

# BayTrust *survey report*

February 2015



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# Introduction

This report focuses on the findings from an online survey of people from community organisations in the Bay of Plenty.

The survey explores the services delivered to children in their first 1,000 days of life, and to engage youth, along with the perceived strength of those services. The survey also explores potential areas of philanthropic investment in each of these two areas of activity.

## *Survey approach*

An online survey was distributed to 177 people from organisations that had participated in a series of regional hui, as part of a consultation process undertaken by BayTrust and the Ministry of Social Development in relation to services for children in their first 1,000 days of life, and youth engagement.

**The survey, which was developed by the Centre for Social Impact in partnership with BayTrust and the Ministry of Social Development, explored issues in relation to:**

- services for children in their first 1,000 days and their families/whānau

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- youth engagement

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- perceived strengths and areas for development in service delivery

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- potential priorities for investment.

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Participation was voluntary and anonymous. The survey was distributed in late October 2014, and two reminders were sent out to encourage participation. Sixty responses were received, giving a response rate of 30%. This is generally consistent with response rates for online surveys. The response rate may have been affected by the previous participation of all respondents in the regional hui, who had also had an opportunity to provide input through that process.

These survey findings do not purport to be representative of all organisations in the region; it is intended to provide supplementary insight to the other activities undertaken in this research and consultative process.

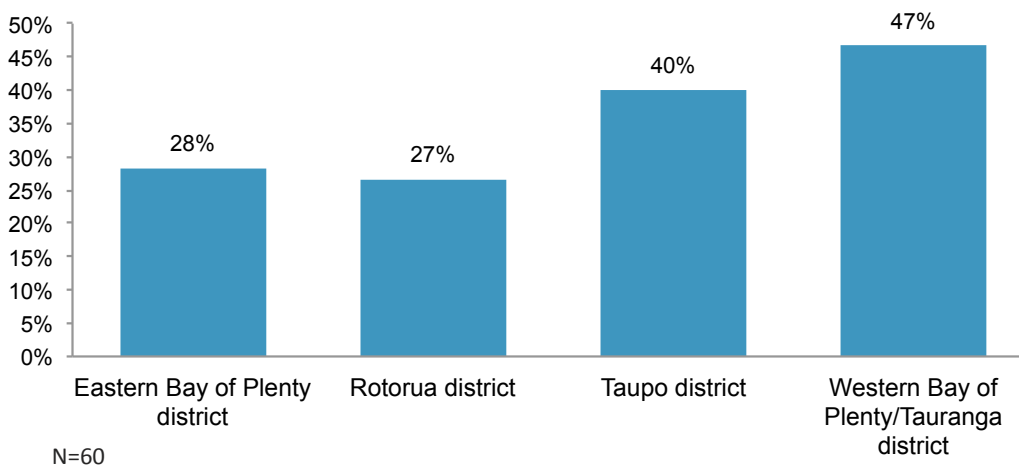
## Organisation profiles

Participant organisations came from across the Bay of Plenty. Almost half (47%) delivered services in the Western Bay/Tauranga area, while 40% delivered services in Taupo district, 27% worked in the Rotorua district and 28% in the Eastern Bay of Plenty (Figure 1).

Nearly three quarters (73%) delivered services to children in their first 1,000 days and to their families/whānau, and 78% worked with youth aged 12-24 years.

**Figure 1: Geographic areas of activity of participating organisations**

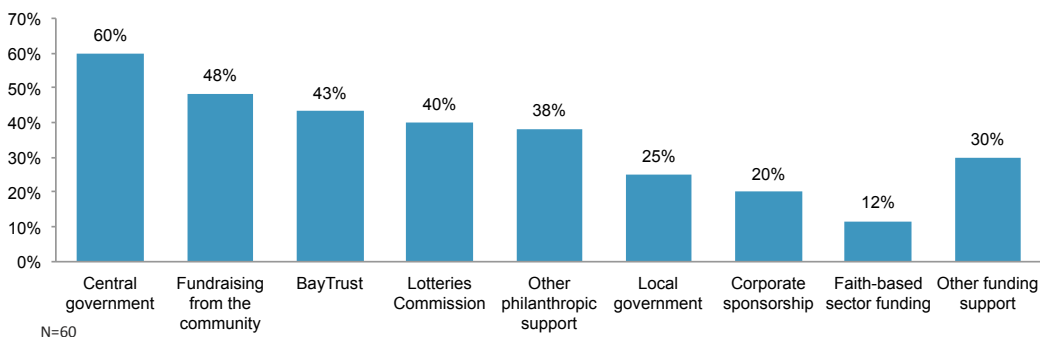
Which of the following areas of the Bay of Plenty do you cover?



Respondent organisations received funding from a wide variety of sources. Nearly half (43%) received funding from BayTrust. Other major funding sources included central government (60%), community fundraising (48%), and the Lotteries Commission (40%) (Figure 2).

**Figure 2: Funding sources**

How is your organisation funded?



“Other” sources of funding included self-generating income (5 responses), donations (4 responses) and gaming trusts (3 responses).

# Children in their first 1,000 days of life

## Overview

Respondent organisations worked in a wide variety of fields to support children in their first 1,000 days of life. Across all organisations there was a strong orientation to providing parental support and mentoring, health and wellbeing services for children, early childhood education, and services to support those dealing with family violence or abuse. Organisations were generally small, with five or fewer paid staff and varying numbers of volunteer workers.

The three most commonly identified areas for development were sustainable funding, provision of culturally appropriate services, and internal review and evaluation of services.

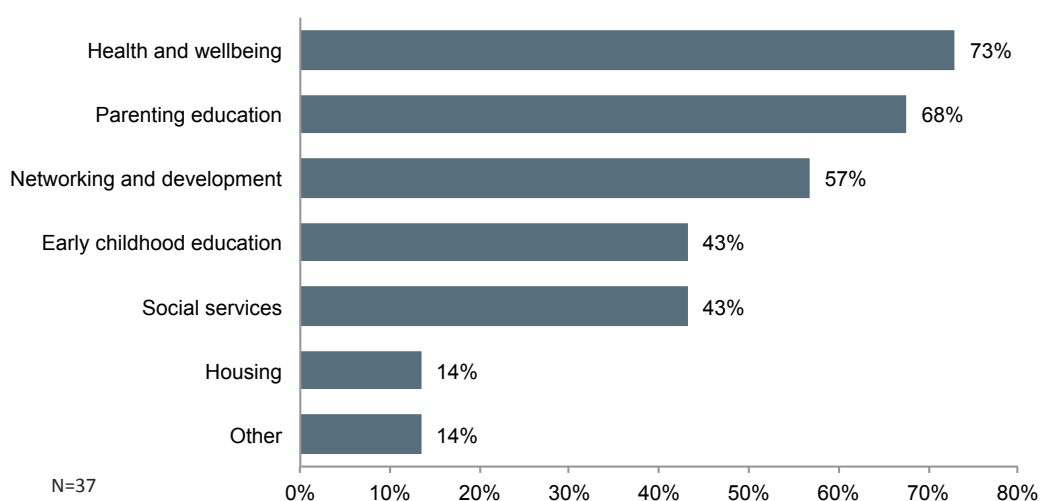
The top three priorities suggested for investment by funders were parent education, child development, and addressing the broader context of parenting challenges.

## Service categorisations

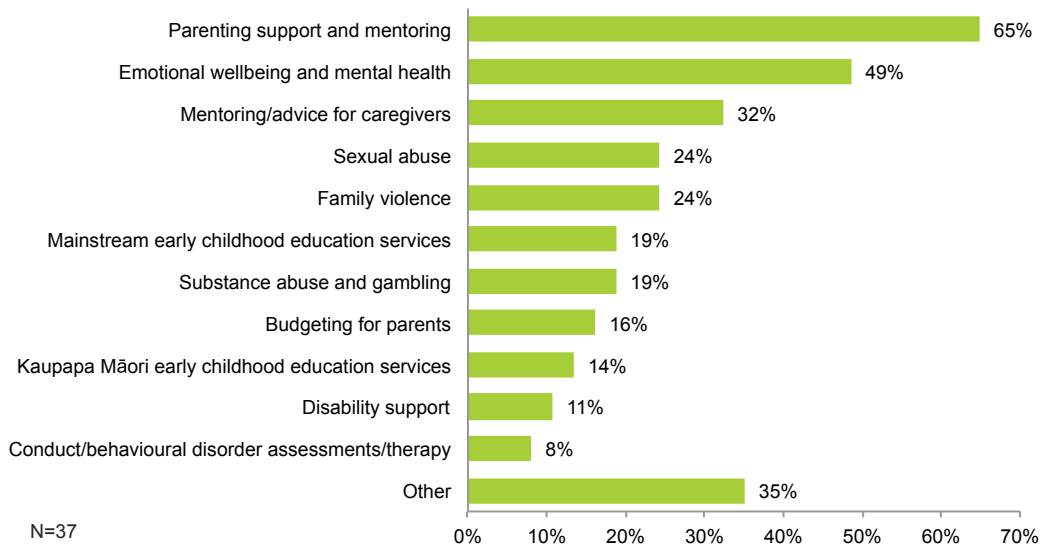
Respondents were asked a series of closed response questions (that is, making a choice from a list of responses supplied) about their organisation's focus of service delivery at two levels: universal (to identify broad categories) and targeted specialist services.

The most common area of universal or high-level focus for service delivery chosen was in health and wellbeing, with 73% of respondents identifying their organisation as providing services in this category. This was followed by parenting education (68%), networking and development (57%), and early childhood education and social services (both provided by 43% of respondents) (Figure 3).

**Figure 3: Children in first 1,000 days – high-level service focus**



At the level of targeted specialist services, there was also a wide variety of services. The largest category was parenting support and mentoring, which was provided by 65% of respondent organisations, and a further 43% provided services to support emotional wellbeing and mental health. A third (32%) provided mentoring and advice for caregivers, with almost a quarter (24%) providing services in relation to sexual abuse and family violence (Figure 4).

**Figure 4: Children in first 1,000 days – targeted service focus**

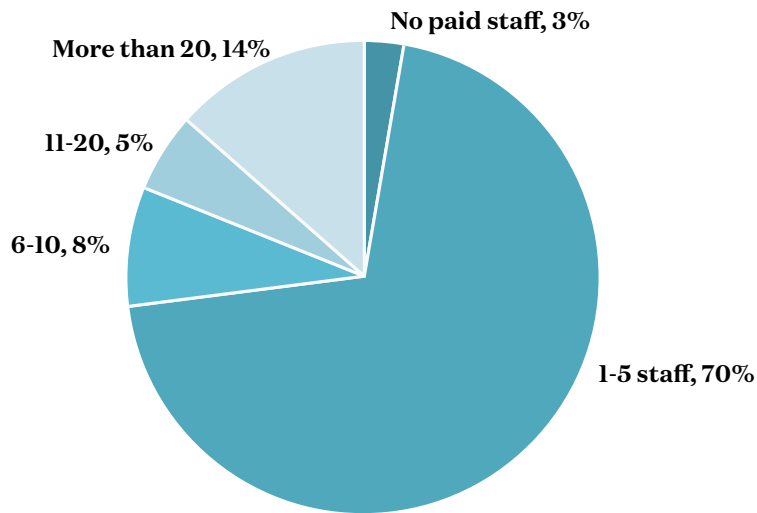
## Service descriptions

Respondents were also asked to describe the services they provided in their own words. These descriptions were generally consistent with the service categorisations. Responses emphasised the provision of parenting education and resources; child health services; and intervention and support in family violence. Notable other areas included sexual health (5 responses), workforce development (3), high-needs family support (2), faith-based services (2) and housing (1).

## Staffing

Most of the organisations that responded were small, with 70% having between one and five paid staff members, and many also had volunteer supporters. One organisation had no paid staff at all, and at the larger end of the scale 14% had more than 20 paid staff (Figure 5).

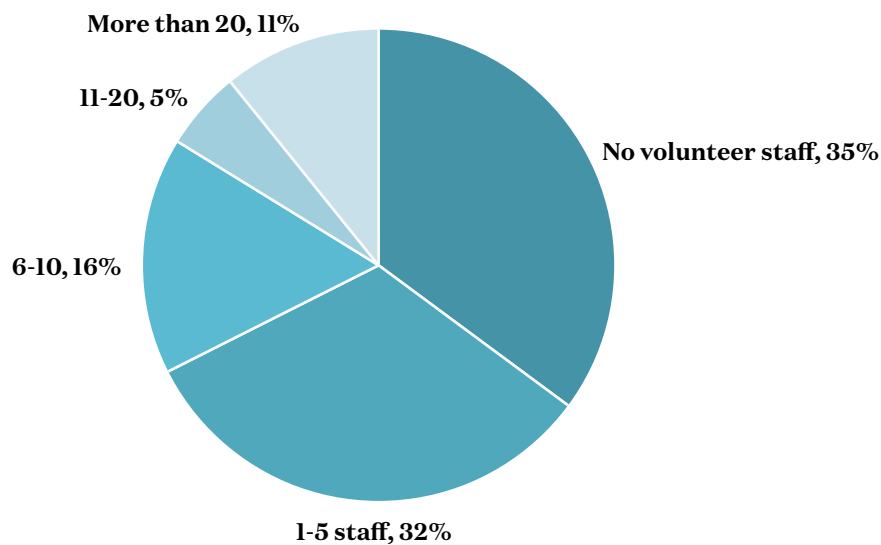
**Figure 5: Organisations supporting children in their first 1,000 days – paid staff**



**N=37**

Volunteer staff were part of the operations of most organisations, with 65% of organisations having one or more volunteer staff members. This ranged from 32% which had 1-5 volunteer staff; 16% had 6-10 staff and 11% of organisation had more than 20 volunteers. Thirty-five percent of organisations had no volunteer staff (Figure 6).

**Figure 6: Organisations supporting children in their first 1,000 days – volunteers**



**N=37**



## Key areas of strength and development for organisations

Respondents were asked to identify, from a closed-response list, their organisation's three most important areas of strength in delivering services to children in their first 1,000 days, together with their three priority areas for development.

### Areas of strength

The main areas of strength identified by respondents included their personnel and workforce (66% of responses), effective service delivery (59%), and evidence-based practices in service delivery (59%). Externally focused strengths included involving families and whānau in the development of services or in providing feedback on services and having a clear focus on developing positive outcomes for children in their first 1,000 days and their families and whānau. A realistic approach to service provision that takes account of resources and funding was identified by 56% of respondents as a strength. Taking a strengths-based approach and using culturally appropriate approaches to working with diverse groups within the community were also identified as areas of strength by approximately half of respondents (Table 1).

**Table 1: Organisations supporting children in their first 1,000 days – areas of strength**

Areas of strength	Response	Percent
Staff that are qualified and experienced to deliver services for children in their first 1000 days and their families	21	66%
A track record of delivering effective services to children in their first 1000 days and their families	19	59%
Services that are based on evidence that they are effective for children in their first 1000 days	19	59%
Whānau and communities are involved in either developing services, or providing feedback on services	19	59%
A clear focus on developing positive outcomes for children in their first 1000 days and their families/whānau	18	56%
Services that are planned realistically, taking into account resources, funding and staff	18	56%
A strengths-based approach to working with children in their first 1000 days and their families/whānau	17	53%
Culturally appropriate approaches to working with diverse groups within the community	15	47%
Reflecting on or evaluating how your services are delivered and the impact they have on children in their first 1000 days	10	31%
Services that have a sustainable funding base	4	13%

## Areas for development

Across respondents, the top three areas for development identified were the need to develop a sustainable funding base (50% of responses), providing culturally appropriate services (41%), and reflecting on and evaluating service delivery (38%). While provision of culturally appropriate services was also identified as a strength by 47% of responses, only 13% identified having a sustainable funding base as a strength as compared with 50% identifying it as an area for development. A fifth (19%) of responses identified that taking a strengths-based approach and having qualified and experienced staff were areas needing development.

**Table 2: Organisations supporting children in their first 1,000 days – areas of development**

Areas of strength	Response	Percent
Services that have a sustainable funding base	16	50%
Culturally appropriate approaches to working with diverse groups within the community	13	41%
Reflecting on or evaluating how your services are delivered and the impact they have on children in their first 1000 days	12	38%
Whānau and communities are involved in either developing services, or providing feedback on services	10	31%
Services that are planned realistically, taking into account resources, funding and staff	10	31%
A strengths-based approach to working with children in their first 1000 days and their families/whānau	6	19%
Staff that are qualified and experienced to deliver services for children in their first 1000 days and their families	6	19%
A clear focus on developing positive outcomes for children in their first 1000 days and their families/whānau	5	16%
Services that are based on evidence that they are effective for children in their first 1000 days	5	16%
A track record of delivering effective services to children in their first 1000 days and their families	2	6%

Comments to these questions included that a sustainable funding base would enable them to “get on with the work, rather than spending time on funding applications and reporting”. One organisation commented that budget limitations also constrained their ability to deliver services across their area, particularly to isolated rural families. The possibility of longer term funding (e.g. for three years) for services that had a proven track record was also suggested.

## *Priority areas for investment*

In an open-ended question, respondents were asked to identify the areas that they considered to be a priority for investment by funding bodies; these responses were categorised for analysis. The most commonly identified area for investment was parental education and support, with 49% (22 of 49 respondents) identifying this as a priority. Comments by people under this category included the following:

*Children need to be in a home that has a safe, loving consistent environment. More individualised parenting programme for clients who won't access group programme.*

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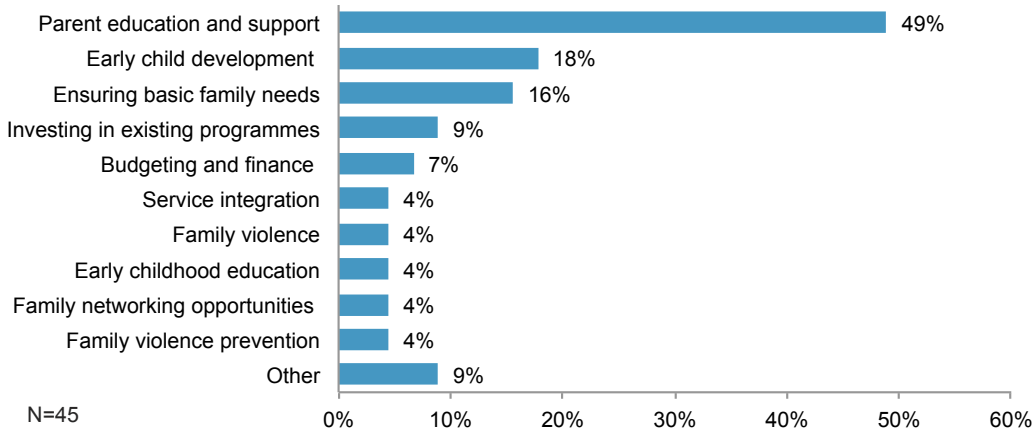
*We strongly believe in parenting education - especially for parents with young children. It is important to give them more than "just information". We need to inspire them with the understanding they "can do this" and then help motivate them to do so. We need to strengthen their mana as parents.*

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*Creating safe places for families with young children to meet, learn, share ... to facilitate "contact points"/ "bumping places" for families and support services.*

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Other areas included early child development, identified by 8 respondents (18%). Ensuring that basic family needs, such as housing, income, safety and stability of the family situation are met, was identified by 7 respondents (16%). Investment in existing programmes was identified as a priority by 4 respondents (9%). Other areas, identified with 2-3 responses each, included budgeting and finance, service integration, family violence, early childhood education and family networking opportunities (Figure 7).

**Figure 7: Priorities for investment – children in their first 1,000 days**

Other areas identified included a focus both on building the strength and capacity of families, and provision for basic needs, with notable comments by respondents including:

*Babies and children require nutritional food, warm clothing and safe environment as basic necessities for thriving.*

*Community wide education about the development in the brain over the first 3 years of life and how the community can impact on this.*

*First clearly identify all providers and invest resources in them working more collaboratively. Too much duplication at present.*

## Youth engagement

### Overview

The activities of organisations working in the field of youth engagement were varied and included mentoring and support; building life skills; supporting wider families and whānau; supporting mental and physical health needs; and family violence and sexual abuse.

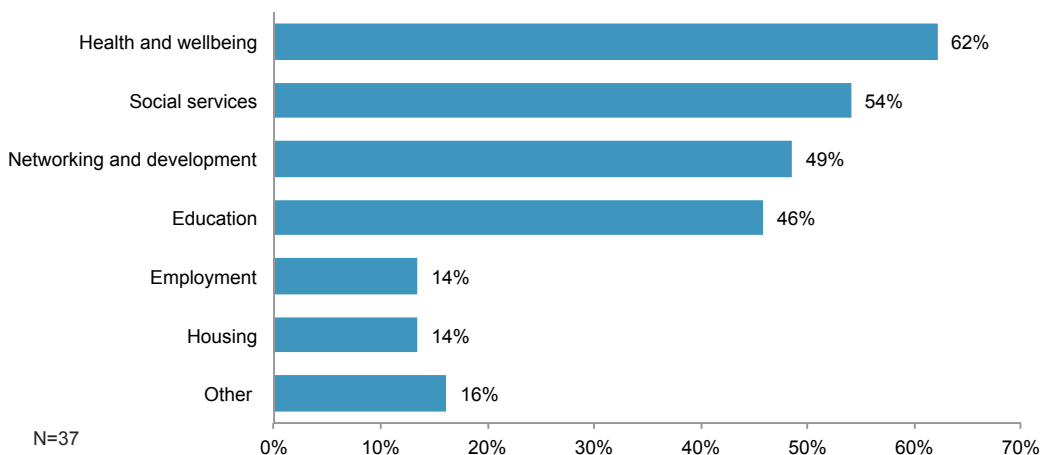
The top three strengths identified by respondents for their organisations included a focus on achieving positive outcomes; effective service delivery; and realistic planning. The key areas for development were identified as sustainable funding, culturally appropriate approaches and evaluation and review of services. These are the same development areas identified in relation to services for children in their first 1,000 days.

Suggested priority areas for investment by funders were employment and life skills, mentoring, drop-in centres, parenting support and youth leadership.

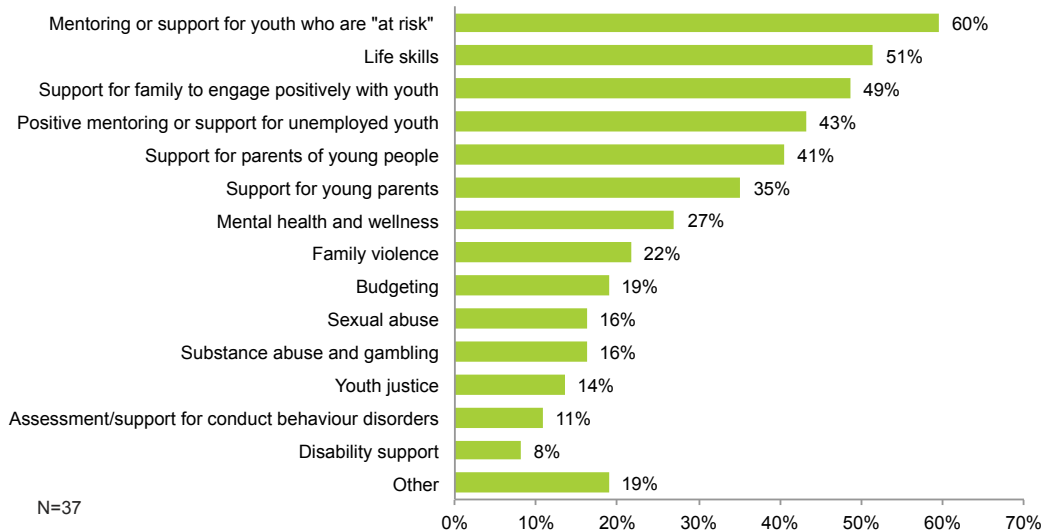
### Service categorisation

At a universal or broad level of service delivery, the main categorisations were health and wellbeing (62%), social services (54%), networking and development (49%) and education (46%). These were substantially ahead of the other categories (employment, 14%; housing, 14%; and other, 16%) (Figure 8).

**Figure 8: Youth engagement – high-level service focus**



At the more specific level of provision of targeted specialist services for youth, there were 15 categories. The largest category was mentoring or support for at-risk youth (60%), followed by life skills (51%) and support for families to engage positively with youth (49%). Support for unemployed youth and for parents of young people were identified by 43% and 41% of responses. Other notable areas included mental health and wellness (27%), family violence (22%) and budgeting (19%) (Figure 9).

**Figure 9: Youth engagement – targeted specialist services**

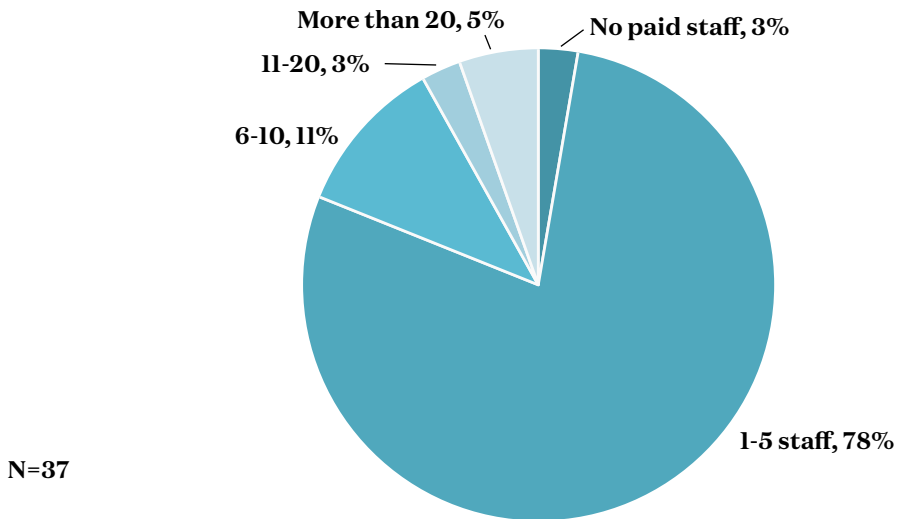
## Service descriptions

As with children in their first 1,000 days, respondents were also asked to describe the services they provided in their own words. Descriptions of services provided were wide ranging, but also consistent with the categories used for service categorisation. Specific areas of activity identified included service collaboration and referrals to other organisations (8 responses); provision of alcohol and drug services, and health promotion (4 responses); sport and recreation, including holiday programmes (5); employment mentoring and youth leadership development (4 each); trade training (3); youth centre operations or development (3); and peer support (1).

## Staffing

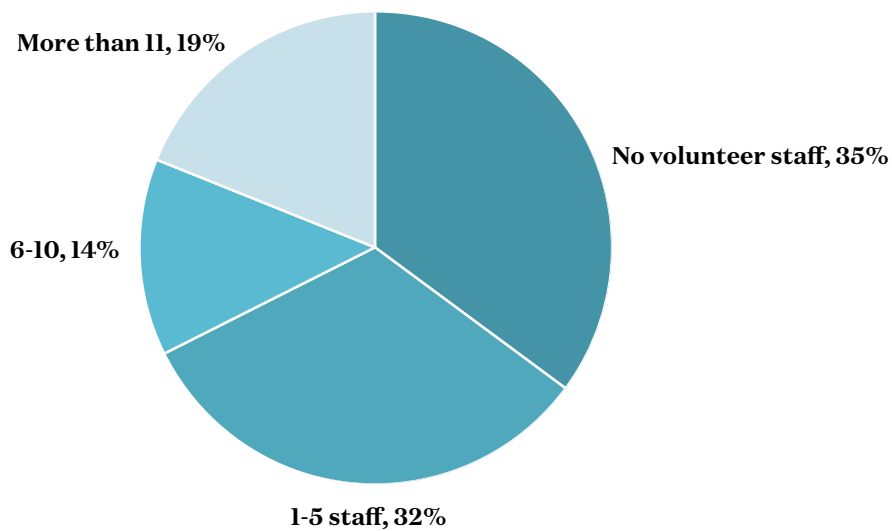
As with organisations working with children in their first 1,000 days, most organisations working in youth engagement were small, with 78% having between one and five paid staff members. Eleven percent had 6-10 paid staff, and 5% more than 20. Only 3% (1 organisation) had no paid staff members (Figure 10).

**Figure 10: Organisations involved in youth engagement – paid staff**



Volunteer staff were important, with 65% having some level of volunteer staffing. The largest category was 1-5 volunteer staff which was the case for 32%, while 19% had more than 11 volunteer staff. However, 35% had no volunteer staff (Figure 11).

**Figure 11: Organisations involved in youth engagement – volunteer staff**



## Key areas of strength and development

### Areas of strength

The top areas of strength identified by respondents for their organisations were a focus on developing positive outcomes for youth (76% of responses), and a track record of delivering effective services (64%). Other strengths were realistically planned services (61%); a strengths-based approach to working with youth, and qualified and experienced staff (each identified by 55% of responses); and evidence-based services and culturally appropriate approaches, identified in almost half of responses (48% each) (Table 3).

**Table 3: Youth engagement - areas of strength**

Areas of strength	Response	Percent
A clear focus on developing positive outcomes for youth, their families/whānau and communities	25	76%
A track record of delivering effective services to youth	21	64%
Services that are planned realistically, taking into account resources, funding and staff	20	61%
A strengths-based approach to working with youth	18	55%
Staff that are qualified and experienced to deliver services for youth	18	55%
Culturally appropriate approaches to working with diverse groups within the community	16	48%
Services that are based on evidence that they are effective for youth	16	48%
Youth are involved in either developing services, or providing feedback on services	16	48%
Reflecting on or evaluating how your services are delivered and the impact they have on youth	12	36%
Services that have a sustainable funding base	6	18%



## Areas for development

The main area identified by respondents as needing development was a sustainable funding base (61% of responses). Other areas included development of culturally appropriate approaches to working with diverse groups in the community, identified by a third of responses; reflection on and evaluation of service provision, identified by 30%; and realistically planned services, identified by a quarter of responses.

**Table 4: Youth engagement – areas of development**

Areas of strength	Response	Percent
Services that have a sustainable funding base	20	61%
Culturally appropriate approaches to working with diverse groups within the community	11	33%
Reflecting on or evaluating how your services are delivered and the impact they have on youth	10	30%
Services that are planned realistically, taking into account resources, funding and staff	8	24%
Youth are involved in either developing services, or providing feedback on services	7	21%
A clear focus on developing positive outcomes for youth, their families/whānau and communities	5	15%
Services that are based on evidence that they are effective for youth	4	12%
Staff that are qualified and experienced to deliver services for youth	3	9%
A strengths-based approach to working with youth	1	3%
A track record of delivering effective services to youth	1	3%

In relation to services for youth engagement, the question of sustainable funding came out as the top priority for development. Comments reflected this concern; for example, one respondent noted that “the lack of resources is a significant issue for us”.

Another noted benefits from longer term funding, commenting that “the approach to support organisations with multi-year funding rather than projects is a positive one that gives a level of confidence to take on bigger projects that make larger impacts on more people’s lives.”

## Priority areas of investment

In a similar manner to the questions on services for children in their first 1,000 days, respondents were asked in open-ended questions to identify the areas that they considered to be a priority for investment by funding bodies. The area identified by most respondents was employment and life skills (23%). Responses in this area included the following:

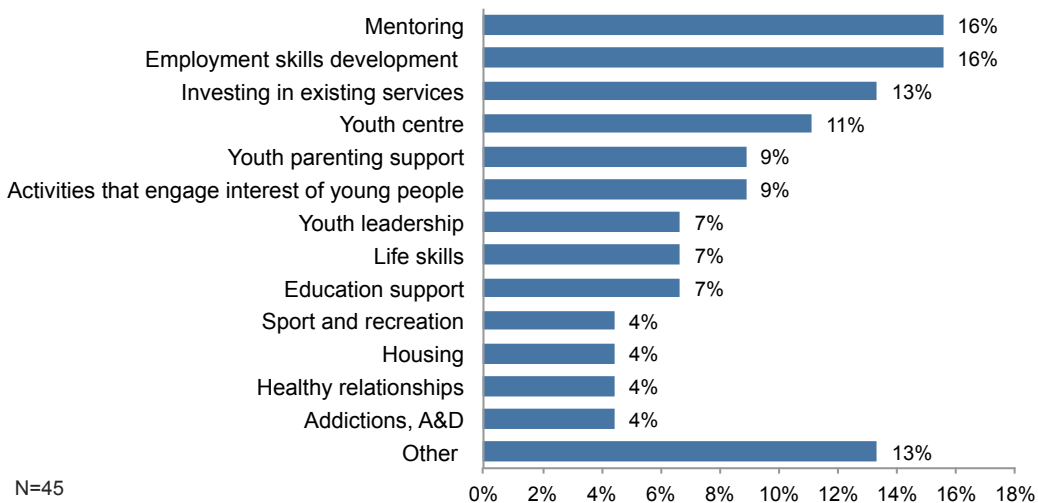
*Raising self-esteem for young people through educational and employment opportunities.*

*Keeping the youth off the streets and motivated into goal setting for future employment.*

*It is important to fund programmes that address both youth needs and those of their parents. Getting teenagers and parents back onto the same page is crucial to improved success for youth in terms of education, health and vocation.*

Mentoring was raised by 16% of respondents and drop-in centres for youth by 11%. Eleven percent also suggested focusing on supporting existing, evidence-based services (Figure 12).

**Figure 12: Priorities for investment – youth engagement**



Other comments on investment for youth engagement included the following:

*Keeping youth away from negative influences, continuing with their education, providing for their future in a positive way, prevention of violence as a way of life.*

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*Providing ways and opportunities for youth to have an active voice and be positive contributors and leaders in the community.*

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*Community centre with facilities aimed at youth engagement.*

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*Supporting disengaged youth and ensuring interventions are based on a context that appeals to and engages youth.*

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**Other information supplied**

In other survey questions, respondents were asked to supply key web addresses relating to the work of their organisations, and any background documents. These will be supplied to BayTrust separately to this report.

