

# Football Fans targetted by Parenting Across Scotland



A society, founded with a vision of “A Scotland where all parents and families are valued and supported to give children the best possible start in life,” is hoping to raise awareness amongst men and fathers in particular by targeting football fans in the east of Scotland.

On Saturday, an advert by [Parenting Across Scotland](#) will appear in the Hearts programme for their SPL fixture with Ross County at Tynecastle. Similar adverts have already appeared in Rangers’ and Aberdeen’s programmes, which has resulted in an increase in web visits and it is hoped that this will be the case in the capital.

The government funded society has been operating for several years, and following a consultation exercise with parents, it was recognised that many fathers felt that there was not enough information available, suitable for their needs, so Parenting Across Scotland have brought together a selection of websites, booklets and videos geared up for dads. There is also information on legal, money and benefits advice, relationship support, keeping yourself in good health, plus adoption, fostering and stepfamilies in the parents and carers section; and age-related parenting advice in pregnancy and babies, toddlers and pre-school, age 5-12 and teenagers.

[The web page](#) is aimed at single fathers, or dads who want to get more involved in bringing up their children, and includes of video such as; How to be a role model and learn how to identify strengths and weaknesses, so that they can be a positive and empowering example to their teenage son or daughter, Getting fathers involved with tips to help get stuck

in and make the most of fatherhood and advice for non-resident dads regarding keeping contact with their kids for separated dads, and keeping a constructive relationship with an ex-wife or ex-partner.

The site also contains a downloadable booklet written for dads by dads looking at how becoming a parent changes your life, and going through what you need to know about pregnancy and giving birth. Its advice for dads-to-be includes: Different stages of pregnancy, healthy eating in pregnancy, sex during pregnancy, scans and tests, antenatal classes, work and finance, birth plan, stages of labour and giving birth and recovering after the birth, lack of sleep, baby feeding, baby blues. Another booklet provides advice on keeping talking and working things out, postnatal depression, sex, baby feeding, bath time and playtime, rights at work, stay at home dads, money and benefit entitlements and childcare. There's also some advice on how to find local dads' groups.

The website also provides useful information from the NHS for dads on how to care for a sick child or a child with a disability, including practical and financial help, combining work and caring, family relationships and emotional support for dads.

Hearts' season ticket holder Darren King of Baberton was introduced to the website by Thomas Lynch and David Marshall, the founders of 'Dads Rock' a playgroup for dads at gate 55 in Sighthill, and recognises the importance of a website which provides invaluable assistance to parents in the time of most need.

Darren told The Edinburgh Reporter:- "Most things are centred on mums, such as post and pre natal classes, and it's sometimes forgotten that dads get into the same situation. I was fortunate enough to get three months off work to look after my daughter Orla on extended paternity whilst my wife Layla went back to work. It was a great experience, but

nothing gears you up to look after a small child. I used to go to a playgroup alongside twenty five women which didn't bother me, but then Layla heard about Dads Rock at an ante natal class, so I started going there. I now get to interact with loads of other dads and we enjoy sing-a-longs with the children. Sometimes there are up to 36 dads there, with some coming from Fife. They also run play groups in Westburn and Granton now. When I was there, Tom and David told me about the Parenting Across Scotland Website which I would recommend to anyone looking for any information on parenting. I am lucky to be in a happy steady relationship, but I know that that isn't the case for many people."

Parenting Across Scotland is a partnership of charities which offers support to children and families in Scotland. The society provides support for parents and families through their information service and partners' helplines. They also find out what matters to parents and families and what they need, and try to get this across to politicians. They also share research, policy and good practice with people who work with families.

The society's partners include: Aberlour Childcare Trust, Capability Scotland, CHILDREN 1<sup>st</sup>, One Parent Families Scotland, Relationships Scotland, SMC and Scottish Adoption.