

Welcome to the February 09 edition of the Parentline Plus e-newsletter. If you're trying to fight off the winter blues, stay indoors, make yourself comfortable and read our first e-newsletter of 2009!

This month, we invite you to share your thoughts on your child's future in our new survey, support our work with parents that are dealing with bullying and check out the latest additions to our website for parents of teenagers. Read on and enjoy... We would be really interested in any feedback you have on this e-newsletter or our website, please contact us at [webcoordinator@parentlineplus.org.uk](mailto:webcoordinator@parentlineplus.org.uk)

(Link: [webcoordinator@parentlineplus.org.uk](mailto:webcoordinator@parentlineplus.org.uk) ).

P.S. Feel free to forward this email if you know anyone who would like to receive the next edition. They just need to register their details

(Link: <http://www.parentlineplus.org.uk/index.php?RDCT=d3179bbab437142b5bcd> ).

IMAGES:

<http://www.parentlineplus.org.uk/index.php?RDCT=9df82915d4595cba9e74>

## PARENTLINE PLUS NEWS

### Giving parents a voice

We're finding out what parents think about a range of issues in order to influence the way politicians view parents. The data we get will be drawn into a parent's wish list to create marketing materials. To share your views, fill out our new survey (Link: <http://www.parentlineplus.org.uk/index.php?RDCT=dfb43a12466fc32201e0> ) on what worries you most about your children's future and look out for future surveys on more topical debates.

Be Someone to Tell – call to all parents We are expanding our recently launched Be Someone to Tell website

(Link: <http://www.parentlineplus.org.uk/index.php?RDCT=133f82f250d64c7fe956> ) and

want to hear from parents who have had to deal with bullying at school, outside of school or at home. How did you cope? What support did you get? What made the difference? We are particularly interested in hearing from parents who have had to tackle homophobic and sexual bullying. We'd also like to hear from dads about how they have supported their children and what worked.

We are also interested in hearing from parents who can help us improve our BSTT website. There are many ways in which you can be involved! If you would like to help us improve our support to parents on this important topic, please email

[webcoordinator@parentlineplus.org.uk](mailto:webcoordinator@parentlineplus.org.uk)

(Link: [webcoordinator@parentlineplus.org.uk](mailto:webcoordinator@parentlineplus.org.uk) ) Outdoor advertising campaign...

Parentline Plus launched a 6-week outdoor media campaign in 10 local authority areas

at the end of November, with outside advertising, and a direct mail campaign to hospitals, nurseries, GPs, leisure centres and libraries as well as press activity. The campaign was incredibly successful in working towards one of our key objectives – to build Parentline Plus into a household name. We achieved an increase in awareness of 273%. This is an exceptional result for the amount of media purchased. The media agency was so impressed they have suggested putting the campaign forward for an award. Watch this space for more news... Parents of teenagers coming together online... Check out the latest from [www.gotateenager.org.uk](http://www.gotateenager.org.uk) (Link: <http://www.parentlineplus.org.uk/index.php?RDCT=695863ed7f39a3fb96fb>), the Parentline Plus website dedicated to those of you with a teenager in your life. We've recently launched two more fun, interactive quizzes (Link: <http://www.parentlineplus.org.uk/index.php?RDCT=388d25f5a8e4765d8ace>) to support you with keeping your teenager safe and dealing with anger (your own, or your teen's) – work through them to pick up handy strategies and tips for recognising your own feelings and improving relations with your teenager. Does your teenager always have to have the latest gadgets and trends? If so, check out our latest online comic book (Link: <http://www.parentlineplus.org.uk/index.php?RDCT=e73ec368138811015407>) that explores ways of saying no and supporting your teen to accept your decision. However, if you have concerns about your teenager dabbling with drugs, binge drinking or taking any other worrying risks; watch our latest Web TV Show (Link: <http://www.parentlineplus.org.uk/index.php?RDCT=4dcb996fd08291426de0>) with Suzy Hayman where she'll be answering questions from other parents on risky behaviours.

## PUBLICATIONS

Keep an eye out for new materials coming soon... You can download leaflets (PDFs) from our website, visit our online shop (Link: <http://www.parentlineplus.org.uk/index.php?RDCT=2e36e5b4e525de26208c>) or use the publications brochure (Link: <http://www.parentlineplus.org.uk/index.php?RDCT=96043e66fc1a05f6b5f0>) to order multiple copies.

Publications update

Join our mailing list (Link:

<http://www.parentlineplus.org.uk/index.php?RDCT=b6125884fb1a09fe6688>) to receive updates of new publications, leaflets, briefings and resources.

## POLICY AND DEVELOPMENT

Ofsted Annual Report

Too many children and young people are receiving services that are 'patently inadequate' despite improvements across schools, children's services and further education. This is the finding highlighted by the Annual Report launched by Her Majesty's Chief Inspector of Education, Children's Services and Skills, Christine Gilbert covering the first full year of Ofsted's wider remit. The full report, press release and a

video of Christine Gilbert introducing the findings are available at [www.ofsted.gov.uk](http://www.ofsted.gov.uk) (Link: <http://www.parentlineplus.org.uk/index.php?RDCT=aaf2ab4733ddab31ec1a> ) Are you a professional working with parents?

If so please take a look at our website for professionals

(Link: <http://www.parentlineplus.org.uk/index.php?RDCT=3079af4103f594253ecb> ).

This website provides easy access to our reports, responses and press releases. You can purchase publications from our online shop

(Link: <http://www.parentlineplus.org.uk/index.php?RDCT=7e104929a57ea742f74c> ) or

network with other professionals via message boards and blogs

[www.parentlineplusforprofessionals.org.uk](http://www.parentlineplusforprofessionals.org.uk) (Link:

<http://www.parentlineplus.org.uk/index.php?RDCT=d53d8771a354a3f6140e> )

## TRAINING AND EVENTS

### Parenting in the news

Parentline Plus has once again featured prominently in the national and regional media securing lots of airtime, column inches and online coverage.

We also secured some great coverage of our festive public education campaigns including coping with the credit crunch; Christmas stress-busting; Christmas as a separated parent and talking to teens about keeping safe during the party season.

Interviews with Independent Radio News and the Press Association helped to ensure that we reached many thousands of families across the country.

Our Christmas credit crunch campaign also helped us to secure a fantastic mention of Parentline Plus in Parliament mid-way through December.

Following a visit by Bob Spink MP to the Hadleigh office and information sent to him by the press office, Bob was successful in putting down an Early Day Motion calling on the House to congratulate staff and volunteers working with Parentline in the work we do with parents. He also called on the government to continue to fund Parentline and urged his fellow MPs to refer their constituents experiencing parenting problems to Parentline.

We have also continued to secure positive coverage of our new websites

[www.gotateenager.org.uk](http://www.gotateenager.org.uk) (Link:

<http://www.parentlineplus.org.uk/index.php?RDCT=ee3ba4457a490f243dfb>

) and [www.besomeonetotell.org.uk](http://www.besomeonetotell.org.uk) (Link:

<http://www.parentlineplus.org.uk/index.php?RDCT=f632606c76f8541c1878> )