

# Additional Briefing Notes: ReachOut Parents

## Aims of the service

ReachOut Parents aims to build individual and family resilience through parental skill and capacity building. By building skills and increasing knowledge, parents and carers can better support adolescent children who may be experiencing mental health difficulties.

The service focuses on increasing the capacity for self-efficacy, safety, empathy, and coping skills in young people by ensuring that children have secure and stable relationships.

## Key research takeaways

### What do parents and young people want from a service?

Both parents and young people want a non-judgmental voice that empowers them through reassurance, empathy and practical help, while recognising them as experts in their own lives.

### Family demographics

According to 2015 data there are 6.59 million families in Australia. Of these, approximately 82% are couple families and 16% are one-parent families.

### Help seeking

Parents play a vital role in help-seeking for their young people. Parents have literacy around depression but little else. When looking for support parents reported that they first go to friends, family and other parents. Secondly, they would search online (particularly Google). GPs are the most common formal support that parents go to first.

**Technology use:** In 2012–13, 96% of households with children under 15 years had internet access while 89% accessed the internet daily.



## Content areas and features to be developed

The most common issues that parents are seeking help to navigate include:

- how to talk to teens (establish trust and connection)
- behaviour and attitude
- peer pressure
- self-esteem
- drugs, alcohol and smoking
- bullying
- relationships
- friendship issues
- less screen time and more face-to-face time
- self-harm.

Parents identified that features included on the site should:

- match parents with the appropriate level of support
- provide tips and information in different mediums
- create a safe and confidential space where parents can connect with other parents
- show parents how others parents have dealt with issues/situations
- provide experts who parents can connect with to help build their confidence and skills
- provide parents with links to further help
- include culturally appropriate language.

Examples of features that parents prioritised include:

- forums
- Q&As
- audio and video content
- phone service
- stories
- conversation starters
- newsletters
- what to expect guides
- how-to guides.

# Content Calendar

The following is a typical example of how ReachOut maps content across the homepage, social media, news and media items, and campaigns.

Month	Events	Theme
September	Liptember RUOK day World Suicide Prevention day Social September	Women's health Asking a friend if they are OK Suicide Communication skills
October	Mental Health Month Halloween Long Weekend (Labor day) Year 12 exams	What is mental health? Facing Fears Study Stress
November	End of semester Exams	Leaving uni Leaving School
December	Holidays Christmas	Family Stress Money Dealing with boredom Drugs/partying
January	New years Holidays	Making resolutions Managing expectations Things to do in the holidays
February	Valentines day Back to school	Break ups Body image Study Making friends
March	Back to uni Mardi Gras	Dealing with change Money Time management Sexuality and gender
April	April Fools' Day ANZAC day	Humour Diversity
May	Domestic violence month Star wars day Volunteer week	Violence Diversity Hobbies Self care
June	Winter starts Men's health day	Friendship + support Staying fit and healthy Young men content
July	Dry July NAIDOC week White ribbon day	Alcohol + other drugs Indigenous Australians Domestic violence
August	End of winter Uni goes back	Spring cleaning Balance Managing change