

# PARENT HELP

ANNUAL REPORT  
2020-2021

*HELPING PARENTS  
BUILD RESILIENT AND POSITIVE FAMILIES/WHĀNAU*

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# EMPOWERING PARENTS

Parent Help is a Wellington-based not-for-profit organisation.

We support parents and whānau to build resilient and positive families through our free parenting Helpline, affordable counselling and parenting workshops.



# THE YEAR IN NUMBERS

**3418**

HELPLINE CALLS

**142**

NEW COUNSELLING  
APPOINTMENTS

**179**

FOLLOW UP  
COUNSELLING  
APPOINTMENTS

**3**

PARENTING  
WORKSHOPS

**21**

HELPLINE STAFF

**4368**

HOURS OF  
HELPLINE SUPPORT

## Message from the Chair

Tēnā koutou katoa

By any standards, the past two years have been extraordinary, and like all other organisations, Parent Help has had to learn to adapt to the Covid-19 environment. On top of that has been the disruptive, but what I believe necessary restructuring of Parent Help.

In October, we signed off our agreement with PSN to contract service delivery of our Helpline to Auckland-based Lifeline.

The board reached the decision after much thought and consultation with staff but felt in the end that it was the right move at a time when we are trying to build capacity in the organisation, to extend our services and to make them more efficient and cost effective.

The switch was made on 18 October, and while these are early days, the new system appears to be operating well.

Another change has been the appointment of Nicola Swan to the position of General Manager. Nicola brings experience in running a charitable trust and has a lot of ideas about further positioning and promotion of Parent Help. I would like to take this opportunity to welcome Nicola to the Parent Help whānau, and I look forward to working with her.

To our other Nicola – Nicola Pauling – I extend the board's gratitude for her willingness this year to step into the role of Chief Executive, after the departure of long-time Parent Help, CE, Dale Powles.

Nicola has done a fantastic job, particularly during a challenging time, and I believe she has helped enormously to set Parent Help on the right path. I have very much appreciated her calm efficiency and her formidable competence.

I would also like to mention our volunteers and staff who sadly lost their jobs due to the restructure of Parent Help. Their contribution was valued, and to them I offer my sincere thanks, and best wishes for the future.

Unfortunately, changes aren't always good for everyone, but for our organisation it is important we keep exploring and reaching out to new horizons.

I really like the sentiment of this whakataukī, which, to my mind, speaks gently of the importance of not standing still.

He manga wai koia kia kore e whitikia?

Is a river never to be crossed?

Ngā mihi nui

Gael Woods, Chair

Parent Help

# Parent Helpline

0800 568 856

Available from 9am to 11pm - 7 days a week

Parenting can be a hard job and often challenging

You can call us for support and practical advice on your parenting issue

Parent Help provides the Child Abuse Prevention Parent Helpline

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# **BOARD**

**Gael Woods (Chair)**

**Douglas Pauling**

**Prithul Samara Fischer - *R***

**Chris Mulder - *R***

# OUR HELPLINE



Parents and caregivers have many and varied reasons for seeking support from our Helpline staff. Often hearing validation that they are doing the right thing is enough to give them the confidence they need to continue parenting well.

By talking to Parent Helpline, without any judgement, allows the Parents to freely share their thoughts, and understand what needs to happen next.

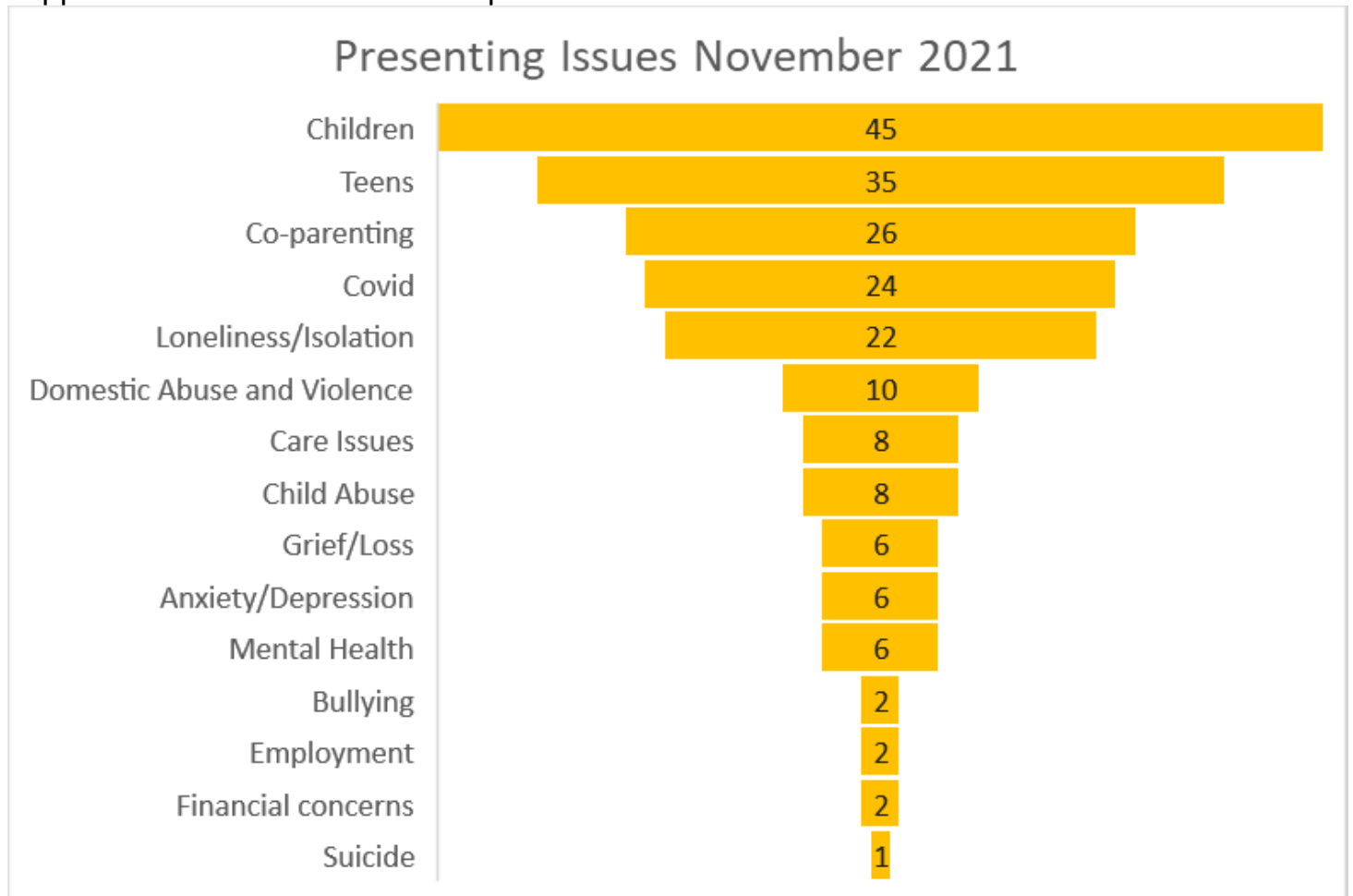
This year has seen us expand the capacity of our Helpline to ensure that multiple calls can be answered at the same time. In these very complex times complex, as families grapple with distance, boundaries, unprecedented regulations and increasing negative social media we have seen an increase in demand for our free service.

A new issue presenting on the Helpline is loneliness and isolation, and this appear also to be



linked to COVID lockdowns. We are also receiving calls from parents who are separated and have differing views on the vaccination of their shared children.

Mental health and behavioural issues continue to be dominated reasons for callers seeking our support. Here is a one-month snapshot of the calls we receive.



## OUR COUNSELLING SERVICE

### ***What we have observed this year:***

- Clients come for counselling when something has happened/there is a crisis
- They want to know what to do in those situations: "how to fix the situation".
- Some are happy with a psycho-educational approach or a child development approach. Both approaches help parents to understand behavioural matters from the perspective of brain development and separation behaviour.
- Some clients find solutions within one session. Other like to explore and return for up to six sessions.

- Those exploring more tend to look at issues that have been present since their own childhood or present in their relationship with their own parents.
- We seek to create a relationship of trust and deep listening where the client can be heard and supported with empathy.
- One recurrent theme which is: *"how to grow up healthy in a world dominated by digital and social media?"* (We have developed a parent educational workshop in response to this.)

## OUR PARENTING WORKSHOPS

This year Parent Help made the decision to move away from delivering six-week parenting course and instead develop and deliver a range of topic specific parenting educational workshops. The decision was made following feedback from the community that committing to a six-week course was difficult for families, and instead they wanted targeted support for specific issues.

This year we developed and delivered a workshop on anxiety and a workshop on technology use. Both were well received by parents and the workshop environment enabled their active participation in learning.

We had plans for more workshops unfortunately COVID arrived and while Wellington was only lockdown for a short time, the continuation of level two restrictions means we were unable to deliver onsite.

We look to 2022 where we hope to be back in the community delivery parent education.

In the meantime, our fortnightly newsletter letter is a wonderful resource for parents with each issue addressing a specific need.

Parent Family Support

T:04 802 5767 E: admin@parenthelp.org.nz  
www.parenthelp.org.nz

HELP US  
HELP PARENTS  
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Parent  
Help For Parent and  
Family Support

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# THANK YOU

We are immensely grateful to all the organisations listed and to the many individual donations which have enabled us to continue supporting parents and families throughout Aotearoa. Your continued interest in the work we do supporting families is greatly appreciated.

- Oranga Tamariki
- TG McCarthy Trust
- Freemasons Foundation
- Lions Foundation
- Lottery Grants Board
- Southern Trust
- Wellington Community Trust
- Four Winds Foundation
- David Ellison Trust
- The Southern Trust
- New Zealand Community Trust
- Wellington City Council
- Ministry of Social Development
- COGS Wellington

# WE NEED YOUR SUPPORT

## **We need your financial support**

As a non-profit organisation, we need your financial support to help continue and expand our work. Our wish is for all New Zealand children to be raised in a positive and safe environment.

## **What your donation does**

- It allows us to provide immediate support to the many parents calling our Helpline
- It helps us offer affordable family therapy for vulnerable families
- It allows us to run low-cost parenting courses for parents

## **Ways to DONATE**

- On our website: [www.parenthelp.org.nz/donate](http://www.parenthelp.org.nz/donate)
- Online via GiveALittle
- Call Parent Help office on 04 802 5767



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[www.parenthelp.org.nz](http://www.parenthelp.org.nz)  
[facebook.com/parenthelpinc](https://facebook.com/parenthelpinc)

**HELPLINE 0800 568856**

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