

Purpose

To improve the lives of Scotland's children through the delivery of excellent services and by influencing the development of public policy and practice

- Deliver excellent services which promote the safety and wellbeing of children
- Be a strong public voice for children



Aims

To support families and communities to put Children First

To help children recover from abuse, trauma and violence

To protect children from harm and neglect

To champion the rights and interests of children

To deliver our purpose with the effective and safe use of volunteers across the services

To ensure long-term sustainability and impact



Outcomes

Improve the safety and wellbeing of children across Scotland

More resilient families and communities in which children are nurtured and loved

Improved policy and practice and influencing to ensure that the voice of children and families is heard, respected and acted on

Reduce inequality and harm caused by the issues that affect the children and families we support

Activities

Develop integrated family support service hubs across Scotland that protect children in their families and communities with a focus on Early Years

Develop high quality trauma recovery support to adults and children

Deliver excellent national helplines and services to reach families who need support on a range of issues affecting the safety and wellbeing of children

Work in purposeful partnerships with others to share knowledge, practice and resources in the best interests of children

Work to ensure that the rights of children are respected and protected in policy, legislation and practice

Develop models of delivery that have children and families decisions at the centre

Enablers

Culture and values

People

Governance

Adaptability and creativity

Impact

Independence

