



Getting started with
KIDS MATTER

A thick red line that starts as a horizontal line and curves downwards and to the right, ending in a rounded tip.



Hello!

We are delighted that you are keen to find out more about Kids Matter and how you could partner with us.

Our vision is simple. We want to see every child in need raised in a strong family, where no child is written off simply because of the circumstances they are in.

Kids Matter exists because parenting is hard, and can often be even harder for mums, dads and carers who are facing disadvantages. Poverty significantly impacts a parent's ability to manage stressful situations and can make good family functioning and strong parent-child relationships difficult, ultimately affecting child wellbeing.

Kids Matter was born out of a desire to see children thrive. Our team of Clinical Psychologists and experienced Family Workers created a rigorously evidence-informed parenting programme that was accessible to families on low income and lower levels of support. The programme aims to equip parents and carers with the confidence, competence and community needed to build strong families, thus enabling their children to thrive. We are proud of our strong results demonstrating the efficacy of our programmes as evidenced by the external evaluation carried out by Esteban-Serna et al., (2022). [Esteban-Serna, C., Eisenstadt, M., Gardner, E., & Liverpool, S. (2022). A preliminary evaluation of Kids Matter: A community-based parenting intervention. *Journal of Community Psychology*.]

Taking action early on in a child's life by improving their home relationships through working with their parents can result in fewer problems in school and better life chances.

With nearly 5 million children being raised in poverty and the cost of living crisis pushing more families into disadvantage, an already difficult situation is worsening. Budget cuts mean that statutory services cannot deliver the impact needed to change the trajectory of children's lives.

The need is great but if we work together, each and every one of us can participate in building a better future for our children, our families and our society.

In these increasingly difficult times, as we seek to impact more families, finances are being stretched in many different ways. Financially giving to Kids Matter would allow us to reach more parents/carers, and see more children in need raised in strong families. **Could your organisation donate and help make this happen?**

I hope you find this pack helpful. We would love to talk further with you!

Eli Gardner

Dr Eli Gardner, Clinical Psychologist
Co-founder and Executive Director, Kids Matter

How does **building a strong family** reduce the impact of poverty on children?



1 in 3 children grow up in poverty. Living in poverty impacts a parent's ability to manage stressful events and use effective parenting skills, which can have a negative impact on the parent-child relationship, and on the child themselves.



Under these circumstances, children are more likely to struggle with a range of social, emotional and behavioural issues. Their parents can find it difficult to meet their needs as they too are struggling.



Parenting programmes like Kids Matter offer a space for parents to grow in confidence, competence and community.



Parents can face isolation and a lack of support, further impacting their own mental health and confidence, and their ability to parent well.



With increased confidence, a parent is able to manage stressful and challenging situations with warm, firm and encouraging parenting and this has a positive impact on their relationship with their child.



Improving the parent-child relationship has been shown by research to have the greatest influence on reducing the impact of poverty on children.

Our programmes



Our highly effective, evidence-informed parenting programmes are accessible to families facing disadvantages, equipping them with confidence, competence and community, enabling their children to thrive. Peer facilitators (who are parents themselves) from local churches undergo our accredited training to deliver Kids Matter programmes in their communities and continue those relationships long after the programme has ended.

What do our programmes look like?

Kids Matter in the Community

Kids Matter programmes run in local community settings such as primary schools, nurseries, community centres and church halls. Facilitators work in partnership with community links to coordinate small groups of mums, dads and carers of children aged 1-10. By focusing on parental wellbeing and confidence, and equipping parents with the tools to build strong relationships, our programme aims to give every child in need the chance to thrive in life.

Babies Matter

Babies Matter supports both expectant parents and those with new babies. Facilitators partner with local support services and healthcare providers to run small groups in local community settings. Babies Matter aims to help parents to lay a firm foundation for their family by building a strong attachment with their child, focusing on their understanding of their baby as well as looking after their own mental wellbeing.

Kids Matter in Prisons

Kids Matter programmes work well in prison settings. Facilitators coordinate groups with prison chaplains, governors and heads of education to help parents in prison work on all aspects of family life. We are confident parents in prison will be able to use these workshops to strengthen relationships with their family, ultimately helping their children to thrive.





"I love Kids Matter and all the ways they're engaging local churches to equip parents and carers facing disadvantages with a new confidence and a new competence in community together. What's not to love!."

Rt Revd Ric Thorpe
Bishop of Islington

The format of all our programmes is based on the following:

- Lasts for 6 weeks (with a Taster session before and a Booster session 3 months later)
- Small groups of 6-8 parents
- Led by a trained peer facilitator
- No flipcharts or experts
- Working together with our user-friendly and evidence-informed booklets
- Sitting together around coffee, tea and food

To find out more, email info@kidsmatter.org.uk or visit kidsmatter.org.uk



Mandy's Story

“Before I started the Kids Matter programme, I had anxiety and depression. I shut people out of my life and felt like a failure as a mum.

I never asked for advice or opened up about things. Kids Matter gave me the confidence to deal with situations that I wouldn't have been able to before. I see a change in my children because I am calmer – I can do things with them, play with them and act silly when I want to, which makes them laugh and smile.

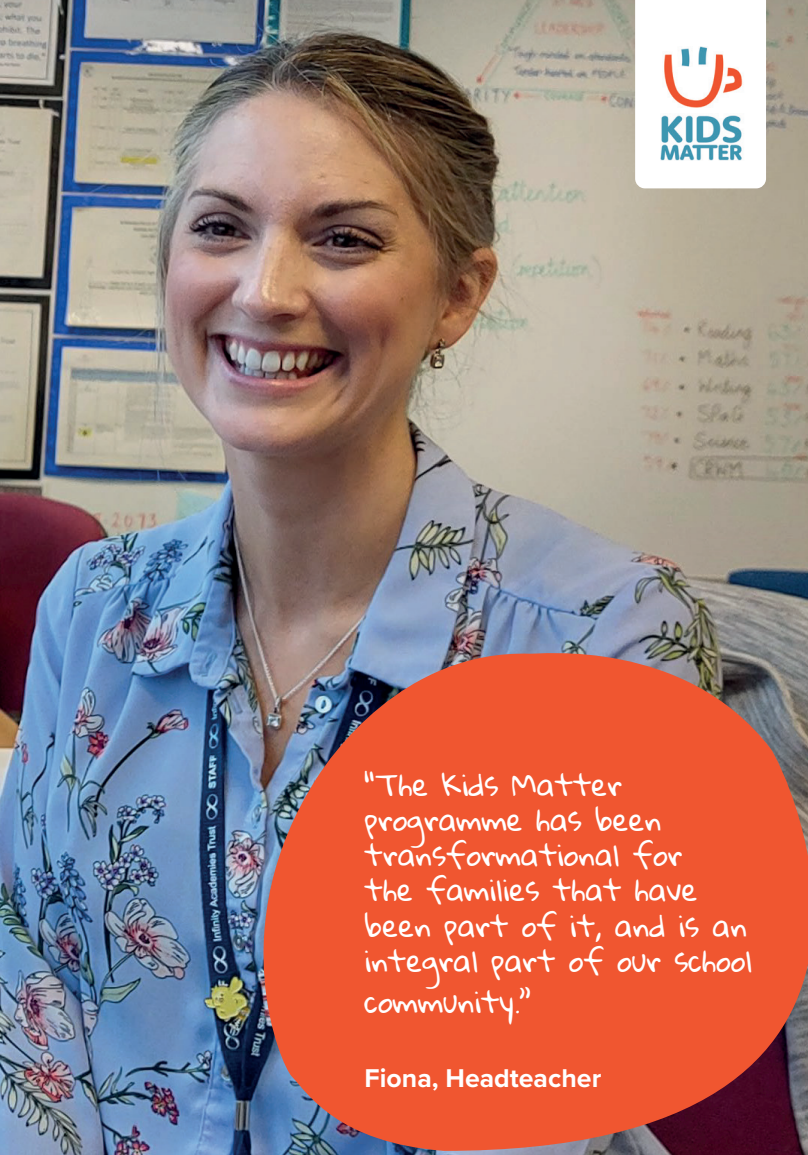
They are happy, and I am so much more joyful now than I was back then.”

Mandy, mum of 2

Watch Mandy's full story at kidsmatter.org.uk/mandy

“Kids Matter gave me the confidence to deal with situations that I wouldn't have been able to before.”

Mandy, mum of 2



Fiona's Story

"The Kids Matter programme has been transformational for the families that have been part of it, and is an integral part of our school community. Engagement from the parent body has increased, sleep routines at home have improved and attendance of children whose parents participated in a Kids Matter group is up.

The change in the way our parents are starting to see themselves and view education, skills and training has been tangible. I would love as many Kids Matter programmes to run as possible because parents are acquiring skills that are not only changing their lives but the lives of their children – and they're the lives of tomorrow."

Fiona, Headteacher

See other inspiring stories at kidsmatter.org.uk/stories

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Fiona, Headteacher

kidsmatter.org.uk
Registered charity no. 1163617

Find out more



We've seen the impact that partnering with schools can have. From children's attendance at school increasing, to parents having more confidence and becoming more engaged with school life, lives are being transformed.

We'd love to connect you with your local Kids Matter facilitator who can share more with you about the impact that Kids Matter programmes have and how you as a school can partner with us to see more children in need grow up in strong families.

You can also get in touch with us by emailing info@kidsmatter.org.uk or calling **0303 040 1068**.

**Contact your local
Kids Matter facilitator:**

info@kidsmatter.org.uk
kidsmatter.org.uk

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