

Disclaimer: Activities with children must always be risk assessed, including for allergies or choking. Children must always have adequate supervision. Resources and materials must always be appropriate for children's age and stage of development.

Communicating effectively with parents*

*'Parents' is used to describe all types of primary caregivers, such as biological and adoptive parents, foster carers, guardians or those involved through kinship, e.g. grandparents.

Successful communication with parents is essential in order to develop trusting relationships and fully involve them in improving outcomes for their children.

Here are some top tips for effectively communicating with parents at your setting.

1. Get to know the families of your children really well. Discover what their preferred method or methods of communication are and utilise these to maintain good two-way communication
2. Consider the best ways to communicate with parents who rarely attend the setting in person, such as when a childminder or other family member brings or collects a child; find out how they would like information to be shared
3. Send regular newsletters informing parents of what is happening at nursery, including lots of photos so they can see all of the amazing activities and experiences their children are engaging in whilst at nursery. Encourage them to talk with their child about these and follow up ideas at home
4. Consider what secure online methods of communication you can use for quicker response times and to engage and share information with parents who are unable to take calls during the workday or attend the setting
5. Ensure written communication is in parent friendly formats and uses easy to understand language. For parents who do not speak or read English fluently, where possible provide individual support such as a translation service. A staff member or another parent may be willing to help. For adults with sight difficulties, you could provide written information in larger formats
6. Create a calendar of events such as training days, World Book Day, trips and celebration events. Send a clear and comprehensive list to parents in advance (subject to some minor amendments) so they can plan ahead and book time off work when needed
7. Create a communication plan showing all of the different ways you communicate with families. This may include a schedule of planned activities such as newsletters and open days with timescales and staff responsibilities
8. Carry out regular reviews of the communication plan to support leaders to evaluate the effectiveness of the methods used. Where possible, include families in the reviews by using surveys,



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questionnaires or talking to them to gather feedback. This helps leaders reflect on what is working well and also identifies areas for further improvement.

NDNA products to support you with this activity

- [NEW - Your Essential Guide to Supporting the Home Learning Environment - Publication](#)

Find more resources at www.ndna.org.uk/hub/myndna