



Strategies with Kids | Information for Parents

Monday, 6 December 2010

Welcome to the very first issue of SKIP's E- news!

It's six years since we started mailing out the SKIP newsletter.

As we have grown, so has our newsletter – from six pages in our first issue to our most recent version which was a whopping 24 pages!

People all over Aotearoa tell us how much they enjoy receiving a hard copy newsletter so we're keeping on with that. A bumper edition will be mailed to you once a year.

To keep spreading the word about all the good work happening in the SKIP Community, we're expanding to an e-newsletter format. That way we

can provide you with fresh stories and ideas much more often.

Check out stories on our new SKIP resources, an award winning SKIP initiative, Kiwi parenting styles, an idea for helping parents of tantruming toddlers and information about the next SKIP funding round.

We would love to hear any feedback you may have about the newsletter. Either email us at info@skip.org.nz or call us on 04 916 3385.

P.S. We don't want anyone to miss out, so we're posting printed versions of the e-newsletter to anyone without e-mail access.



SKIP team members Alan Jones and Vicky Ellison holding SKIP's new te reo Māori pamphlet pack

SKIP's new resources

We are very excited to offer our popular SKIP pamphlets in te reo Māori. You can order these either individually or in its own pack of nine, from the SKIP website.

The te reo Māori pamphlet pack has been given a beautiful new look with a Matariki-inspired night time scene. You can also download the SKIP pamphlets in nine other languages from the website.

SKIP has developed a number of resources to support families affected by the Canterbury quake. The latest resource, 'Helping each other after the earthquake', gives ideas about how parents, families, friends and neighbours can support each other. Free design work was generously donated by Gusto Design as part of their contribution to helping Canterbury families. SKIP also



Ages & Stages in te reo Māori



thanks Jigsaw for its help in developing this resource which then distributed through social service agencies in Christchurch.

You can find this pamphlet on the SKIP website along with tips, based on SKIP's six principles, for supporting children after the earthquake and links to other helpful websites.

Visit the SKIP website at www.skip.org.nz/earthquakesupport

SKIP work wins Eyebright Award for Innovation

Congratulations to Plunket Waikato SKIP champions who won the Eyebright Award for Innovation for their unique SKIP-funded Superhero Roadshow.

The show was staged in 14 Waikato towns from February to May this year. Over 4000 children, parents and caregivers danced and sang along to positive parenting songs written and performed by New Zealand's answer to The Wiggles – The Funky Monkeys. Each family got to take home a free CD of the songs to help integrate the parenting strategies into daily life with their kids.

As well as being entertained by The Funky Monkeys, parents and caregivers learned about the support provided and funded by Plunket's volunteers – including playgroups, coffee groups, toy libraries, parenting education courses and car seat rentals.

The Eyebright Awards are sponsored by Huggies and Watties to celebrate the work of exceptional Plunket teams from around the country.

The award was presented by Prime Minister John Key at the Beehive. Richelle, Regan and Sue took home certificates and a prize of afternoon tea for those volunteers who made the shows such a success.

Plunket Waikato was successful in gaining funding from the SKIP Local Initiatives Fund to repeat the roadshow project in 2011, this time with a fresh batch of songs focused on 'Safer Journeys'.

Organisations that want to strengthen their connections with parents in the Waikato can get involved in providing activities for families around the concerts. Contact Richelle Whittaker 07 839 5891 or richelle.whittaker@plunket.org.nz to discuss more.



Left to right: SKIP champion Regan Mayo, Waikato Plunket Community Services Leader Richelle Whittaker and Waikato Plunket Area Manager Sue Hardley.

Parenting Kiwi style

SKIP trainer Vicky Ellison has come up with a new idea to describe the three parenting styles referred to in SKIP's Conscious Parenting training module. She has renamed them 'Rock, Paper and Tree'.

They were developed as part of her work hosting workshops with dads from The Warehouse.

"I wanted something visual that would remind the dads about the different styles we talked about. We used the paper, scissors, rock game that many would know already know, but swapped the scissors for the tree," Vicky says.

"We've got to remember we're never stuck in one style. But during those times when outside influences can stress us, it can be helpful to see ourselves steady and strong but still flexible like the tree."

Rock

The 'Rock', or 'Sergeant Major', is very authoritarian. This style is super strict, gives lots of orders and has heaps of rules with very little room for negotiation. The Rock tries to demand respect and their method of discipline tends to be harsh and punitive. This style is most likely to use physical punishment.



Paper

The 'Paper' is at the opposite end to the 'Rock' and is known sometimes as the 'Jellyfish' or permissive style. This style often lacks limits and boundaries. If they do have limits they have trouble sticking to them. The 'Paper' style prefers to rescue their children at the first sign of a challenge and tries to do their thinking for them. They avoid conflict and will often back down and give in to kid's demands, to keep the peace. Just like a piece of tissue paper there's not much support if the going gets tough.



Tree

The 'Tree' symbol represents the firm and fair parenting style sometimes called democratic or authoritative. Although solid and grounded, it also has the ability to be flexible when needed. We likened the challenges of being a parent to those elements of nature – the storms, the rain and winds – that a tree regularly faces. The Tree sets limits and has clear expectations for behaviour but has an open approach to their children. Parents using this style will listen to their children's views, are flexible and open to negotiation.

Go to the SKIP website page www.skip.org.nz/strategiesforparents to take the parenting style quiz or read more about parenting styles.



Toddler survival kit

Ever wished you could offer some help when you see someone struggling to keep their toddler entertained when out in public? Here's a tip from Plunket SKIP Champion Rochelle Cave. She carries around a toddler survival pack in her handbag to hand out on these occasions.

Her survival kit has items like a balloon, a small notebook and pencils, bubbles, a small toy, a feather and a SKIP badge or fridge magnet.

"This time of year can be stressful for parents so it's really worth the effort to see them get a chance to relax for a moment. The kids really love the balloons and bubbles," Rochelle says.



Sue Burns, another Plunket SKIP Champion, also uses this idea as a way to get people to visit her stall at parenting events by giving away free toddler survival kits. She also carries around balloons in her handbag to give out to parents.

“So often parents say they feel judged by others when they are out and their child is crying or having a tantrum. Its nice to just be able to offer help in a small way and acknowledge that we’ve been there too.”

Local Initiatives Fund – Winter 2011 round opens

Now is a good time to get your application ready for the **25 March 2011** deadline of the Local Initiative Fund (LIF) Winter round. The Christmas and New Year holidays mean the closing date may sneak up on us!

Those applicants most likely to be successful will show they have built their initiative based on conversations with parents and organisations they want to work with.

The panel is looking for organisations that can demonstrate they are taking a community development approach.

Thinking of applying to the LIF? Then read the LIF Update attached or go to the SKIP website funding page to learn more at www.skip.org.nz/funding.





SKIP Local Initiatives Fund Update

Winter 2011 applications close 25 March 2011

Summer 2011 applications close 12 August 2011

SKIP's vision is to see all children raised in a positive way with parents who are confident and skilled in managing children's behaviour as part of a loving, nurturing relationship.

SKIP is a positive parenting initiative led by the Ministry of Social Development that provides support, strategies and information targeting parents and caregivers of children aged 0 – 5 years.

The SKIP Local Initiatives Fund supports local communities to explore innovative ways to increase the use of positive parenting.

Successful initiatives develop and try new ways to reach parents, including those who do not normally access parenting support.

Closing dates

25 March 2011 – for Winter grants of up to 12 months there is a \$70,000* limit. Initiatives will run between July 2011 and June 2012.

25 March 2011 - for three year grants there is a limit of \$195,000* (no more than \$70,000 in each year). Initiatives will run between July 2011 and June 2014.

12 August 2011 - for Summer grants up to a maximum of eight months there is a \$15,000* limit and initiatives will run between November 2011 and June 2012.

*excluding GST

Thinking of making an application?

Then give Andrea or Alan a call to discuss your application or email them your questions.



Andrea Sarty, 04 978 4151 andrea.sarty001@msd.govt.nz or
Alan Jones, 04 916 3397 alan.jones020@msd.govt.nz

Local Initiatives Fund Criteria

Is your organisation eligible to apply for the Local Initiatives Fund? Are you:

- a not-for-profit community organisation, collaboration or group operating at a local level? Local branches of national organisations will be considered.
- an existing legal entity such as a registered charitable trust or incorporated society, or applying under the umbrella of a legal entity? If you are applying as part of an umbrella organisation, the umbrella organisation is legally responsible for the initiative's performance and reporting.
- able to provide up to date financial accounts?
- able to refer parents and caregivers if they need more support?



The initiative will:

- work directly with groups of parents and caregivers of children aged 0-5 years
- increase the use of conscious parenting and the use of safe effective ways of disciplining children without using physical punishment or threatening behaviour
- be a specific project (eg trial an innovative idea or create a shift in community thinking about parenting)
- take a strengths-based and non-judgemental approach with parents and whānau
- display a culture of possibility and innovation to connect with parents and whānau
- take a community development approach. For instance:
 - respond to a community-identified need
 - involve the community and the parents in the development of the initiative
 - collaborate with community groups, (eg early childhood centres, parenting organisations, adult education groups, sports groups etc.)
 - build on the strengths and assets of the community, (eg use key influencers of the parents, go to places where parents naturally gather such as existing family events or workplaces)
 - use self-evaluation to evolve the initiative
 - create ongoing support networks to connect parents with each other and other sources of community support
 - deliver the project to best fit the culture of the local parents, and
 - remove barriers that prevent parents participating (eg cost, transport, childcare, food.)

SKIP does not fund:

- one to one delivery to parents; or
- ongoing service delivery.



Criteria for three year funding

- the organisation/collaboration has successfully completed three or more SKIP Local Initiatives
- the organisation has demonstrated that parents have used more positive parenting strategies and less physical punishment as a result of the activities the organisation/collaboration has undertaken in their SKIP Local Initiatives
- the organisation/collaboration has demonstrated that their initiative is creating a positive culture of parents seeking, receiving and sharing parenting information and support
- the organisation/collaboration has demonstrated continuity and momentum by delivery of SKIP activities within the previous 12 months
- all reporting for previous SKIP Local Initiatives delivered by the organisation has been completed to an acceptable standard within agreed timeframes.

Priorities for three year funding:

- initiatives that have built community capacity and spread the ability to promote positive parenting beyond key workers
- initiatives that have taken a community development approach and used self-evaluation in the evolution of their initiatives
- initiatives that have shared information on the progress and development of their initiative with the SKIP team at the Ministry of Social Development
- organisations which have embedded SKIP within their work beyond the SKIP Local Initiative
- organisations that have taken a leadership role in sharing SKIP learning with other organisations and influencers in their community
- organisations that have actively participated in and contributed to the SKIP Local Initiatives champions gatherings and evaluations.

Applying for funding

The SKIP Local Initiatives Fund is aimed at community organisations. If you are making a joint application you will need one organisation to be the main contact and potential grant holder. That organisation will need to complete the application on behalf of the collaboration.

How to apply

1. Visit the SKIP website www.skip.org.nz to download and save the application form to your own computer
2. Complete the form in full, save and print out. (Single-sided A4 with no staples or binding please.)
3. Check the form is completed and attach up-to-date financial accounts of your organisation and management structure (eg deed of incorporation)



4. Ensure the form is signed by two people in your organisation who are authorised to commit the organisation to a funding agreement (eg the trustee or chief executive).

Post the form to:

SKIP Local Initiatives Fund
Ministry of Social Development
PO Box 1556
Wellington 6011

or courier to:

Ministry of Social Development
Office Services
Bowen State Building
Bowen Street
Wellington 6011
Attention: SKIP WB3

Emailed applications will not be accepted as we need the signed hard copy.
Late applications are unlikely to be accepted.

Tips for making an application

Here are a few tips to help you when submitting your application:

- make links between the criteria and your initiative clear in your application
- give us a call about your ideas. We can talk about what the panel are looking for and what the funding priorities are. Call Andrea Sarty on 04 978 415 or Alan Jones on 04 916 3397 or contact the SKIP team at info@skip.org.nz
- tell us how many people your project will reach (eg will your family fun day be for 300 or 3000 people?)
- choose a referee who knows about both your organisation and your application but is not involved with either. Get their OK
- be realistic about the amounts you apply for. If your organisation has an annual income of \$20,000 and you apply for \$70,000 we will be surprised
- only apply for the funds that you need. Realistic budgets are appreciated by the panel. Total applications always exceed the available funding
- this is your chance to show-off. Tell us about your creative and innovative approaches to working with parents in your community.

For further information visit the SKIP website at www.skip.org.nz or email info@skip.org.nz