

'Parenting. Give it time': "Parenting can be challenging and we want to support parents every step of the way"

– Huw Irranca-Davies

The 'Parenting. Give it time' campaign promotes the benefits of positive parenting approaches to help parents manage challenging periods in a child's development.

It provides a dedicated website, Facebook page and printed resources offering tips and information for parents.

From birth, these include:

- take time to model the behaviour you want to see
- make time for praise
- take time for love and affection
- make time to listen, talk and play
- between the ages of 2 to 7, make time to set boundaries and routines to your day.

The campaign is part of the wider support for parents and is being launched ahead of the Welsh Government introducing legislation to ban the physical punishment of children in Wales.

Launching the campaign, Minister for Children, Huw Irranca-Davies said:

"As a father myself, I know parenting is not easy. You're not handed an instruction manual when your child is born. That's why our 'Parenting. Give It Time' campaign aims to help parents to do the best job they can.

"It will help parents better understand the benefits of positive parenting techniques as a way to help their children develop and become confident and happy. If a child understands that there are boundaries and if they are given time to settle into a routine it will improve their behaviour and help them feel safer and more confident.

"Promoting positive techniques such as 'taking a few moments to breathe before reacting to a tantrum' and the 'importance of routines and boundaries' in place of shouting or losing your temper is the best way to help our children. This reinforces our long-standing commitment to children's rights and ensuring every child in Wales grows up in an environment that allows them to have the very best start in life.

“That’s why, next year, we will introduce legislation to remove the defence of reasonable punishment, which will prohibit the physical punishment of children by parents and those acting in loco parentis.”

Find out more by visiting gov.wales/giveittime