

# Parentline Report

## Call data analysis April 08 – June 08

### Introduction

Parents ring Parentline at times when they are most in need of support and information, often about situations which they experience as highly distressing. Two independent evaluations undertaken by the Thomas Coram Research Unit demonstrate that parents ring us either at a time of crisis and/or with deeply entrenched and chronic difficulties. As a result, call data shows, from parents' own descriptions, a range of serious difficulties and how parents are feeling.

Call takers use a helping process to enable callers to unburden themselves, explore the reasons for their children's difficulties, and consider further actions they could take to improve their situation. When appropriate, callers are signposted to more specialist sources of advice, and can be referred for further help from our own Individual Support Service or for specialist child mental health advice to Young Minds, for family legal advice to the Children's Legal Centre, education advice from ACE, or to One Parent Families for employment and financial advice for lone parents.

A total of 15,082 calls were answered by a call taker and forms submitted during the time period April '08 – June 08. 6,100 of these were short calls and 8,982 were long calls.

The long calls form the substantial part of this report but here is a breakdown of short calls showing the reasons for calling and the gender of the caller (if known). A third of short calls are interrupted or cut short. We do not know what happens to these callers but we hope that they try to call again and that they receive the support they are seeking.

**The following table shows the breakdown of short calls made during this period.**

Type	Total	% of short calls
Call Interrupted \ Did not expand	1642	27%
Repeat Caller – calls from CMS callers	824	14%
Sent leaflets	26	<1%
Signposted to other organisation	1644	27%

Calls for general information about PL+ or our offices	2152	35%
Callers referred to Useful Website Links	88	1%
Male	1281	21%
Female	4176	68%
Gender Not Specified	643	11%

## Long calls

The format of this section of the report largely follows the sequence of the form used by call takers to record details of the call. It should be noted that call takers collect as many details as possible and we are working to reduce the number of 'not asked' questions but it is not always appropriate to ask for demographic information.

Over the course of a call, the call takers collect details on the following:

- Relationship of caller to person causing concern.
- Family make-up of the family causing concern.
- The subject of concern, including their age and gender.
- Any child issues (the main reason for the call or any supplementary issues).
- Any adult issues (the main reason for the call or any supplementary issues).
- Referrals to other Parentline Plus services or other organisations, if relevant.
- Demographic information.
- How did they find out about Parentline Plus.
- A free text box to record any other feedback.

Also, please note that at the moment the pie charts are sequenced in alphabetical order. We are investigating whether or not this can be altered to sequence the pie charts from the largest share to the smallest.

The following table shows that in the clear majority of calls to Parentline, it is the mother of the family who is calling for support and information. It is interesting to note that men are more likely to make shorter calls. The percentage of men making short calls is 21%. This may be a reflection of the differences between the ways that men and women approach seeking information and support.

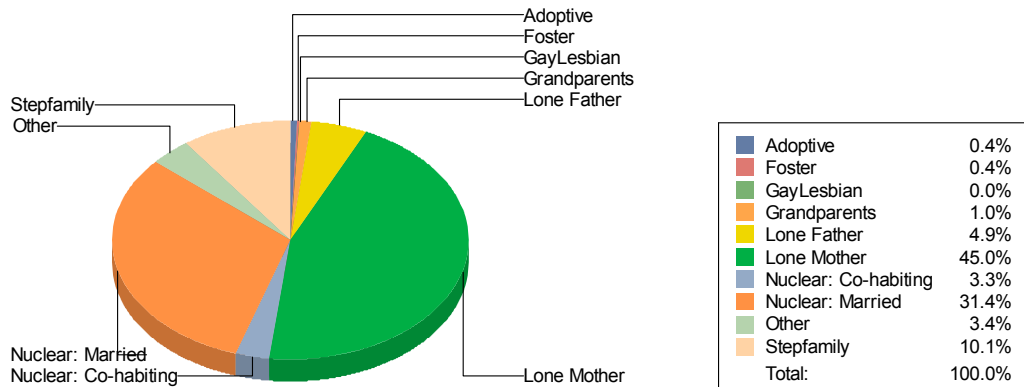
The responses in this section total to over 100% due to the fact that callers sometimes see themselves as having dual roles within a family. A caller for example, may be both a mother and a stepmother.

Caller	Total	% of Long Calls
Mother	6826	76%
Father	1003	11%
Stepmother	146	2%
Stepfather	68	1%
Non-resident father	188	2%
Non-resident mother	140	2%
Partner of non-resident father	42	<1%
Partner of non-resident mother	3	<1%
Male relative	46	1%
Female relative	360	4%
Male – friend	23	<1%
Female – friend	63	1%
Professional	24	<1%
Other	123	1%

### Family status

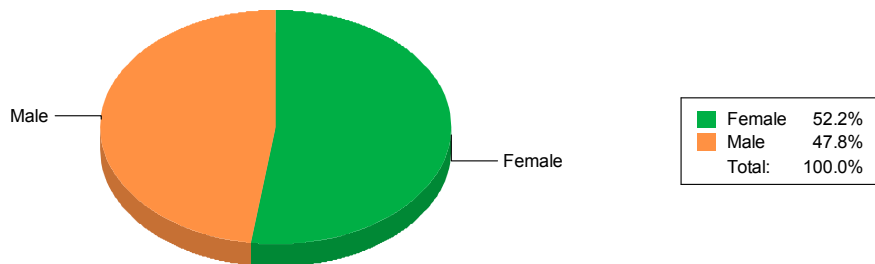
This graph shows that all types of family units have difficulties from time to time, although lone parents make up the largest percentage of callers to Parentline. This may reflect two things: firstly, the increased isolation and lack of support that lone parents may feel when bringing up their children and secondly that lone parents may use the helpline more proactively – before their difficulties become a crisis – because they do not have a partner to talk to about their concerns. If one combines lone mother and lone father together, we see that Lone Parents represent 50% of family types causing concern.

It is also interesting to note that stepfamilies represent a significant percentage of callers (10%) which demonstrates that Parentline is reaching people who are less likely to use services but more likely to experience significant parenting challenges.



## Sex of the person causing concern

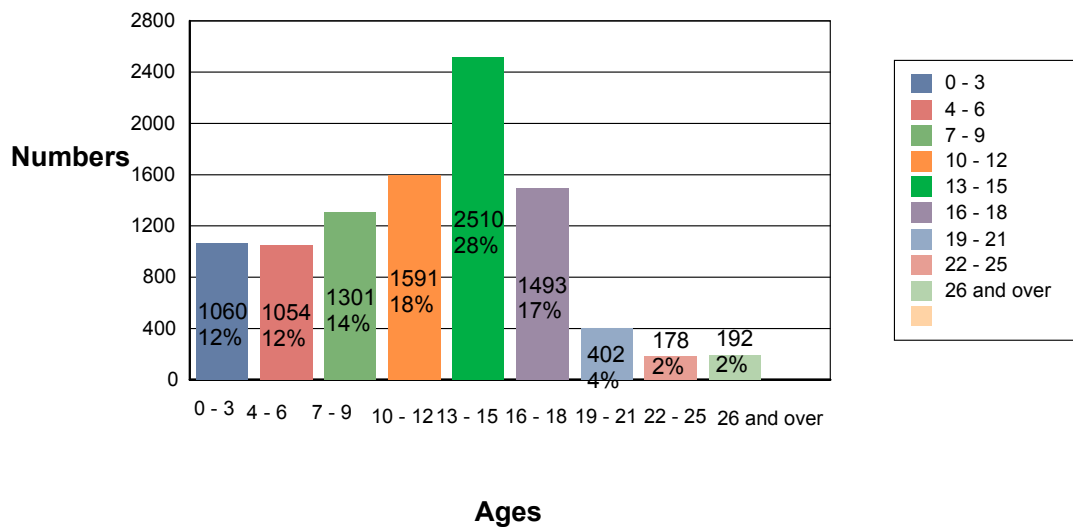
This chart demonstrates that there is an almost equal balance between the concerns parents feel for their daughters as their sons. This is what we would expect but it will be interesting to note any cyclical changes over the year as we are able to analyse the data more closely.



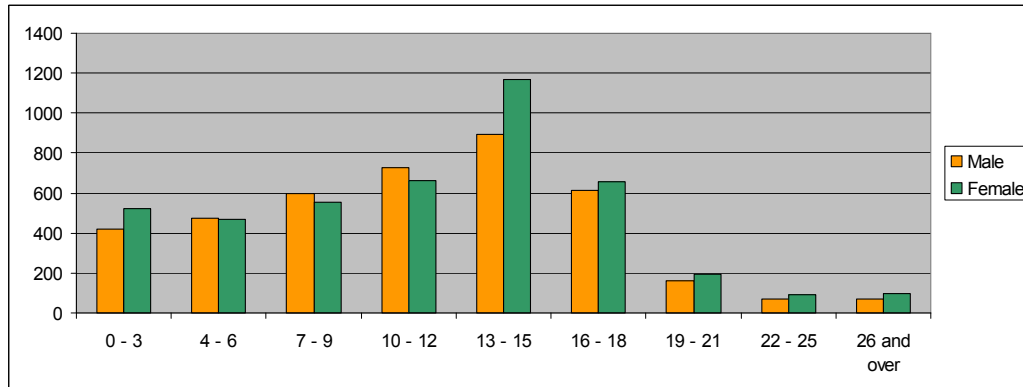
## Age of the children causing concern

The table indicates that the most challenging period for parents is the teenage years with 45% of parents who called concerned about teenagers aged between 13 and 18.

Ages	Total	% of Long Calls
0 - 3	1060	12%
4 - 6	1054	12%
7 - 9	1301	14%
10 - 12	1591	18%
13 - 15	2510	28%
16 - 18	1493	17%
19 - 21	402	4%
22 - 25	178	2%
26 and over	192	2%



## Age brackets by gender



## Children issues

During April '08 to June 2008, we recorded data for 8,982 long calls, which show the issues that parents consider to be the main reason why they have called Parentline. The table below highlights the range and complexity of problems that parents face on a day-to-day basis.

Primary reasons for calling Parentline:

Issue	Total	% of long calls
<b>CHILDREN ISSUES</b>		
Children: Behaviour	2593	29%
Children: Emotional Health	1636	18%
Children: Conflict	1328	15%
Children: Divorce\Separation	975	11%
Children: School\Education	603	7%
Children: Mental Health	626	7%
Children: Bullying	421	5%
Children: Sexual Behaviour	345	4%
Children: Abuse	309	3%
Children: Developmental	284	3%
Children: Physical Health	105	1%
Children: Disability	81	1%
<b>ADULT ISSUES</b>		
Adults: Mental Health	2694	30%
Adults: Divorce\Separation	875	10%
Adults: Couple Disagreements	808	9%
Adults: Isolation\Loneliness	635	7%
Adults: Abuse	279	3%

Adults: Financial	162	2%
Adults: Physical Health	101	1%
Adults: Disability	41	<1%

Their children's behaviour is the main issue parents called Parentline about between April 2008 and June 2008. The location and type of behavioural concerns can be broken down further as shown in the following table:

<b>Behaviour</b>	<b>Total</b>	<b>% of Long Calls</b>	<b>% of Section</b>
<b>Location</b>			
At Home	2240	30%	86%
At School	580	6%	22%
Other Location	265	3%	10%
<b>Type of Behaviour</b>			
Verbal Aggression	1574	18%	61%
Physical Aggression	774	9%	30%
Other	451	5%	17%
Lying	490	5%	19%
Bad Crowd	408	5%	16%
Staying away from home	424	5%	16%
Stealing	358	4%	14%
Alcohol	303	3%	12%
Drugs	313	3%	12%
Peer Pressure	223	2%	9%
Wanting to leave home	274	3%	11%
Smoking	193	2%	7%
Runaway\Threatening	127	1%	5%
Involved with Youth Justice System	81	1%	3%
Internet Misuse	67	1%	3%
ASBOS	4	<1%	

The main type of behaviour that callers spoke about was the verbal aggression of their child/ren. This type of behaviour represented 61% of long calls about children's behaviour. A range of serious concerns are highlighted above, and the data also shows that parents are most concerned about children's behaviour in the home rather than anywhere else.

The main reason why the 'other' category is quite high is that it includes general misbehaviour that would not be considered aggressive, for example, disobedient, disrespectful, non-cooperative, lazy and just generally naughty.

## The main adult issue

### Adult: mental health

Mental Health	Total	% of Long Calls
Anxiety & Stress	2369	26%
Anger	675	8%
Other	413	5%
Depressed feeling (Identified)	313	3%
Depressed feelings (not identified)	238	3%
Grieving	140	2%
Suicide-attempted feelings expressed	70	1%
Postnatal depression	27	<1%
Panic attacks	43	<1%
Self-harm	13	<1%

### Actions taken by our call takers

Call takers respond to the individual needs of the caller. Some 81 parents (1%) are sent leaflets from the current range published by Parentline Plus. Others (2,771) (31%) are referred to other organisations. These referrals are administered differently according to the organisation being referred to.

284 callers were referred to organisations from our Useful Website Links – 3% of all long calls.

Callers needing further educational support are referred to ACE (Advisory Centre for Education) via a separate telephone number given to the caller which acts as a hotline to ACE. It is different from ACE's regular helpline number and is part of the partnership arrangements between ACE and Parentline Plus.

Callers needing the support of Young Minds, Children's Legal Centre or One Parent Families are referred directly by the call taker via an online form which guarantees that the caller will be contacted by the other organisation within a specified timeframe (different for each organisation but usually within one week).



The following table shows the top 10 organisations that we signposted callers to.

Organisation	Total	% of all calls
CLC	933	6%
Young Minds	636	4%
ACE	439	3%
Get Connected	407	3%
CAB	357	2%
Childline	206	1%
NSPCC	230	2%
OPF	226	2%
Relate	171	1%
BPAC	109	1%

The table below shows the number of callers that were referred on to our own extended services and to partner organisations for additional call back support.

Organisation	Total	% of long calls
NSCT for individual support or telegroups	616	7%
CLC	189	2%
YM	110	1%
OPF\GB	6	<1%
ACE	439 signposts	na

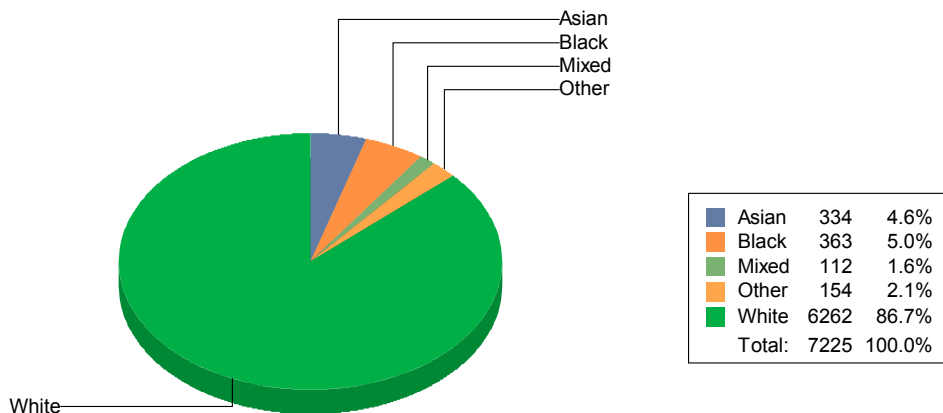
## Demographics

The following section provides information about the callers who call Parentline. We collect this data in order for us to understand our client group better; to be sure that we are reaching all the parents we need to reach; and so that we can provide a service that is tailored to their needs. The demographic questions include their ethnicity and some details about their location and household income.

## Ethnicity

This pie chart shows the ethnicity of callers calling Parentline, please note that this chart is listed in alphabetical order. We use the census categories to

collect this information in order that it can be compared with census information. The total percentage of black and minority ethnic callers was 13% of callers who answered the question.



### Household income of callers

The following table shows a breakdown of the information provided to our call takers by callers on their overall household income. We are working to reduce the number of 'not asked' in this category.

Income bracket	Total	% of Long Calls	% of Answered
0 – 5,000	525	6%	8%
5,001 – 10,000	836	9%	12%
10,001 – 15,000	857	10%	12%
15,001 – 20,000	802	9%	12%
20,001 – 30,000	997	11%	14%
30,000 and above	1560	17%	23%
Not Sure	872	10%	13%
Preferred not to answer	472	5%	7%
Not Asked	2072	23%	NA
Asked and Answered	6921	77%	NA

## Disability

The table below shows the breakdown on whether or not callers classed themselves as having a disability.

Disability	Total	% of Long Calls	% of Answered
Yes	815	9%	12%
No	6046	67%	87%
Preferred not to answer	63	1%	1%
Not Asked	2069	23%	NA
Asked and Answered	6924	77%	NA

## How caller found out about Parentline

Type	Total	% of Long Calls
Phone Book	2912	32%
Not Asked	1824	20%
Other	948	11%
Website (Internet)	951	11%
Other Org	622	7%
Friend	452	5%
School	177	2%
GP Surgery	200	2%
Family	198	2%
Magazine	151	2%
Book	136	2%
Television	106	1%
Local Authority	112	1%
Newspaper	56	1%
Children's Information Services	58	1%
Course	34	<1%
Campaign	30	<1%
Radio	26	<1%