

# *Relationships* **Matter** in Hertfordshire

Campaign December 2019



**The aim of this campaign is to promote the importance of healthy relationships between parents for the benefit of their children.**

If you communicate with parents in Hertfordshire, or professionals and volunteers who work with children and families, please help us by supporting this campaign. You can:

1. [Include our template articles in your internal newsletters](#)
2. [Post about relationships on your social media account aimed at professionals](#)
3. [Post about relationships on your social media account aimed at parents](#)

## **Audiences and key messages**

<b>Audience</b>	<b>Key messages</b>
Parents in Hertfordshire with children under 18	<ul style="list-style-type: none"><li>• Healthy relationships between parents are important for the benefit of their children</li><li>• It is easy to 'self-help' if you are experiencing relationships difficulties</li></ul>
Professionals and volunteers in Hertfordshire who work with children and families	<ul style="list-style-type: none"><li>• Healthy relationships between parents are important for the benefit of their children</li><li>• There are lots of ways to support parents in conflict, including encouraging parents to 'self-help'</li></ul>

## Template Articles for internal newsletters

### 1. Do you know parents who are in conflict?

Children can be negatively affected where conflict between their parents is frequent, intense and poorly resolved. Evidence shows that parental conflict can have a negative impact mental health, problems at school, sleep difficulties and poorer health, and 37% of cases being supported by children and family services in Hertfordshire are estimated to involve parental conflict. See some key statistics about parental conflict in Hertfordshire [here](#).

But we can make a difference. Where parents are supported to improve their relationship, they are often able to make positive changes that benefit their children. This is regardless of whether the parents are together or separated.

You can help parents by:

- **Talking to them about their relationships.** Make sure they are aware that conflict can impact on their children and that there is help available. There is a toolkit and training to help you with these conversations at: [www.hertfordshire.gov.uk/betterrelationships](http://www.hertfordshire.gov.uk/betterrelationships)
- **Signposting them to self-help.** This Hertfordshire webpage has information for parents about relationships, and where to go for local and online help: [www.hertfordshire.gov.uk/parentrelationships](http://www.hertfordshire.gov.uk/parentrelationships)
- **Referring them to specialist support if they need it.** Any professional or volunteer working with a family in Hertfordshire can refer parents to the *Parenting Together programme*. This provides free evidence-based parental conflict support to parents, whether they are together or separated. To find out more, go to: [www.parentingtogethersupportprogramme.org.uk](http://www.parentingtogethersupportprogramme.org.uk)

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## Template Articles for internal newsletters

### 2. Relationships Matter for families

It's common sense that big life events can cause stress within a family. Whether it's having a baby, your child starting a new school or losing your job – these things often can be a trigger for relationship conflict.

We've been putting support in place for families affected by conflict for a while – both for couples who are together and those who are separated. Our support helps families where the parents just don't see eye to eye about things, argue a lot or are avoiding each other and not communicating properly.

We provide this support because of the impact that conflict can have on children. Evidence has shown that children growing up in families where their parents are in conflict are more likely to experience from anxiety and other emotional health difficulties, and they can also be more prone to problems with sleep, progressing at school and making friends. You can see some key statistics about parental conflict in Hertfordshire [here](#).

Relationships conflict isn't an easy issue to talk about, but there's lots of help out there for parents.

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## Social media posts for professionals



**Relationships Matter to children.** Find out why, and how you can help parents affected by conflict. #HertsRelationshipsMatter

[www.hertfordshire.gov.uk/betterrelationships](http://www.hertfordshire.gov.uk/betterrelationships)

**Which children do you go home worrying about?** There is help available for families affected by parental conflict in Hertfordshire.

#HertsRelationshipsMatter [www.hertfordshire.gov.uk/betterrelationships](http://www.hertfordshire.gov.uk/betterrelationships)

## Social media posts for parents



**Relationships Matter to children.** Find out why, and what help is available for parents in Hertfordshire. #HertsRelationshipsMatter  
[www.hertfordshire.gov.uk/parentrelationships](http://www.hertfordshire.gov.uk/parentrelationships)