



**Scottish Attachment in Action**  
**Strategic Plan 2015- 2018**

The following plan outlines the strategic direction of Scottish Attachment in Action(SAIA) for the next three years. Separate operating plans will detail the specific actions and resource requirements as required for identified actions.

## Introduction

Scottish Attachment in Action was developed in recognition of the importance of attachment to the development of children and achieving good outcomes for children. In June 2015 we achieved our much prized aim of becoming a Scottish Charitable Incorporated Organisation.

Scottish Attachment In Action aims are to:

- ◆ advocate for attachment theory and practice to be a fundamental element of the education of all professionals;
- ◆ develop training opportunities on attachment;
- ◆ advance effective attachment-informed practice;
- ◆ develop, promote and disseminate research into attachment;
- ◆ promote positive experiences of attachment in Scotland;
- ◆ bring together those persons who it deems are most able to contribute towards the achievement of its objects;
- ◆ assist those individuals by the provision of information, advice, guidance and training;
- ◆ inform the public of the role of those individuals through the production of reports, pamphlets, leaflets or other documents;
- ◆ promote, establish and operate other schemes of a charitable nature for the benefit of the residents of Scotland.

The SAIA Board are passionate about ensuring the aims of the organisation are fulfilled. The following plan outlines the priorities, results, timescales and actions required to achieve these goals. The four themes required to achieve the aims are:

1. Provide learning and development opportunities for multi disciplinary professional staff and for parents and carers.
2. Provide learning and development for policy makers therefore giving attachment focussed practice a stronger political influence ensuring the importance of attachment is recognised for the positive development of children and this is evident through legislation and guidance.
3. Provide information to professionals, parents and carers.
4. Obtain funding to the level required to ensure the work of SAIA can continue.

## Strategic Plan

Themes/tasks	Rationale	End result	Timescale
1. Provide Learning and Development for multi disciplinary professionals, parents and carers. The direct provision of learning. Particular focus on the decreasing the gap in educational attainment for LAAC and adopted children.	The research evidence is clear that interventions (parental, educational, social, health) grounded in understanding and implementing attachment informed practice results in better outcomes across all areas of development.	A suite of learning and development resources which can meet the needs of professional groups (educators, social services, health providers) and parents and carers. SAIA seen as the place to go for quality L&D and CPD opportunities.	2015- 2018
2. Provide learning and development for policy makers and influencing policy.	To ensure attachment informed practice is supported through legislation, guidance and training and CPD requirements for professionals, the policy makers must understand the positive impact attachment informed practice can have.	Recognition at a higher political level of the importance of attachment informed practice, reflected in legislation and guidance.	2016 -2018
3. Provide information to professionals, parents and carers.	In order to promote the importance of attachment focussed practice, it is important that everyone is given the opportunity to understand why it is important.	Professionals, parents and carers recognise the importance of an attachment focused approach.	2015 -2018
4. Obtaining funding to carry out the planned work	SAIA board of Trustees are volunteers with separate professional roles. In order to ensure the best possible outcomes there is a requirement to continue to secure funding for development workers to support the board.	The organisation will become self funding through the learning and development provided and fund raising. The L&D will be able to be offered throughout Scotland.	2015-2018

## Theme 1

### Provide Learning and Development for multi disciplinary professionals and parents / carers.

SAIA has successfully over the years offered network seminars, workshops and conferences throughout Scotland, collaborating with other organisations (SIRCC, CELCIS, IRISS, Adapt Scotland, DDPI, CairnsMoir Connections) to provide learning resources available to all professionals via our website and the IRISS website. It is anticipated these events will continue and will be added to in the coming years. We provide opportunities across the country as we recognise there are many opportunities within the central belt; however opportunities are limited in rural areas.

<b>Task</b>	<b>Rationale</b>	<b>End result</b>	<b>Timescale</b>
Offer a yearly conference.	Large event bringing together professionals, parents and carers from across Scotland to highlight the importance of attachment informed practice.	Positive celebration of attachment informed practice, supporting others to recognise the benefits and become involved in further learning.	Minimum of 1 per year
Network seminars	Smaller scale seminars allow for specific focus for professional groups and events to be targeted, or adapted for the audience.	Professionals groups, parents and carers being given opportunities to recognise how attachment is relevant in their role and practice and to explore the benefits for them.	Minimum of 3 per year
Highlight attachment informed practice and SAIA through contributions to professional conferences and journals.	In order to highlight good practice we need to ensure it is recognised within respected journals and at conferences.	Dissemination of knowledge to different professional groupings and in different mediums allowing for access by professionals in a way which suits them.	Minimum of 2 per year, as opportunities arise.
Continue to work jointly with other attachment focussed practice advocates and organisations to share national and international learning	Collaborative working allows for resources to be shared and all attachment focused practice to be recognised.	Dissemination of information across professions and across countries.	As opportunities arise, aim for minimum of 1 per year.
Provide training across Scotland for individual groups as requested.	Groups of professionals and carers can struggle to find resources/training to meet their needs and budget. We can offer training for specific groups at a reasonable cost	Small scale specific training which can make a real difference to the service provided for children and young people at a local level and introduces groups from out with the central belt to the training which can be offered.	Minimum 4 per year
Develop website to increase learning available from the website.	Our website can reach many individuals and offers opportunities for disseminating information and learning.	Having a resource welcomed by and useful to professionals and carers.	Ongoing

## Theme 2

Providing learning and development for policy makers and participate in consultation groups, therefore giving attachment focussed practice a stronger political influence ensuring the importance of attachment is recognised for the positive development of children .

Task	Rationale	End result	Timescale
Develop a working party from SAIA board members and members to develop our practice in this area.	Roles within the Scottish Government have continually change and in order to target the correct information to the relevant individuals we need to ensure our knowledge and contact base are up to date.	Resources being used smartly with the correct information being shared with the relevant individuals and SAIA being aware of opportunities.	Sept. 2016 and ongoing
Contribute to and disseminate information on research which supports attachment informed practice.	Sound policy making has to be based on validated research. We need to ensure the available research is shared with the relevant professionals.	Influencing policy through ethical research based means. Providing contact point for information to be shared.	Ongoing
Respond to consultation on new policies and guidelines.	Consultations give the opportunity for attachment focused practice to be highlighted.	Giving opportunities for attachment issues to be recognised in all policy decisions.	As consultations arise
Ensure all members are aware of current consultations so all can participate in influencing policy.	We have many knowledgeable members who may wish to be involved but not be aware of consultations which are current.	All members being given the opportunity to contribute to policy and practice to inform a SAIA representational view.	As consultations arise
Ensure Board members and selected members are clear about their dual role when in discussions.	The board and some other members of SAIA are involved in consultancy groups already. Their 'SAIA role should be made clear as well as their paid role.	Promotion of SAIA being explicit.	Ongoing
Provide drop in training/consultation session for Government officials.	Provide the opportunity for Government officials who may not get the opportunity to attend external training to hear of SAIA and our work.	Increased awareness of government officials of SAIA and attachment based practice.	2017

## Theme 3

### Providing information to professionals, parents and carers.

<b>Task</b>	<b>Rationale</b>	<b>End result</b>	<b>Timescale</b>
Develop website	The website is the easiest way to provide information to a wide audience.	People will be attracted to our website and become more involved in our work.	June 2016
Advertise website and work through Social Media	Facebook and Twitter can reach many individuals and target people through the groups they are already linked to.	More hits on the website and dissemination of information.	Ongoing
Podcasts from seminars and training events	Making the information available to a wider audience through podcasts.	More accessible to all. Shared information.	October 2016 then ongoing
Exhibitions at conferences	Introducing individuals to our work through their professional role.	More individuals aware of SAIA and our work	Ongoing
Develop SAIA flier	Share the basis of our work in a understandable manner and promote option of finding out more through website and other learning opportunities.	Providing information and sharing learning in an accessible manner.	Ongoing
Develop 'snipper-snapper', fun based advertising of our work	Developing a way to be recognised which is different and reflects our values as well as giving basic information.	Wide distribution of information on the importance of attachment. Advertising of SAIA	June 2016
Blog spot	Have people known and working in the world of attachment focussed practice provide a blog for SAIA which will attract a different audience and explain the theory in practice.	Providing information and sharing learning in an accessible manner.	Ongoing
Book reviews	Involve our members in reviewing new publications on attachment informed practice	Providing information and sharing learning in an accessible manner.	Ongoing

## Theme 4

### Obtain funding to the level required to ensure the work of SAIA can continue and grow.

SAIA in the longer term can become a self sustaining organisation, however in order to achieve the growth required to reach this goal some funding will be required.

<b>Task</b>	<b>Rationale</b>	<b>End result</b>	<b>Timescale</b>
Raise money through memberships. Individual and Organisational	Membership allows people to feel part of the organisation and contribute to the aims.	Regular income and benefits for members.	Review annually
Register for Gift Aid	Allows tax relief to be paid on memberships and donations	Increased income	February 2016
Apply for any available grants to support our work	Our work costs money and although many people give time free, other resources are required.	Money to continue our work	Ongoing
Book sale, raffles, fundraising through website.	Additional contribution to organisational funding.	Money for resources.	Ongoing
Money raised through work and publications on undertaken on behalf of SAIA.	Members and Board members have undertaken work on behalf of SAIA which then has been paid for by other organisations.	Money for resources and development staff	Ongoing