



FIXING AN UNSIGHTLY EYESORE

With less than two years before New Zealand hosts the Rugby World Cup, various media have drawn attention to civic eyesores and other perceived shortcomings that might embarrass kiwis when an estimated 30,000 well-heeled global rugby fans visit to witness the rugby, enjoy our hospitality, marvel at the scenery and contribute some \$1.25 billion to our national coffers in the process.

There is one eyesore that will, unfortunately, take more than two years to fix.

This is the eyesore our sporting visitors will see when they open a newspaper to find that: 'Injured toddler dies in hospital,' 'CYF knew of baby girl who died,' '23 'shaken babies' hospitalised every year,' 'Silence let child abuse continue,' 'Law change has not stopped child abuse' and 'Dead toddler was due to start kindy.'

Close family members kill ten New Zealand infants each year, making it statistically probable that one baby or toddler will be bashed to death during the 44 days that the World Cup is showcasing this country.

It is sadly ironic that the psychological damage that child abuse causes costs us 60 per cent more each year than the one off national revenue windfall predicted from the World Cup. Abused children are at risk of permanent damage to their developing brains, condemning them to under-perform throughout their lives and New Zealand taxpayers to a bill in mitigation costs and consequential lost opportunities of \$2 billion every year.

Will we come clean and tell our visitors that we know we have a propensity to kill our children, that New Zealand scrapes the bottom of OECD child safety leagues while bobbing to the top on abuse and maltreatment, but that the whole subject baffles us so much that it stays forever in the 'too hard basket'?

Or will we tell them that early intervention, scientifically and professionally carried out by mature qualified community-based social workers does work, and would solve the problem if sufficiently resourced?

Our child abuse epidemic is the real eyesore that we should fix before the World Cup, by taking a more focused approach and putting the interests of children first.

By re-deploying New Zealand's social services budget to focus more directly on the two per cent of families at greatest risk, we can drastically reduce this depressing drain on our society, improve our abysmal rankings in international child health and safety indices, and earn the right to look Rugby World Cup fans in the eye when they are on our shores in 2011.

SALE AIDS FHT CAUSE

Family Help Trust is the grateful recipient of a share of the revenue from the annual Weft charity sale. Along with two other local charitable organisations, the trust shared in more than \$59,000 raised during the five day October sale.

Weft produces and sells high-quality wool and polyprop clothing products. More than 5,000 people attended the Weft sale. Family Help Trust received \$19,895 of the proceeds and sincerely appreciates the generosity of Weft Industries, its managing director Hugh Douglas and his customers for a donation that will make a profound difference to the lives of neglected and abused children in Canterbury.



FINANCE MINISTER HELPS SUCCESSFUL FUNDRAISER

The Duncan Cotterill Business Lunch, 'Food for Thought with Bill English,' was held at the Christchurch Convention Centre on Friday 23 October.

On the day Acting Prime Minister, the Hon Bill English focused on his role as Minister of Finance one year on from the election in addressing an audience of approximately 200 Canterbury business people. With the support of Duncan Cotterill, V-Base, Southern DC3, Shipleys and Terrace Downs the Family Help Trust was delighted to raise more than \$15,000 from the event.

TRUST RECOGNISED AT BUSINESS AWARDS

The Family Help Trust's work was recognised recently when it was named one of three finalists in the small charity category of the 2009 Champion Canterbury Awards, which acknowledge innovation and success among local businesses. Winner of the category was Youthline, while fellow Jigsaw member the Christchurch Women's Refuge won the category for medium to large charities.



SHARE YOUR LOVE – A NEW AND EASY WAY TO MAKE A POSITIVE DIFFERENCE

Changes to tax incentives around charitable donations, scheduled to come into effect next year, will make it easier for wage and salary earners to help the Family Help Trust, which recently introduced a new payroll giving programme, called 'Share Your Love.'

Payroll giving programmes are increasingly popular in Europe and the United States, where 35 per cent of wage and salary earners automatically contribute to charity every payday. Employees make a small but regular donation. If enough employees commit to this, between them they will quickly provide enough to enable the Family Help Trust to make a real difference on their behalf.

An employer with 25 staff on the payroll, each donating the price of a cup of coffee per week, would enable the Family Help Trust to support an additional family, helping release them from the cycle of family violence and social deprivation.

For more information about 'Share Your Love,' contact the Family Help Trust.



PROFILE

Name: Sue Richards

Started with FHT: 2004

Previous life experience:

I was born into a family of eight children. Money was always short so Mum had to work long hours, then came home to look after us. She was our rock and our role model. I brought up my two children using the skills she taught me.

Biggest challenge in working for FHT:

Working with young parents from a family background of addiction. Even though some do not have drug issues like their parents, the chaotic, unsafe childhood they endured leaves some with anxiety and mental health issues, often making it difficult for them to be effective parents.

Greatest satisfaction in working for FHT:

Helping parents put boundaries around their child's behaviour has positive lifetime consequences for parents and children.

What I would change if I was Minister of Social Development:

I would put more funding into early intervention: more social workers in homes.

I would collaborate with the Minister of Education to develop programmes for schools that would be educational on a humanistic level, educating children in EQ (emotional intelligence) rather than just IQ.

OBITUARY

Family Help Trust marks with sadness the recent deaths of two pioneers in the field of child advocacy and the prevention of violence.

Former Waikato University Professor of Psychology James Ritchie died in September. Along with his wife Jane, Professor Ritchie was a staunch advocate for children, young people and their families and promoted raising children without the use of physical punishment.

In November, paediatrician Dr Robin Fancourt, CNZM died aged 63. In a lifetime of drawing attention to New Zealand's shameful incidence of child abuse, in 1996 she founded The Brainwave Trust and in 2000 she published a ground-breaking book, *Brainy Babies*, both of which focused on the traumatic long-term effects child abuse has on the brain development of infants.



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