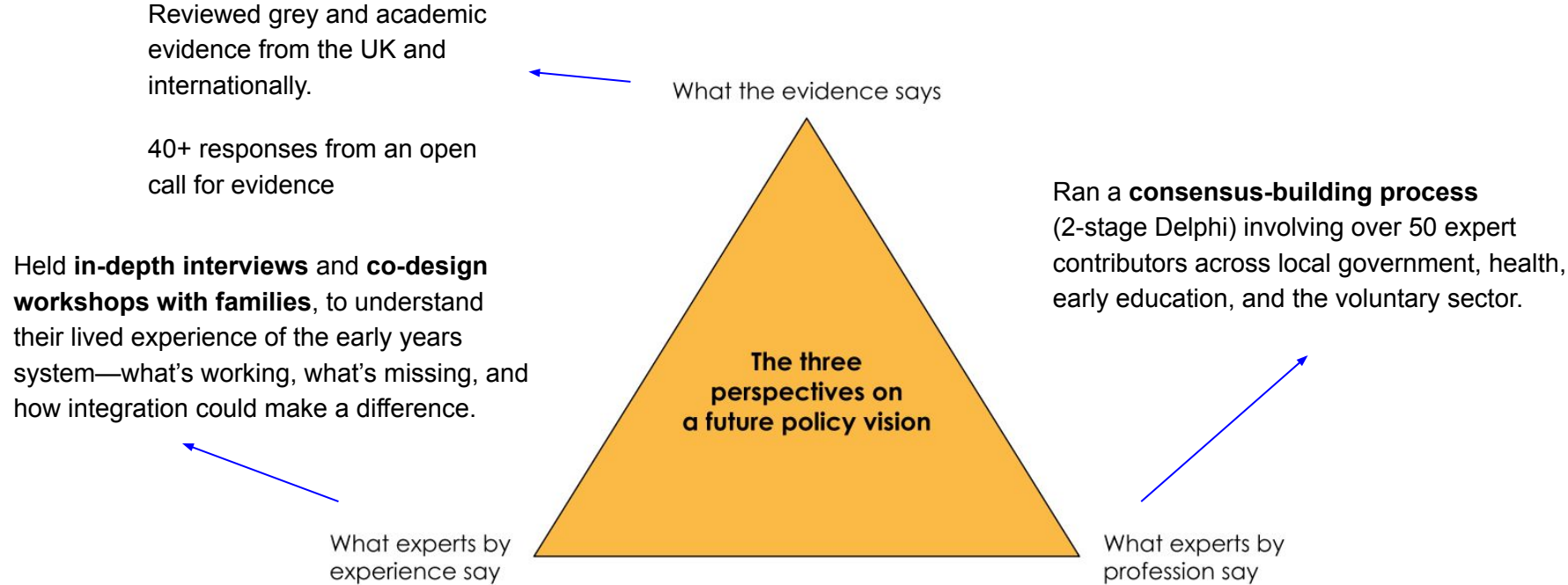




Enablers and Barriers to to successful implementation of integrated family support - Lessons from A New Era



A New Era is a consensus building deliberation exercise to understand what good looks like



For families the **lack of information and clarity** was a universal barrier.

Many discovered services by chance, too late, or not at all. Some assumed services like children's centres were for families “in trouble.” And parents from marginalised groups were especially likely to miss out.

They consistently called for:

- **Clearer communication and signposting**, including one trusted person to help navigate services.
- **Consistent, face-to-face support**, especially for mental health, parenting, and child development.

And crucially, they told us that **integration is not about systems—it's about experience**. A joined-up system is one where families don't have to repeat themselves, where people talk to each other, and where they feel seen and supported early.

The purpose of the programme needs to be clear to underpin what the offer and enablers are

What is the objective?

To ensure that all families—particularly those facing the greatest challenges—can access timely, joined-up, and relationship-based support that strengthens parental capacity, promotes child development, and prevents problems from escalating. Underpinned by key aims:

Equity: Making sure support is accessible, inclusive, and non-stigmatising—especially for those least likely to seek help.

Efficiency: Reducing unmet need through coordinated delivery and early intervention. Reducing burden on stretched services by embedding prevention.

Effectiveness: Improving outcomes across child development, parental wellbeing, and family stability by bringing the right support together at the right time.

Experience: Making the system easier to navigate so that families feel seen, supported, and don't have to repeat their story.

Through this work, we've identified **several key enablers** for implementing integrated family support effectively, each of these have their own barriers

1. **A clear, shared vision and purpose with outcomes it seeks to achieve**
2. **Universal entry points with proportionate support and a digital offer**
3. **Connective tissue through embedded roles like family navigators**
4. **Workforce relationships and capabilities**
5. **Accountability structure between roles in the system to allow for devolution of freedom to local areas**
6. **Use of light-touch, evidence-based programmes to reduce system pressures**
7. **A system that can be monitored and evaluated**
8. **A system that has innovation and experimentation built in**
9. **A system that families know about and can access easily**
10. **A long term, pooled funding system**