

Parentline Report

Call data analysis Jan 09 – March 09

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 using 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 15,701 calls were answered by a call taker and forms submitted during the time period January 09 – March 09. 4,854 of these were short calls and 10,847 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	1298	27%
Repeat Caller – calls from CMS callers	262	5%
Sent Leaflets	8	<1%
Signposted to other organisation	1346	28%
Calls for general information about PL+	2088	43%

or our offices		
Callers referred to Useful Website Links	99	2%
Male	1172	24%
Female	3359	69%
Gender Not Specified	323	7%

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 PL+ services or other organisations, if relevant
- Demographic information
- How did they find out about PL+
- 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 25%. 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.

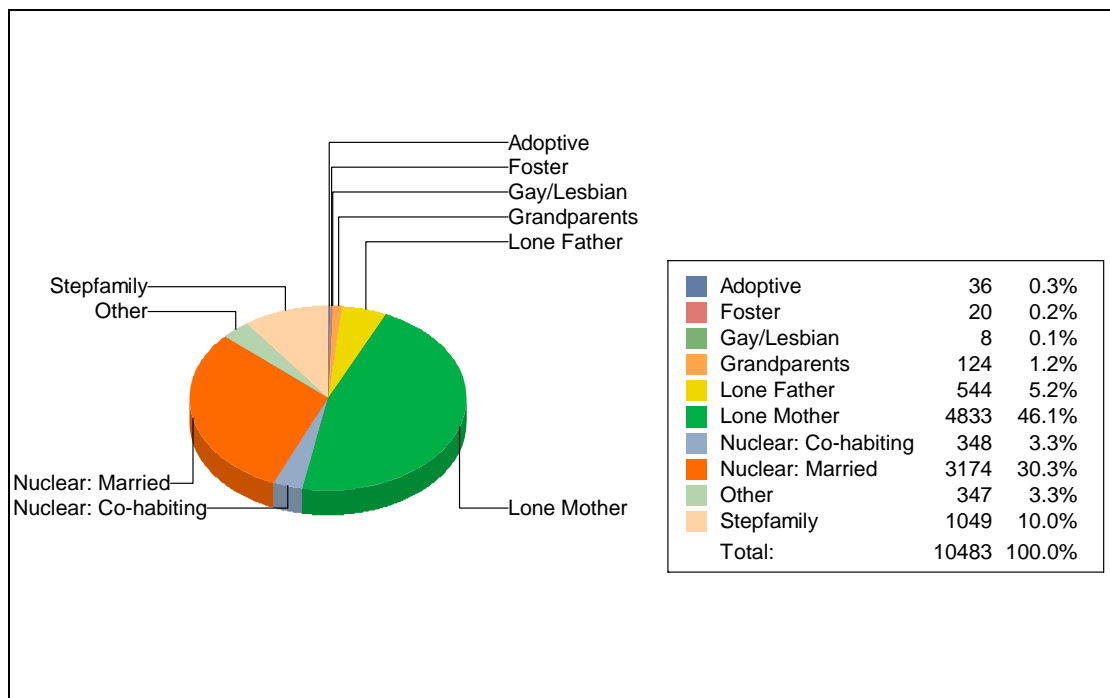
Caller	Total	% of Long Calls
Mother	7983	74%
Father	1298	12%
Stepmother	149	1%
Stepfather	100	1%
Non resident father	307	3%

Non resident mother	162	1%
Partner of non resident father	58	1%
Partner of non resident mother	6	<1%
Male relative	80	1%
Female relative	457	4%
Male - friend	22	<1%
Female - friend	100	1%
Professional	43	<1%
Other	161	1%

Family Status

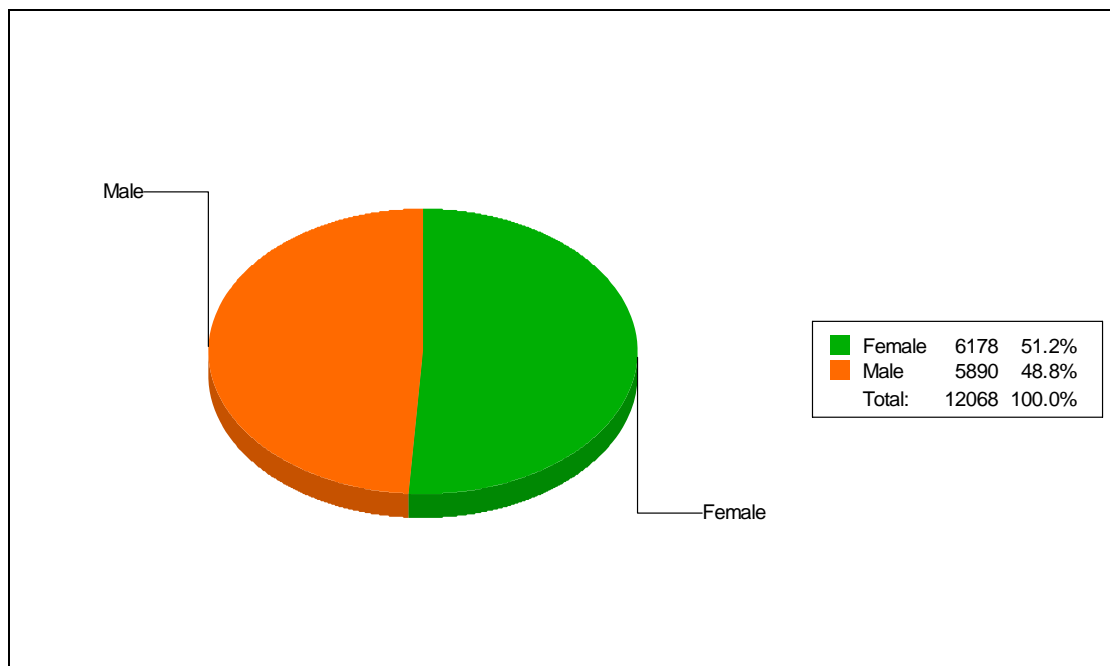
This graph shows that all types of family units have difficulties from time to time, although lone parents make up the largest percentage of callers to Parentline. This may reflect two things: firstly, the increased isolation and lack of support that lone parents may feel when bringing up their children 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 51% of family types causing concern.

It is also interesting to note that stepfamilies represent a significant percentage of callers 10%



Sex of the person causing concern

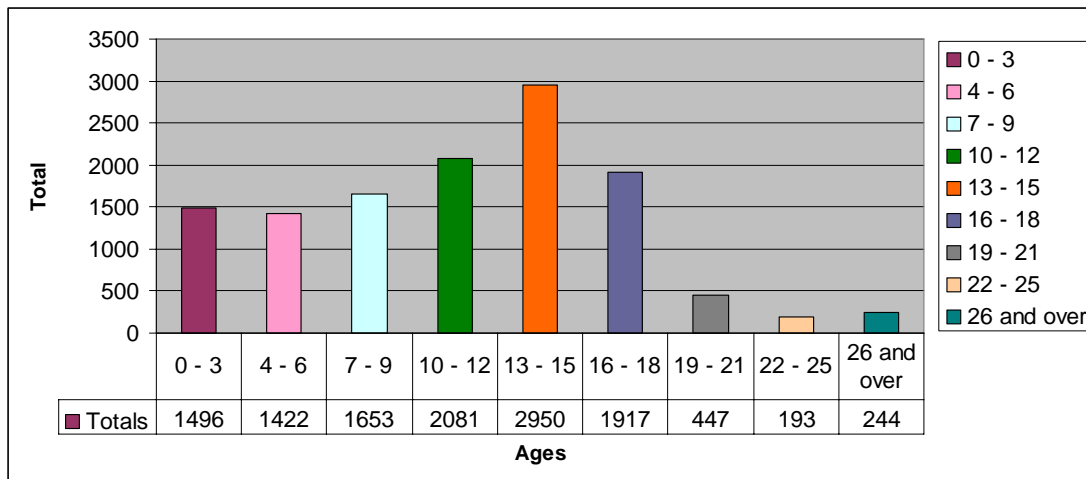
This chart demonstrates that there is an almost equal balance between the concerns parents feel for their daughters as their sons. This is what we would expect but it will be interesting to note any cyclical changes over the year as we are able to analyse the data more closely.



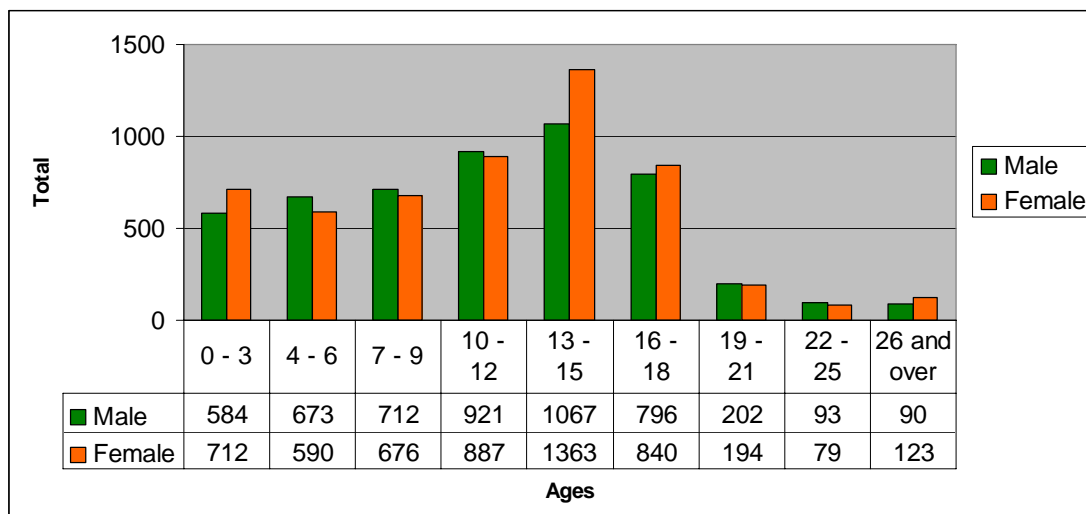
Age of the Children causing concern

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

Ages	Total	% of Long Calls
0 - 3	1496	14%
4 - 6	1422	13%
7 - 9	1653	15%
10 - 12	2081	19%
13 - 15	2950	27%
16 - 18	1917	18%
19 - 21	447	4%
22 - 25	193	2%
26 and over	244	2%



Age brackets by Gender



Children's Issues

During January 09 to March 2009, we recorded 10,847 long calls data which show the issues that parents consider to be the main reason why they have called Parentline.

The primary reasons for calling Parentline

Issue	Total	% of long calls
CHILDREN ISSUES		
Children: Behaviour	3022	28%
Children: Emotional Health	2517	23%
Children: Conflict	1724	16%

Children:Divorce\Separation	1469	14%
Children: School\Education	913	8%
Children: Mental Health	686	6%
Children: Bullying	577	5%
Children: Sexual Behaviour	450	4%
Children: Abuse	438	4%
Children: Developmental	429	4%
Children: Physical Health	115	1%
Children: Disability	102	1%
ADULT ISSUES		
Adults: Mental Health	4458	41%
Adults: Divorce\Separation	1319	12%
Adults: Couple Disagreements	1103	10%
Adults: Isolation\Loneliness	822	8%
Adults: Abuse	437	4%
Adults: Financial	280	3%
Adults: Physical Health	128	1%
Adults: Disability	68	1%

The table above highlights the range and complexity of problems that parents face on a day to day basis.

The main issue parents called Parentline about between January 2009 and March 2009 was their children's behaviour. The location and type of behavioural concerns can be broken down further as shown in the following table

Behaviour	Total	% of Long Calls	% of Section
Location			
At Home	2658	26%	88%
At School	631	6%	21%
Other Location	304	3%	10%
Type of Behaviour			
Verbal Aggression	1933	18%	64%
Physical Aggression	974	9%	32%
Other	524	5%	17%
Lying	552	5%	18%
Bad Crowd	480	4%	16%
Staying away from home	444	4%	15%
Stealing	400	4%	13%
Alcohol	308	3%	10%
Drugs	362	3%	12%
Peer Pressure	204	2%	7%
Wanting to leave home	295	3%	10%

Smoking	231	2%	8%
Runaway\Threatening	142	1%	5%
Involved with Youth Justice System	101	1%	3%
Internet Misuse	120	1%	4%
ASBOS	5	<1%	<1%

The main type of behaviour that callers spoke about was the verbal aggression of their child/ren. This type of behaviour represented 64% of long calls about children's behaviour. A range of serious concerns are highlighted above, and the data also show 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 co-operative, lazy and just generally naughty.

The main adult issue

Adult: Mental Health

Mental Health	Total	% of Long Calls
Anxiety & Stress	4057	37%
Anger	1190	11%
Other	533	5%
Depressed feeling (Identified by a health professional)	377	3%
Depressed feelings (not identified by a health professional)	386	4%
Grieving	291	3%
Suicide-attempted feelings expressed	92	1%
Post-natal depression	67	1%
Panic attacks	60	1%
Self-harm	21	<1%

Actions taken by our call takers

Call Takers respond to the individual needs of the caller. Some 69 parents (1%) are sent leaflets from the current range published by PL+.

Others (3472) (32%) are referred to other organisations. These referrals are administered differently according to the organisation being referred too.

456 callers were referred to organisations from our Useful Website Links 4% of all long calls.

Callers needing the support of Young Minds, Children’s Legal Centre 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	1108	7%
Young Minds	618	4%
ACE	490	3%
Get Connected	420	3%
CAB	365	2%
Connexions Direct	279	2%
OPF	224	1%
NSPCC	254	2%
Childline	236	2%
NHS	163	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.

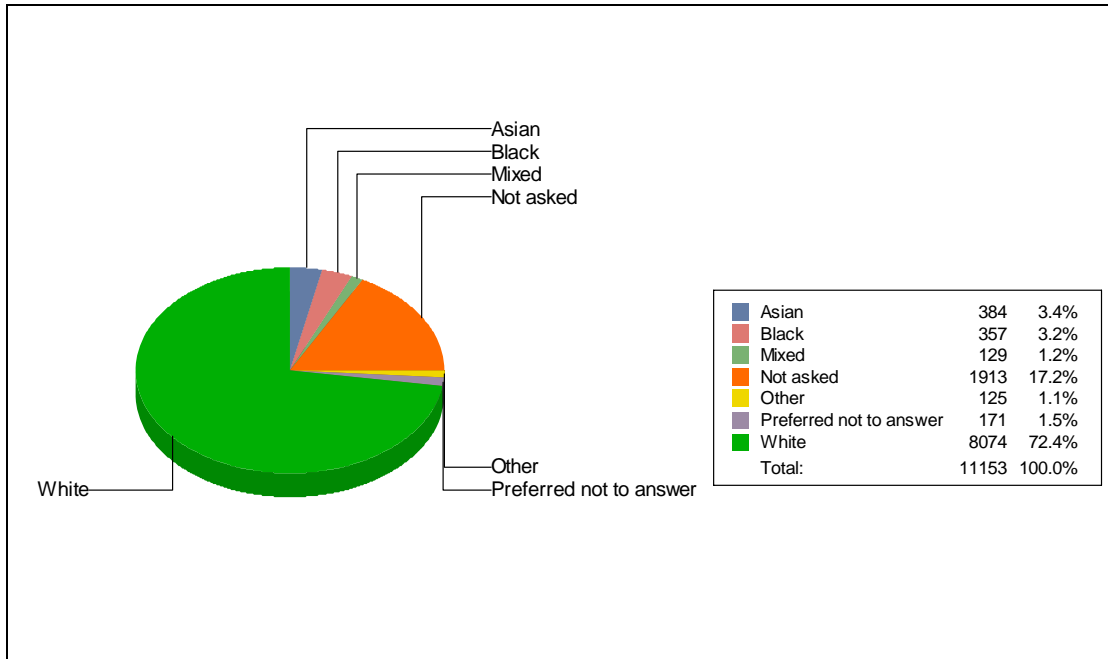
Organisation	Total	% of long calls
NSCT for individual support or telegroups	604	6%
CLC	244	2%
YM	129	1%
FRG	29	<1%

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 11% 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	601	6%	7%
5,001 – 10,000	1126	10%	13%
10,001 – 15,000	1086	10%	13%
15,001 – 20,000	940	9%	11%
20,001 – 30,000	1297	12%	15%
30,000 and above	2054	19%	24%
Not Sure	1046	10%	12%
Preferred not to answer	534	5%	6%
Not Asked	2162	20%	Na
Asked and Answered	8684	80%	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	1020	9%	12%
No	7759	72%	88%
Preferred not to answer	74	1%	1%
Not Asked	1994	18%	Na
Asked and Answered	8853	82%	Na

How caller found out about Parentline?

Type	Total	% of Long Calls
Phone Book	3300	30%
Not Asked	1794	17%
Other	1329	13%
Website (Internet)	1526	14%
Other Org	826	8%
Friend	590	5%
School	260	2%
GP Surgery	226	2%
Family	208	2%
Magazine	124	1%
Book	160	1%
Television	98	1%
Local Authority	172	2%
Newspaper	92	1%
Children Information Services	54	<1%
Course	31	<1%
Campaign	31	<1%
Radio	25	<1%