

# Ngā Tau MTharo ō Aotearoa : Incredible Years Parenting Programme

## Social impact Analysis Report

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### Executive Summary

Conduct problems are one of the most commonly occurring mental health issues among children and adolescents. Conduct problems affect approximately 5 to 10 per cent of children in New Zealand which equates to more than 50,000 children. These rates are higher in Māori (15% to 20%) than non-Māori. Conduct problems are associated with a wide range of adverse outcomes in later life.

The Incredible Years Parenting (IYP) programme, is an effective evidence-based intervention to address conduct problems in children. It is an internationally recognised parent management training programme designed to improve parental capabilities to promote emotional and social competence in children and to prevent, reduce and treat conduct problems. To reduce child conduct problems in Māori, it is critical parenting interventions are effective for and acceptable to Māori. The IYP Programme for Māori whānau is called **Ngā Tau MTharo ō Aotearoa**, which reflects the Māori tikanga and supports responsiveness to Māori Culture.

Te Whānau o Waipareira (Waipareira) is an Urban Maori Authority delivering a wide range of services to whānau in West Auckland. It is a whānau centric organisation which operationalises the core values and principles of Whānau Ora in all its services. Waipareira has been delivering Ngā Tau MTharo ō Aotearoa programme to its whānau for over six years.

This report describes the social return on investment analysis of the Incredible Years Parenting (IYP) Programme delivered by Te Whānau o Waipareira in New Zealand. It aims to understand, measure and report the value created by the IYP programme. This report is a forecast SROI analysis, measuring the social value of the Incredible Years Parenting programme. It forecasts the value over three years from 2017 to 2019.

### Methodology

The Social Return on Investment (SROI) framework is an internationally recognised, principles-based approach for understanding and measuring the broader concept of 'value' and incorporates social, environmental and economic impacts. It is developed from social accounting and cost-benefit analysis. It is underpinned by seven social value principles and consists of six broad stages.



An SROI analysis assesses the 'impact' of activities, rather than merely measuring the delivery of activities and outputs. This involves identifying and measuring outcomes and, where appropriate, applying financial proxies to represent those outcomes. The value of the outcomes is compared to the investment required to generate them, indicating cost-effectiveness.

### Key stakeholders

- Parents and Care givers
- Children (aged 3-8)
- Facilitators/Kaiārahi of IYP programme
- Te Whānau o Waipareira
- Government and its agencies

On consultation with a steering committee, the stakeholders for this analysis were identified. Engaging directly with stakeholders is essential to the SROI process, as it provides insight into the outcomes stakeholders are or will be experiencing because of their involvement with the IYP programme. After that, a Theory of Change was developed to understand how and why interventions lead to impact. It depicts how inputs (resources, time and other kinds) are used to deliver activities and outputs, which result in changes for each stakeholder. A financial value is attached to the changes experienced or outcomes, To determine their value or

significance and compare them with conventional market investments. These values are forecast for three years. Lastly, the SROI ratio calculates the value of the outcomes to the value of the investment.

### Results

The SROI analysis revealed the story of change and value created as a result of the IYP programme and its unique service delivery at Waipareira. The parents and caregivers experience significant change and maximum value creation as a result of the IYP programme. These outcomes include:

- Being a better parent
- Improved parent-child relationships
- Family as a unit
- Reduced stress and improved mental well being
- Feeling worthy and confident
- Having a safe environment
- Feeling supported
- Access to child custody or reduced risk of losing child guardianship
- Feeling supported with access to other services
- Increased social engagement and interactions

“If I didn’t do this programme, we’d still be on survival mode and we’d be still trying to get through each day.”

“I used to complain that you don’t get given a license to have kids or a parenting book, but this is the closest that I’ve come to being given a toolbox of this is what you use.”

The IYP programme also benefits the children of the participants. The parents and caregivers experience improvement in their child/children’s.’

- Emotional development
- Cognitive Development and behaviour
- Sociability

The facilitators / kaiārahi of the programme also show positive outcomes which include –

- Improved professional development
- Improved interpersonal relationships
- Being a better parent

“There are some programmes like this running over there but not Waipareira. Not like this. They need one. Waipareira is number one support.”

- Improved self-esteem

The forecast value created over three years exceeds the investment. An estimated \$484,196.25 is invested in the programme over three years. The investment includes direct cash investment, as well as volunteer and supervision time and extra activities. The analysis forecasts \$1.8 million value creation by the programme at Waipareira. This implies a social return on investment ratio of 3.75:1, that is, for every \$1 invested into the programme, \$3.75 of value is created. This value accrues to the stakeholders based on the financial values attributed to the outcomes they experience (taking into account other factors and accounting filters). It is a conservative estimate and does not include the long term value that will be created for the government and other state agencies as a result of the programme.

#### Value Created

- Forecast **value created** over three years **exceeds the investment**.
- Over three years, the IYP programme at Waipareira **generates \$ 1,815,855.75 of social value**.
- For every dollar invested, **\$ 3.75** of social value is created.

#### Implications and Recommendations

Although SROI provides a ratio of return on investment, it is much more than a single figure. SROI is a way of addressing an accountability gap that can often exist between decision-makers, and those that decisions target, by translating experiences into a familiar language – that of monetary values. The SROI analysis is not trying to place a value on everything; instead, it considers valuing things that are important in people's lives that would otherwise be more difficult to understand and manage.

This analysis provides robust evidence of the importance and impact of early intervention and parent management programmes for Māori. It is essential to make social investments into programmes such as Incredible Years Parenting - to reduce the short-term stresses and concerns that child conduct and poor parenting problems raise and; to prevent the development of the longer-term adverse outcomes associated with these problems. Efforts to introduce such programmes widely across New Zealand should be encouraged and strengthened.

I believe this course needs to be extended to the rest of New Zealand. Through that we would have a lot less families go to CYFs.

Amidst the global social impact buzz and the current Government momentum to shift focus and investment to Social well-being, this analysis will be crucial to inform practices, strategy, and planning. It will help further the understanding and measurement of social impact within the new Living Standards Framework and fit a piece in the jigsaw puzzle. It provides a compelling story to funders, investors, supporters, and critics on the importance of early childhood interventions and the role of the family in early childhood development. It also challenges the traditional notion of value and success from outputs and financial measures, to a broader consideration of social, environmental, as well as economic outcomes and value that is created by various activities.

**The result of 3.75: 1 indicates that for each \$1 of value invested, a total of \$3.75 of value is created.**