

Public Awareness

Public Awareness of Parenting, Prevention and Family Support Services: Population Survey Baseline Report 2016

BY

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Key Findings-Accessible Format

WHAT ^{THE} IS PUBLIC AWARENESS WORK ABOUT?

The Public Awareness package is one of five packages of the project. The aim of this package is to find out whether children and families become more aware of available help and support services and if so do they use these services that are being provided by Tusla.

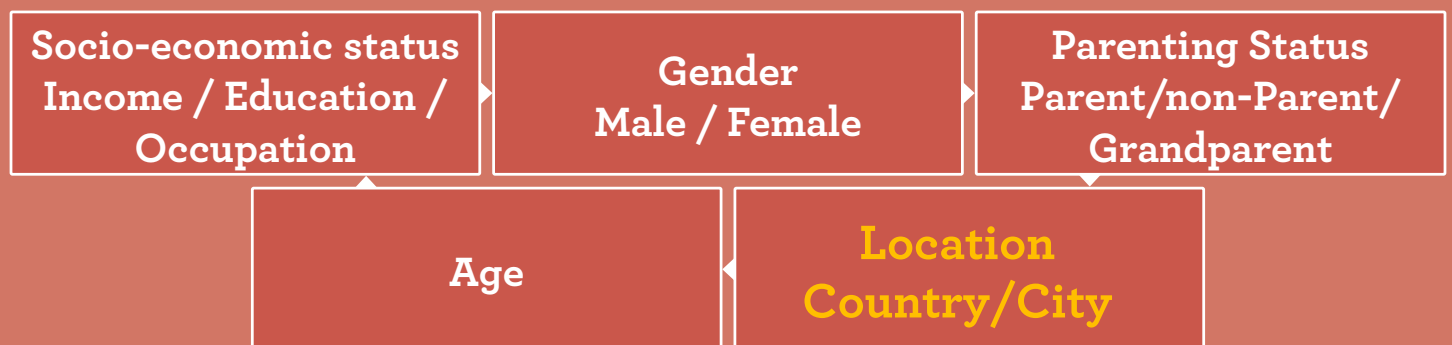
This summary document presents the key findings from the population survey carried out with a representative sample of 1000 Irish people*. The participants were asked questions about:

1. **WHAT DO YOU KNOW?** - Knowledge about Tusla and the Parenting, Prevention and Family Support services;
2. **WHAT DO YOU DO?** Help-seeking Behaviour;
3. **WHAT DO YOU THINK?** Attitudes to support services.

The survey data collection was carried out face-to-face by trained and supervised interviewers. The interviewers were told not to read out the answers for each question because we wanted the participants to come up with the answers by themselves. When the participants gave their answers we coded them and put them into tables.

The data we gathered showed differences in awareness of services based on gender, age, income, socio-economic status, whether people live in the city or countryside and their parenting status.

The biggest differences were found between people living in the country and the city in relation to what people know about the services, how they access them and what they think of them.



**All study's participants were over 18.*

KNOWLEDGE AND AWARENESS

THERE IS A LOW LEVEL OF AWARENESS OF TUSLA

64.7% HAD NOT
HEARD OF TUSLA
25% HEARD OF
TUSLA
10.3% WERE UNSURE

HIGH LEVEL OF LACK OF
AWARENESS OF MEITHEAL MODEL

91% PEOPLE WHO
HADN'T HEARD
6% PEOPLE WHO
HAVE HEARD
3% PEOPLE WHO
WERE UNSURE

RURAL AND URBAN DIFFERENCES

OVER TWICE AS MANY RURAL THAN URBAN PARTICIPANTS SAID TUSLA WOULD HAVE RESPONSIBILITY FOR FAMILIES WHEN THEY COULD NOT MANAGE

TUSLA RESPONSIBLE FOR FAMILIES
WHEN PEOPLE CAN'T MANAGE

PEOPLE WHO AGREE
26% RURAL
12% URBAN

PEOPLE FROM RURAL AREAS WERE MORE LIKELY TO
LOOK FOR HELP FROM GP, PUBLIC HEALTH NURSE OR
PARENTLINE THAN PEOPLE FROM URBAN AREAS

A SMALL NUMBER OF RESPONDENTS WERE AWARE OF
PREVENTION, PARTNERSHIP AND FAMILY SUPPORT
PROGRAMME

79.3% HAD NOT
HEARD OF PPFS
15.3% HEARD OF
PPFS
5.4% WERE UNSURE

Over 40% people knew what
early intervention was

Nearly 25% of respondents knew
about partnership services

Many respondents associated
Family Support with Child
Protection and children in care

PEOPLE FROM RURAL AREAS WERE MORE LIKELY TO VIEW FAMILY
SUPPORT AS BEING PART OF SERVICES SUCH AS THE GP OR CHILD
PROTECTION SERVICES

PEOPLE FROM RURAL AREAS WERE WAY MORE LIKELY TO HAVE
HEARD OF TUSLA'S PROGRAMME FOR PREVENTION, PARTNERSHIP
AND FAMILY SUPPORT

RURAL PARTICIPANTS ACCURATELY SAID THAT TUSLA WAS
A NEW CHILD AND FAMILY SUPPORT AGENCY COMPARED
WITH URBAN PARTICIPANTS

TUSLA PERCEIVED AS A NEW CHILD AND FAMILY
SUPPORT COMPARED WITH URBAN PARTICIPANTS

PEOPLE WHO WERE CORRECT
67% RURAL
33% URBAN

GP

53%
RURAL

29%
URBAN

PUBLIC HEALTH NURSE

67%
RURAL

33%
URBAN

PARENTLINE

6%
RURAL

3%
URBAN

HELP SEEKING BEHAVIOUR

Only 6.9 % of respondents said they had received or are currently receiving child and family services.

Most common services that people received help from were social services, Public Health Nurse, GP and early years' services.

Overall there was low engagement with social work, more so in rural areas.

WHERE MOST PEOPLE SEEK HELP

61% WITHIN OWN FAMILIES
29% WITHIN EXTENDED FAMILIES

SERVICES SOUGHT OUTSIDE FAMILIES AND FRIENDS

39% GP
30% SOCIAL SERVICES

PERCEPTIONS AND ATTITUDES TOWARDS SERVICES

ALMOST HALF OF THE POPULATION SAID THERE WAS NOT ENOUGH SUPPORT SERVICES

OVER HALF OF THE POPULATION SAID THAT MENTAL HEALTH SERVICES NEEDED MOST IMPROVEMENT

AVAILABLE SERVICES 46% SAID THERE WASN'T ENOUGH SUPPORT SERVICES
54% SAID MENTAL HEALTH SERVICES NEEDED MOST IMPROVEMENT

PEOPLE THAT THOUGHT TUSLA WOULD IMPROVE SERVICES

Half of the population that was surveyed believed Tusla would improve services to some extent, 45% didn't know and 4.3% said services would not improve.

45%
DON'T KNOW

36%
YES

4%
NO

15%
SOMEWHAT

THERE WERE NO IMPORTANT DIFFERENCES IN PERCEPTIONS TOWARDS THE PROGRAMME ACCORDING TO AGE

ONLY 0.7% SAID IMPROVEMENTS WERE NEEDED IN RELATION TO CARE OF THE OLDER PEOPLE

ONLY 0.5% THOUGHT SERVICES SHOULD BE MORE ACCESSIBLE

OTHER KEY FINDINGS

Older people were more likely to be aware of services than younger people. They also thought that more services were required for children and families.

Parents knew more about child and family support and services that were available compared to non-parents.

Individuals from the lower social status group knew more about Tulsa compared with the higher social status group.

Women were more aware of services than men.

CONCLUSIONS AND RECOMMENDATIONS

NOT TOO MANY PEOPLE KNEW ABOUT TUSLA

THERE IS A NEED TO TELL PEOPLE ABOUT MEITHEAL AND THE TUSLA FAMILY SUPPORT SERVICES

IT IS IMPORTANT TO TEST IF A CAMPAIGN WORKED OR NOT BY USING VERY GOOD EVALUATION METHODS

THE BIGGEST DIFFERENCE IN THE STUDY WAS FOUND BETWEEN PEOPLE WHO LIVE IN THE TOWNS/CITIES AND THOSE LIVING IN THE COUNTRY

MESSAGES TO THE PUBLIC HAVE TO HAVE A CLEAR PURPOSE

THE BEST WAY TO CREATE PUBLIC AWARENESS IS TO USE A MIX OF NEWSPAPERS RADIO AND THE INTERNET

ABOUT THE PROGRAMME

The Development and Mainstreaming Programme for Prevention Partnership and Family Support (PPFS) is carried out by Tusla, the Child and Family Agency. The programme wants to change child and family services in Ireland. This change means making sure that any harm to children, young people and families is prevented and in situations when they need support and help, it is offered to them as quickly as possible.

ABOUT THE UNESCO CHILD AND FAMILY RESEARCH CENTRE, NUI GALWAY

Our job at the UNESCO Centre is to study how Tusla is supporting families, youth and children and present what we find out. There are five areas we examine on this programme including: Meitheal and Child and Family Support Networks; Children's Participation; Public Awareness; Commissioning; and Parenting Support and Parental Participation.



FURTHER INFORMATION



If you would like to learn more about the Population Baseline Survey, please visit our website for full report

www.nuigalway.ie/childandfamilyresearch

or if you have any questions, please email

dmpresearchstudy@nuigalway.ie

This literature is derived from the Public Awareness work package as part of the Development and Mainstreaming programme for Prevention, Partnership & Family Support.

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