

# ANNUAL REPORT 2015

## MISSION

Supporting parents to build strong and positive families/whanau free from neglect and abuse through our free parenting helpline, affordable counselling, parenting education and mediation services

# 1411 FAMILIES SUPPORTED VIA HELPLINE

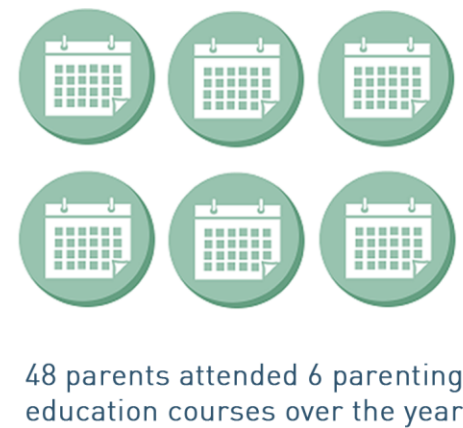
### SUPPORT WORKERS



### COUNSELLING



### PARENT EDUCATION



### NEW INITIATIVES



MEDIATION SERVICE



WEBSITE REDESIGN



DATABASE

### FINANCIALS

INCOME  
\$330,116

EXPENSES  
\$248,860

VOLUNTEER HOURS  
2810

## CHAIR'S REPORT

The past year has seen Parent Help focus on positioning itself for future growth. As I look back over the year, I am proud of what the team has achieved and excited about what lies ahead.

In an ideal world, Parent Help wouldn't need to exist. The sad fact, however, is that child abuse continues to be a significant problem for New Zealand. And so the demand for the services that Parent Help offers – a free nationwide parenting and child abuse prevention helpline, counselling, parenting courses and mediation services – continues to grow.

Our job as a Board has been to support Parent Help staff and volunteers in providing a great service to parents and whanau in a safe and positive environment. We have focused on improving our systems and strategies so that the team can operate efficiently and effectively. Some key highlights from my perspective include:

- Developing a new strategy to guide the organisation over the next few years
- Introducing paid Telephone Support Workers to encourage more people to provide advice to parents
- Installing a new security door to ensure the office staff are safe
- The introduction of a new mediation service to complement our other service lines
- A clean audit from the Ministry of Social Development
- Parent Help's participation in assisting and assessing the implementation of the Hamilton Vulnerable Children's Hub
- Bringing on board specialist marketing and fundraising staff to help boost our profile and diversify our funding streams
- Launching our new website
- Introducing a new web-based call-sheet management system that will help our Helpline staff record and monitor calls more efficiently

I am confident that the initiatives above will help to position Parent Help for ongoing growth in Helpline call volumes and more activity in our supporting services such as counselling, parenting courses and mediation.

I would like to record my deep appreciation for Dale and the team's dedication, enthusiasm and compassion in delivering Parent Help's services over the past year. It is an absolute honour to be involved with such amazing staff and volunteers who are making such a tangible difference to hundreds of families every year.

As a charitable organisation, Parent Help is heavily reliant on its funders. I would like to thank the Ministry of Social Development, Child, Youth and Family, Department of Internal Affairs, individual donors and KiwiFirst for their funding support.

I would also like to thank my Board colleagues for their time, support and guidance. Their expertise and insights provide for helpful and thoughtful discussions around the Board table, all with the same vision for New Zealand in mind: Strong and resilient families/whanau living free from abuse and neglect.

Kind regards



John Ballingall

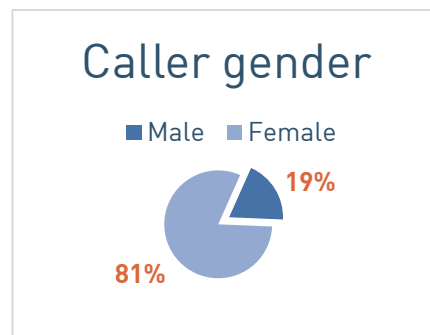
Chair

## WHO AND HOW WE HELP

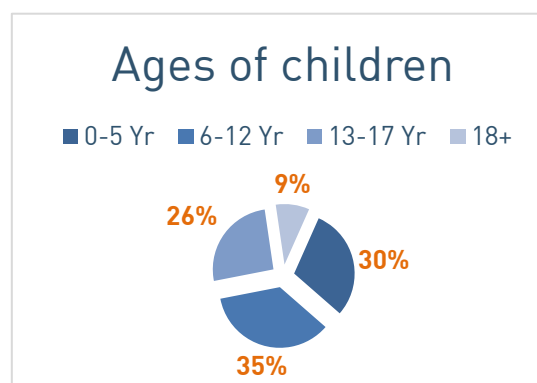
### Helpline

There is no doubt that the Helpline offered by Parent Help is of considerable value to parents and caregivers. This is borne out by the number of callers who regularly use the Helpline as new parenting issues and other challenges arise.

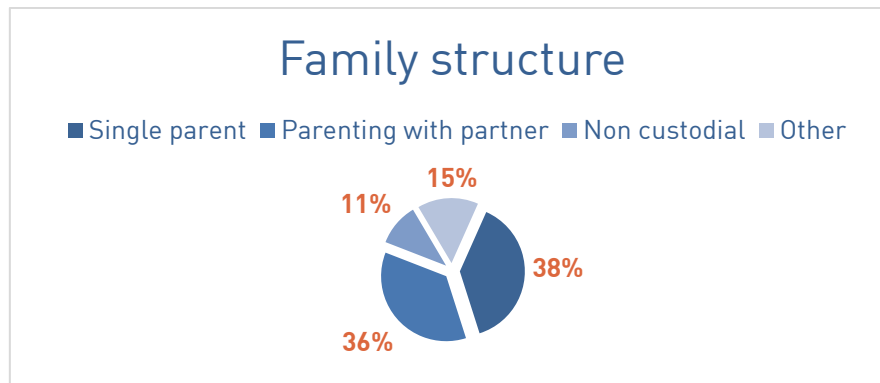
The majority of Helpline statistics have remained consistent with those of the previous two years, with only a 1% change in caller gender statistics which continues to indicate awareness by fathers of the importance of their role in parenting.



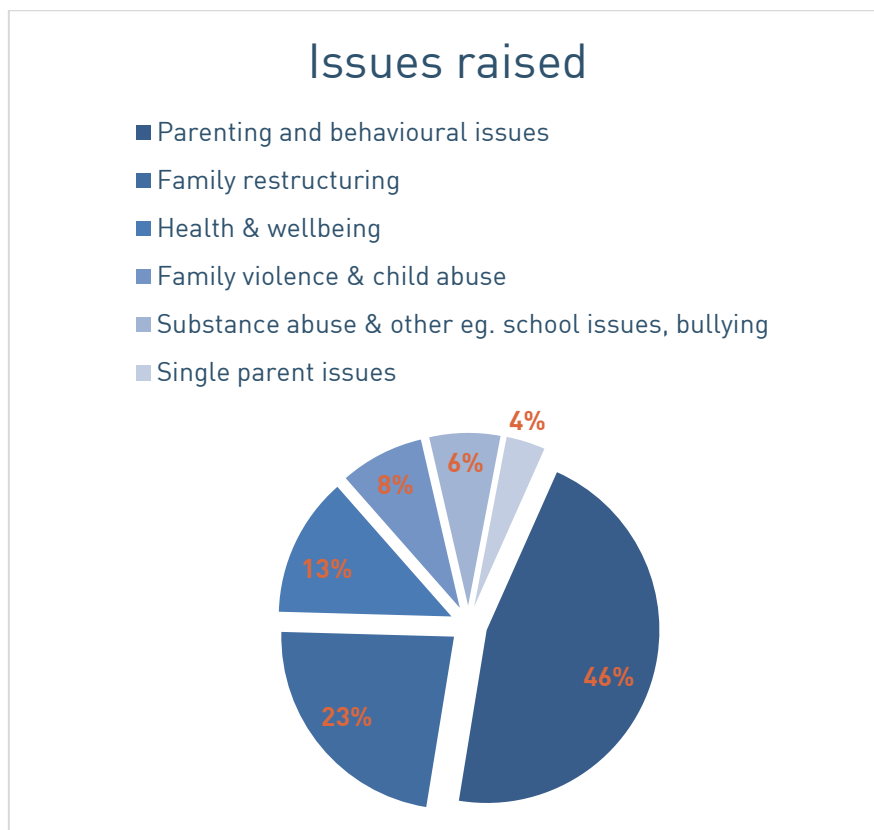
We note a small increase in the number of parents with children in the 6 -12 years cohort calling the Helpline and a comparable decrease in the number of adolescents represented in the statistics. The middle years, far from being the “latent” years as once described, are presenting with behaviours often associated more particularly with adolescence. These are challenging parents as quite severe aggression and anger may also accompany the negative behaviours. The percentage of children between 0 - 5 years is consistent with previous years.



This year we have included a new category in Family Structure to reflect the number of parents calling the Helpline who do not have custody of their children.



Parenting skills, child/adolescent behaviours and strategies to manage negative behaviours reflect the majority of issues for parents calling the Helpline. Separation and access issues, specific teenage issues and health and wellbeing are represented equally, with the two latter categories often represented in the one call.



## A Helpline call

Nathan (14) is behaving very badly when told to stop playing games on the computer. He is allowed one hour a day to play games and then throws a wobbly when told to stop. He screams, cries and abuses John and Catherine; even when he is given a 5-10 minute leeway to give him time to finish a game and log off.

I queried how the parents reacted and found that John and Catherine have different views around rules. John believes strict rules and consequences are needed, whereas Catherine believes that rules are not needed at all and that love is enough for children to learn how to behave.

*Suggested that using an extra 15 minute allowance of game time as an incentive to behave well. If he behaves he gets an extra 15 minutes (plus the leeway) the next day, if he misbehaves he loses 15 minutes the next day. This uses a consequence that is the right 'currency' for Nathan as both a positive and negative to encourage a change in behaviour.*

*Discussed the principle that parents need to have a common and agreed strategy around boundaries and consequences. A lack of boundaries is just as unstable for a child as if boundaries are too strict. I also discussed the idea of boundaries being negotiated and moving as the child matures.*

*Provided further parenting resources by email.*

Support Worker

## WHO AND HOW WE HELP

### Counselling

Trends and issues raised in counselling reflect those on the Helpline and in society generally. The breakdown of relationships between parent and child together with the effect on children of parental relationships resulting from separation and/or personal wellbeing are significant issues. Single parent issues mainly of isolation and lack of resources are common.

Increasing in intensity is aggressive behaviour in quite young children with anger from both children and parents.

“Busy families” creates its own dynamic in family relationships with children identifying a need to share more time with parents.

While a lack of financial resources is often a critical issue for many families, particularly single parent families, the lack of family or other support may compromise the health and wellbeing of the family and have a profound effect on future outcomes.

This year 51 new families having an average of 6 counselling /therapy sessions each used the Counselling Service. The total number of counselling hours was 519 - a 68% increase compared with the previous year.

*A client came to counselling following the break-up of his relationship. This proved to be a turning point as he began to identify and understand the effect of his own background on his relationship. When asked to comment on his therapy sessions the client reflected: “the sessions had always been positive and left me feeling understood and valued as a person and the therapist was very good at picking up on my emotional state and using that to help me express what I was feeling”. His final comment was that he had learned a lot about himself and had a much more positive outlook as a result.*

Counsellor

*“The best part was feeling understood, okay and not alone. Even when I was in a dark space, the Counsellor was able to guide me through it and let me help myself”*

Counselling Client



## WHO AND HOW WE HELP

### Parenting course

Parent Help's niche course "Different Approach – Different Response" has been offered each term during the year in both the Hutt Valley and Wellington. This course is designed for parents with challenging teenagers and combines a therapeutic and educational approach.

The feedback from parents has been consistently positive with 100% of all participants would recommend this course to others.

Parents report improved engagements with their teen(s), including greater confidence and effectiveness with their parenting, and in the management of their anger. Overall they indicate a better quality and more satisfying relationship with their teen(s).

2014 - 2015	Before course	After course	% Change
Confidence in interactions with teen	14.7	18.1	+81
Frequency of knowing how to parent teen	12.4	16.2	+77
Effectiveness of parenting teen	13.1	17.5	+75
% positive views & behaviours in relation to teen	53.8	71	+75

*"What we found from the course that was REALLY helpful was just the knowledge and experience of the counsellors. Particularly the knowledge about neuroscience and the adolescent brain. It helped us understand what.. you know, why they make these irrational decisions that can be very dangerous. So, we found that **VERY valuable**."*

Parenting Course Participant

*"These two particular counsellors in Parent Help...and we had about 8 sessions...we knew that we had all of this ahead of us. I don't know if we would have sorted it out if we would have had to go anywhere else, if we had to go private. I don't think we would have."*

Parenting Course Participant

## THANK YOU TO OUR VOLUNTEERS

Without your generous commitment, the Helpline would not exist. We are immensely grateful for the time you gift to support families throughout New Zealand and for helping to ensure that all children are given the opportunity to reach their full potential.

Karen, Alan, Naomi, Annelies, Cate, Joan, Els, Kaye, Joy, Laurel, Margaret, Peri, Mellissa, Raewyn, Jocelyn, Frances



*"I have been with Parent Help for almost two years as a Telephone Support Worker. I had always wanted to volunteer but found that as a parent of two young children I needed flexibility in how and when I could volunteer. Parent Help allows me to volunteer as much as I can and when I can. The best bit about this is that I don't even have to leave the house to do it!*

*The training that I was given has made me feel really prepared for the variety of calls that I take. Learning more about child development, legislation, and role playing tricky calls were just some of the features of training. The calls are varied and I have truly learnt that parenting doesn't stop when children become adults. I enjoy connecting with other parents and knowing **I can make a difference in those crisis moments that we all face as parents**. I feel that this opportunity has also helped me to grow as a parent and has positively impacted on my interactions with my children.*

*Once a month I go into the office with the other TSWs for a supervision meeting where we talk over any issues and give each other support.*

***I love being a volunteer for Parent Help and would love to see the team grow bigger."***

Parent Help Volunteer

## THANK YOU TO OUR FUNDERS FOR THEIR SUPPORT



**NIKAU FOUNDATION**



Wellington City Council – Betty Cambell  
Accommodation Grant



The Mother Aubert  
Home of Compassion



## VISION

Strong and resilient families/whanau living free from abuse and neglect.

## MISSION

Helping parents build resilient and positive families/whanau through our free parenting helpline and affordable parenting courses, counselling and mediation services.

## BOARD

John Ballingall, Deputy Chief Executive, NZIER  
Douglas Pauling, Chair, The Treasure our Young Foundation  
Errol Pike, epa Associates  
Nicola Pauling, Director, Voice Arts Trust  
Elaine Porter, Director, Westlake Governance Limited  
Angela Crawford  
Arti Chand, Lawyer, Arti Chand Tax Law  
Kate Wareham

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