over a 14-month period a total of 680 training places were allocated across 54 sites.

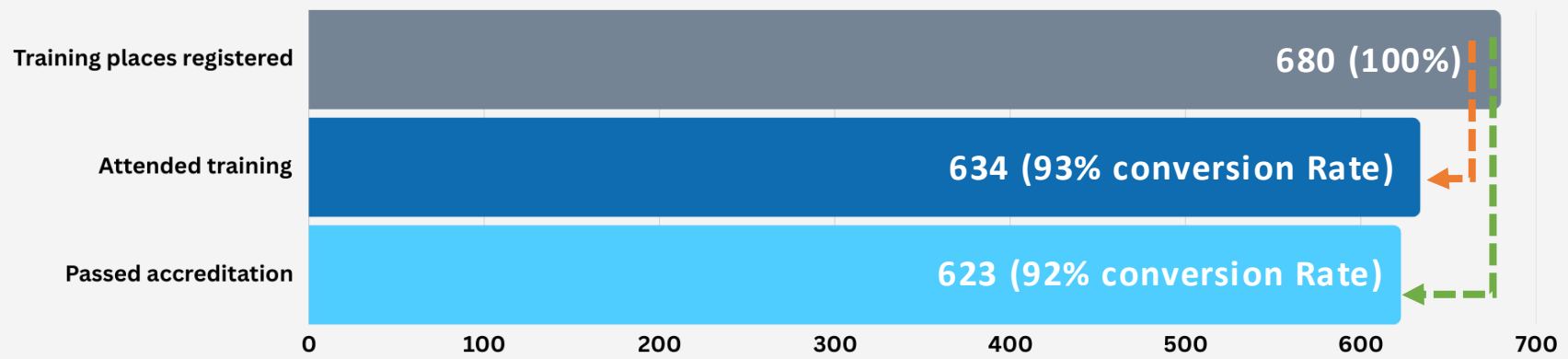
The distribution of training places ranged from 1 to 29 across these sites.



Distribution of Training Places



Registered Places - Attended Training Conversion Rate



Key Project Achievements



Manager Briefings

We conducted **18 sessions with 110 site leads** from 61 local authorities, receiving high satisfaction ratings in our feedback surveys, which highlighted the effectiveness of our implementation planning.

Training Success

Over the course of the programme, we delivered **34 training cohorts** from September 2023 to July 2024, allocating 680 training places, with an impressive **91.6% accreditation conversion** rate.

Maximising Participation

To ensure inclusivity and cost benefit, we **redistributed 211 unused training places** across various cohorts, which maximised participation rates and enabled more practitioners to gain accreditation in Triple P for Baby.

Positive Practitioner Feedback

The majority of practitioners delivering the programme reported finding the experience **enjoyable, highlighting parental empowerment, positive relationships, and meaningful content** as significant contributors.

Benefits of National Commissioning



- Created efficiencies in procurement processes, and a ‘common language’ for understanding and responding to babies’ needs.
- Ensured availability of high quality, evidence-based programmes to all areas
- Consistent use of particular programmes, builds a persuasive portfolio of practice-based evidence vs ‘letting a thousand flowers bloom’
- Local areas were not mandated to use Triple P for Baby, so it didn’t reduce local autonomy and choice
- NESTA highlights the benefits of national procurement as a way to scale ‘what works’ in [*Parenting Support at Scale: Market Analysis*](#)

Programme Areas of Highlight



Key area's that were highlighted in feedback both from training and from survey

- Sleep
 - Swaddling
 - Sleep strategies in the context of PMH
- Safety
- Infant mental health and persistent crying

- **All sections were reviewed in line with existing evidence, practitioner experience and feedback from stakeholders**



Department
of Health &
Social Care



Review: Evidence-Led, Quality-Assured & Responsive



Oct 2024 - Mar 2025

Initial Review

First assessment of documents based on initial feedback

May - Jul 2025

Key Stakeholder Meetings

Final adjustments based on review findings

Jun - Jul 2025

Final Review

Incorporating feedback from key stakeholders

Jul - Aug 2025

Triple P for Baby v.3

Fully updated programme informed by input from a diverse range of stakeholder groups



Triple P for Baby Review - Site Lead Testimonials



Receptive to Feedback

"Taking on board feedback. Being open and honest. Robust reviewing process and involving important people like unicef and lullaby trust - acknowledges what is important to sites. Webinar was clear and relevant."

Collaborative Approach to Improvement

"Thank you for addressing this with transparency and welcoming our feedback to make improvements together."

Research and Evidence

"The explanation of how it is researched and evidenced; organisations consulted; and encouraged by the amendments"

Transparency and Collaboration

"The facilitators of the webinar were great, and the information provided provided transparency, and ensured feedback provided was addressed- helping us feel valued, so thank you. It was great to see the evidence base, collaboration between UK and Australian programme creators and professionals, and what steps are being taken to learn from feedback and implement changes due to this."

Enhancing Programme Content

"Listening to practitioner's feedback and reviewing on the program content, resulting in making amendments to some of the key areas"

Acknowledging and Valuing Practitioner Concerns

"thank you for listening to practitioner concerns and responding in such a welcoming and receptive way"

Dissemination & Checking Changes with Stakeholders & Sites



Stakeholder Sessions

June- July 2024

Site Lead Webinars

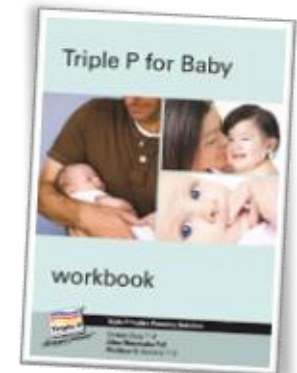
Jul 2024

Practitioner Webinars

July- 2024

Distribution of updated workbooks

Aug - Sep 2025



Programme Enhancements

Programme Content

Integrating valuable feedback from key organisations, such as UNICEF UK and the Lullaby Trust, helps ensure the programme remains relevant and significant within the UK.

Being Receptive to Feedback

Prioritising transparency and actively valuing feedback, fostered a collaborative relationship between TPUK and Australian creators to implement improvements necessary within the UK context.

Research and Evidence-Based Approach

Enhancements were achieved without compromising on the programmes grounding in comprehensive research and evidence

Transparency and Collaboration

A significant focus was placed on maintaining transparency and collaboration to address and refine programme. Clear, consistent and targeted communications helped build trust among stakeholders and ensured that their concerns were acknowledged and valued throughout the program enhancement journey.

Practitioner Satisfaction

Strong Alignment with Families

Widespread Adoption

Training Satisfaction: A Resounding 98%

An impressive **98% of practitioners** expressed satisfaction with the training provided, reflecting the effectiveness and quality of the Triple P Early Years Systems programme.

Accreditation Satisfaction: Unmatched 99.1%

Remarkably, **99.1% of practitioners** reported satisfaction with the accreditation process, underscoring the program's value in enhancing professional development and recognition in early childhood education.

Meeting Family Needs

An impressive **79.5% of deliverers** report that the program aligns well with the needs of families, ensuring meaningful support and engagement.

Non-Deliverers: Recognising Family Priorities

Similarly, **78.7% of non-deliverers** acknowledge the strong alignment of the programme with family needs, highlighting its potential for widespread positive impact in the community.

The Triple P for Baby programme has achieved significant reach across England. As we delve deeper into feedback, it becomes clear that the programme resonates well with local communities, addressing the diverse needs of families.

Triple P for Baby - Early Years Practitioner Testimonials



Programme Strengths:

"Triple P [for Baby] is a very informative programme. It's a great tool for engaging with families at the very start of their parenting journey. It offers parents practical strategies backed with evidence to support everyday challenges"

Building Relationships:

"I enjoy connecting with parents and watching their journey over the 8 weeks."

Parental Empowerment:

"I really felt that it made a difference to parents. It was a safe space where they shared so much about the happy moments and the challenges. The fact that most of them said they wished to have done it before having the first baby says everything."

Coping Strategies:

"Coping statements exercise—parents fed back that by catching unhelpful thoughts and having coping statements ready, they have been able to handle situations better and felt calmer."

Programme Impact:

"Triple P for Baby has been a major factor in promoting positive relationships between parent and baby, along with providing parents the skills to promote their baby's development, improving their confidence and independence as they navigate their journey throughout parenthood."

Practical Tools:

"The homework task of tracking behaviours gives parents a chance to see the positive things their baby is doing."

Key Learnings for Successful Scaling



Strong Project Management

Effective project management facilitated **rapid scaling** of the programme, ensuring that practitioners received timely support and resources needed to implement the programme successfully.

Tailored Support

The **dedicated Implementation Consultants** provided customised support to site leads, fostering stronger relationships at a site and practitioner level. This enhanced the overall satisfaction and effectiveness of the training experience throughout the project.

Practitioner Support & Satisfaction

Peer support, supervision, and access to programme coordinators are essential for **consistent and confident delivery**. Additionally, high satisfaction levels among practitioners **boosted morale**.

Engaged Stakeholders

Consistent communications, through IC meetings, dedicated training coordination teams, focused surveys and newsletters, encouraged engagement across stakeholder groups, leading to increased implementation and delivery success.

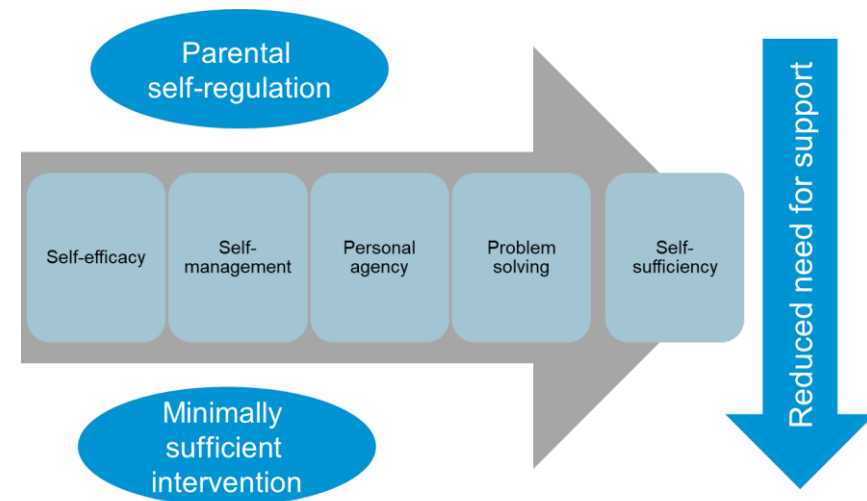
Future Considerations

Addressing inconsistencies in local health practices is essential. Continued **collaboration** among key stakeholder groups is vital for ensuring alignment with diverse community needs and standards.

Discussion



- How do we best navigate potential confusion around “local and national guidelines”?
- Different approaches to information sharing with parents
 - Do we want to encourage collaboration and empowerment?
- Consistency of information provided to parents



THANK YOU – PLEASE GET IN TOUCH:



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