



Queensland
Family and Child Commission

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New Commission gets families talking about tough times

Being a parent is one of the most rewarding and challenging roles in life.

New research* has revealed more than half of Queensland parents struggle to cope with the stress of raising children but more than 90 per cent of them do not regularly ask for help.

Almost one in 10 of all Queensland parents said they felt on a weekly basis that difficulties were piling up so high that they could not overcome them.

The Queensland Family and Child Commission, established on 1 July, has launched *Talking Families* to encourage families to have honest conversations about the pressures they face and to seek and accept help.

The six-week TV and social media campaign begins on 2 November in the lead-up to Christmas and the school holidays, a traditionally busy and stressful period for families.

Steve Armitage of the Queensland Family and Child Commission said research showed struggling parents were reluctant to speak out for pride or fear of being judged as a bad parent.

“We want parents to know they do not always have to put on a brave face. Everyone struggles from time to time. It is okay to talk about problems and ask for help,” Mr Armitage said.

“Queensland parents name family and friends as their top two support networks but more than a third of parents having difficulty coping have never asked for help.

“We want parents to feel that they are not alone and to talk to people around them about how they are coping.”

The campaign also sends a message to the wider community about the importance of initiating a conversation and offering meaningful help to parents.

“It can be tough to admit you need help as a parent so having someone offer practical help like taking the kids to the park or just sitting down for a chat can make all the difference,” Mr Armitage said.

“We’ve provided some helpful hints on how to start the conversation with parents finding it tough at talkingfamilies.qld.gov.au.”

Mr Armitage said while the campaign was a positive step in the right direction, changing how parents and families felt would not happen overnight or without the support of everyone who worked with them.

The Commission is working with community groups, family support services, professionals, and volunteer organisations to support parents and families and encourage them to talk about issues before they reach crisis point.

According to Tracy Adams, CEO of BoysTown, last year mental health and wellbeing issues faced by parents and carers increased significantly among those contacting the organisation’s Parentline counselling service.

“Parents and carers can be stressed about work, money, relationship issues and the challenging behaviour of their child. It is crucial they realise they are not alone and that there are resources available, like Parentline,” she said.

Talking Families is part of the Queensland Government's \$406 million investment to reform family support and child protection services and help build stronger, more resilient families.

"We have the commitment and investment from the Queensland Government to continue our public education campaign for at least the next five years," Mr Armitage said.

Steve Armitage will share insights during visits to community organisations in Brisbane, Cairns, Townsville and Rockhampton this week.

For more information visit talkingfamilies.qld.gov.au or facebook.com/talkingfamiliesqld.com

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* Based on an independent study involving 1,071 Queensland parents and friends and family members of parents for the Queensland Family and Child Commission.

For counselling support call Parentline on 1300 30 1300 or visit www.parentline.com.au
Parentline receives funding from the Queensland and Northern Territory Governments