

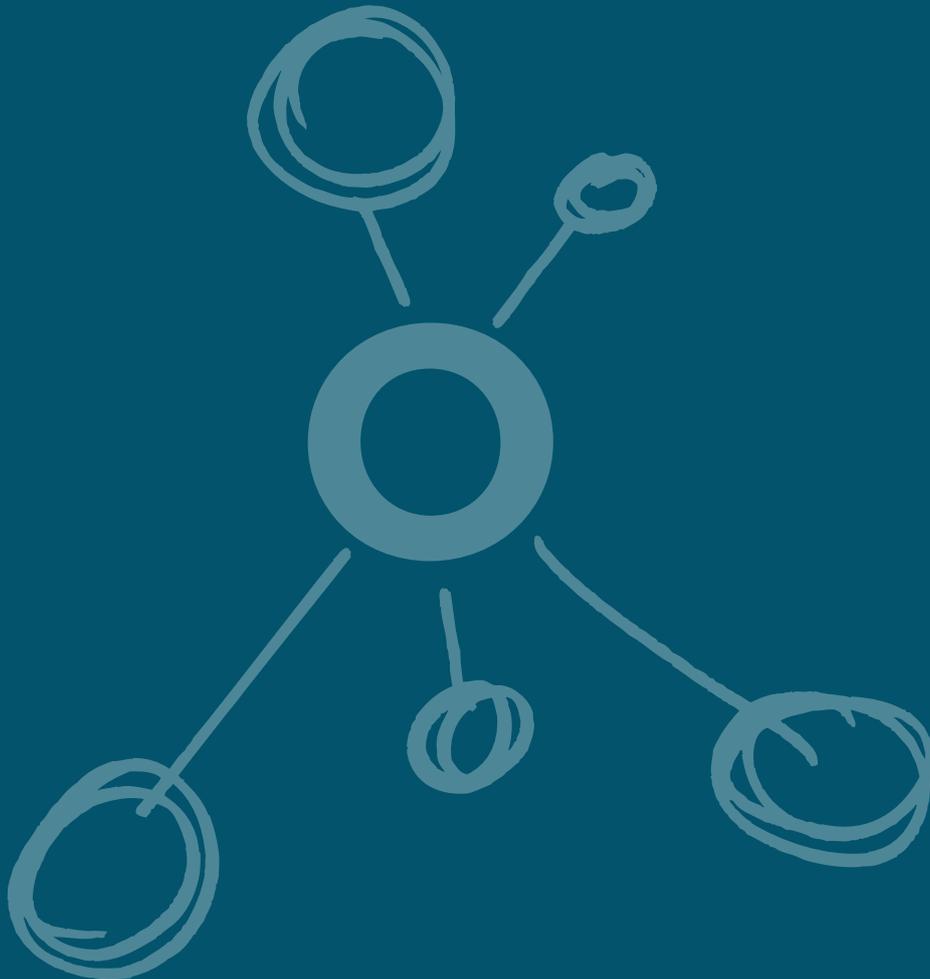


StandAlone

THE IMPACT  
OF OUR PRESS,  
MEDIA AND  
INFORMATION  
AND ADVICE

# CONTENTS

- Stand Alone's website
- Information and Advice
- Focus on Christmas - December 2015
- Other press work in 2015
- The overall impact of our press
- What do people think about Stand Alone's support?





“Just that you exist is very supportive. Finding out that I wasn’t alone in my estrangement made a big difference for me.”

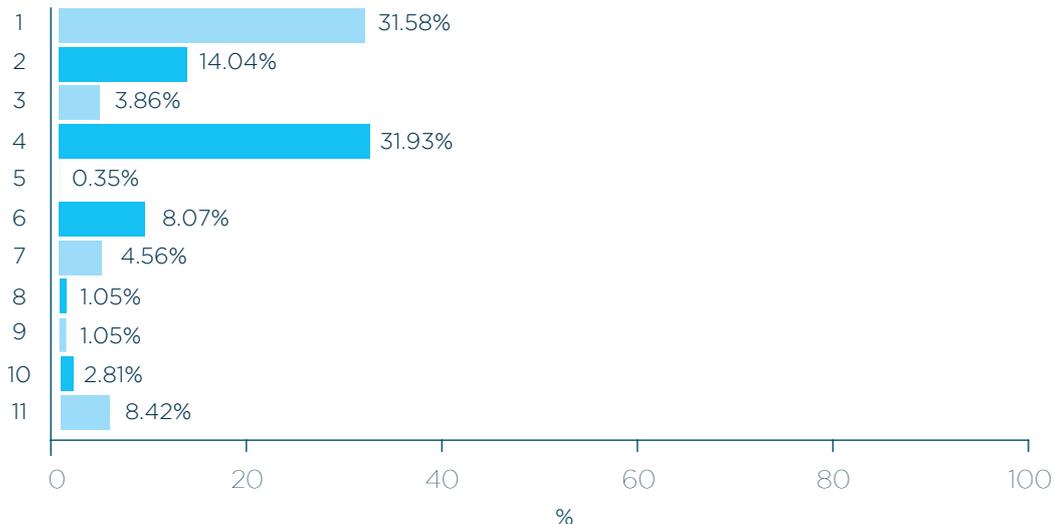


**This report brings together the findings of an impact survey around our information and advice and media work. 302 people responded to an online survey, carried out in April 2016.**

# STAND ALONE'S WEBSITE

- **80,511** unique users accessed the website between March 2015-March 2016
- Each user spends an average of **2.12** minutes on the website
- Each user looks at an average of **2.6** pages per visit.
- Our web traffic has **more than doubled** compared to the previous year.

## How did people find out about Stand Alone?



1. In the media (TV, pint radio feature or online article)  
2. Facebook  
3. Twitter  
4. I used an online search engine (ie Google)

5. I saw a flyer or poster  
6. Another website  
7. A friend, colleague or relative referred me  
8. A professional (such as an advisor, GP, counsellor or social

worker) signposted me  
9. I listened to a presentation or met a Stand Alone representative  
10. Student Finance England referred me  
11. Other

## Top media referrers

The  
Telegraph

theguardian

mumsnet  
By parents for parents

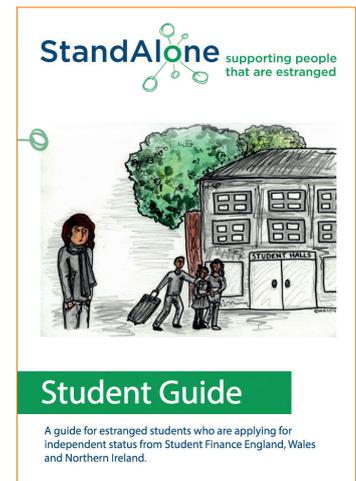
BBC

GOV.UK

Student  
Loans Company

# INFORMATION AND ADVICE

“ I found the guides very helpful to feel less alone, validate my feelings and provide useful tips for how to cope. It is very powerful to feel less alone. ”

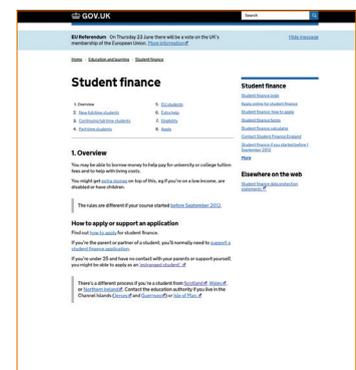


## Student Finance Guide

The Student Finance Guide has been the most popular landing page on our website between **March 2015** and **April 2016**.

**29,158** unique users have accessed the Student Guide in this period.

The 'Student Finance Guide' went live on the **GOV.UK** website on March 2nd leading to a distinct increase in web traffic for the charity.

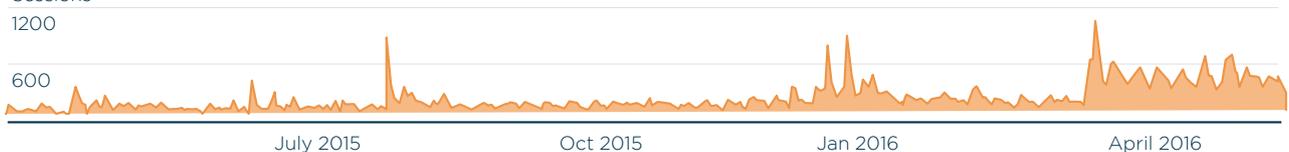


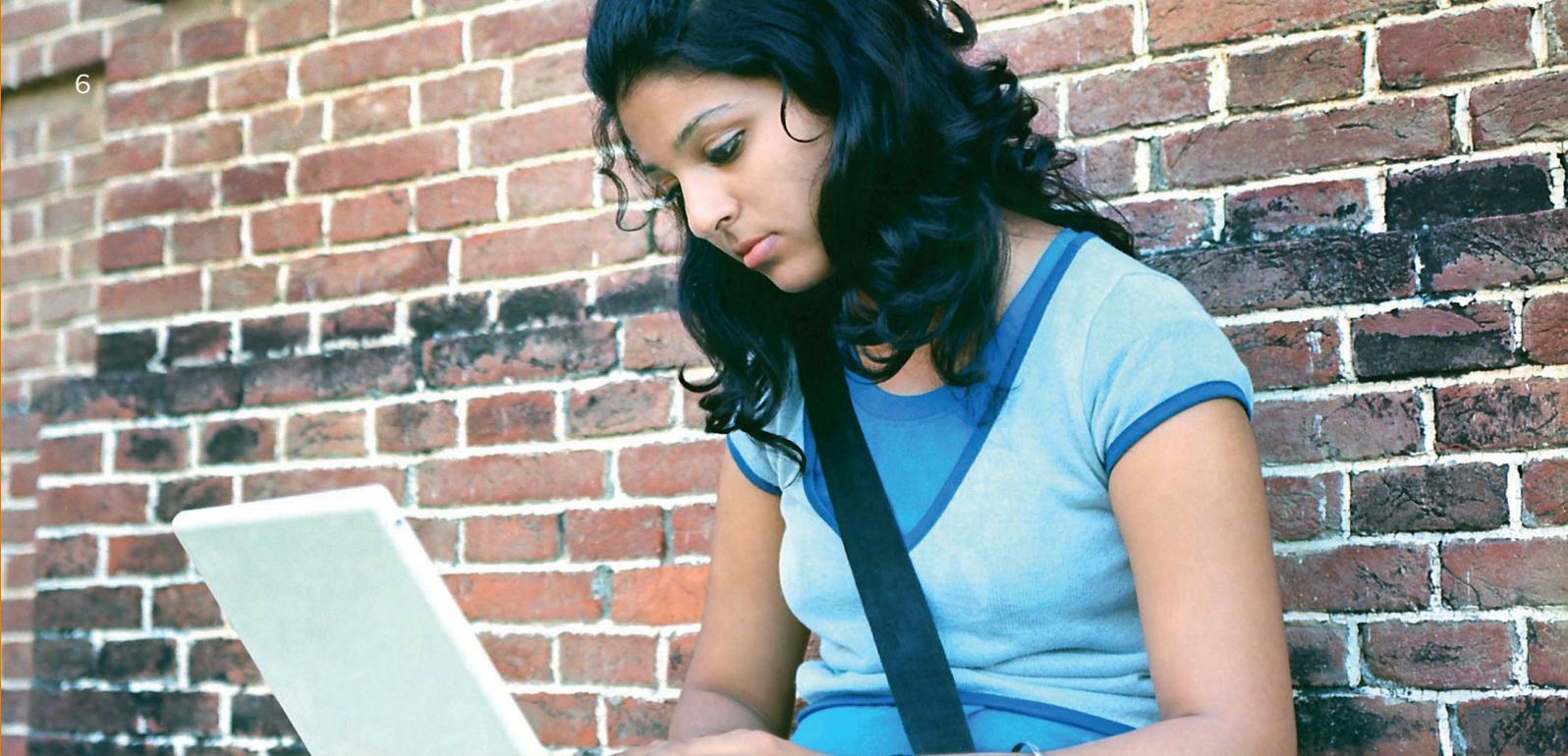
Sessions

1200

600

July 2015 Oct 2015 Jan 2016 April 2016





## 80% OF PEOPLE ASKED FOUND THE STUDENT GUIDE HELPFUL WHAT DID THEY SAY?

### Student Support Advisors

**“Stand Alone give me clear information that I can pass on to students and somewhere to signpost our students for further support. I think it sends a message to them that they’re not alone in this and there is independent support and understanding out there.”**

“I was already concerned about students in this situation and tried to support them the best way I could. This helped me to support them much more effectively.”

# STUDENTS

"I felt less confused about the process of proving my estrangement to SFE."

"It's been really important for me in feeling stronger as a person and more hopeful that life won't always be as hard as it is whilst I am at University. Seeing others on the Facebook page and knowing they are surviving helps me to survive too."

"Being estranged is a very difficult thing to go through, not many people don't have the support of their parents. Dealing with SFE can be very difficult when you don't have 'proof' such as social workers to back up your case."

"Massive support!! I nearly gave up until someone rang me from Stand Alone!"

"It shed light on an area which it is hard to find other information about."

# GUIDE FOR ADULT CHILDREN ESTRANGED FROM THEIR PARENTS.

**17,476 unique users have accessed this guide between March 2015 and April 2016**  
**77% of people asked found the guide helpful**  
**18-35 year olds were more likely to find it helpful than 35-65 year olds**

## What did they say?

“It was just good to know that I am not alone. I would love to come to a support group but because I live far away the textual material is very useful instead.”

“I remember reading these guides under the covers on my smartphone at 3:00 am when my estrangement from family members had kept me from rest. Reading thoughts that so accurately described my predicament was relieving and empowering. It became clear: this is where I am and I need to go forward.”

“It helps to explain the feelings that accompany estrangement and provides a path to follow for healing.”

“It was ok but I wanted something more personal.”

**“I began to realise that there are many others in my situation. When I read the guides it seemed that the author really understood my feelings.”**

### Family Estrangement: Advice and Information for Adult Children

It can be painful to find yourself in the position where a relationship with close family members is untenable. The information in this guide will help you to think about the outcomes that you want for yourself in relation to your current family situation, or life without a family network.





## GUIDE FOR PARENTS ESTRANGED FROM CHILDREN

**5,504 unique users have accessed this guide between March 2015 and April 2016.**

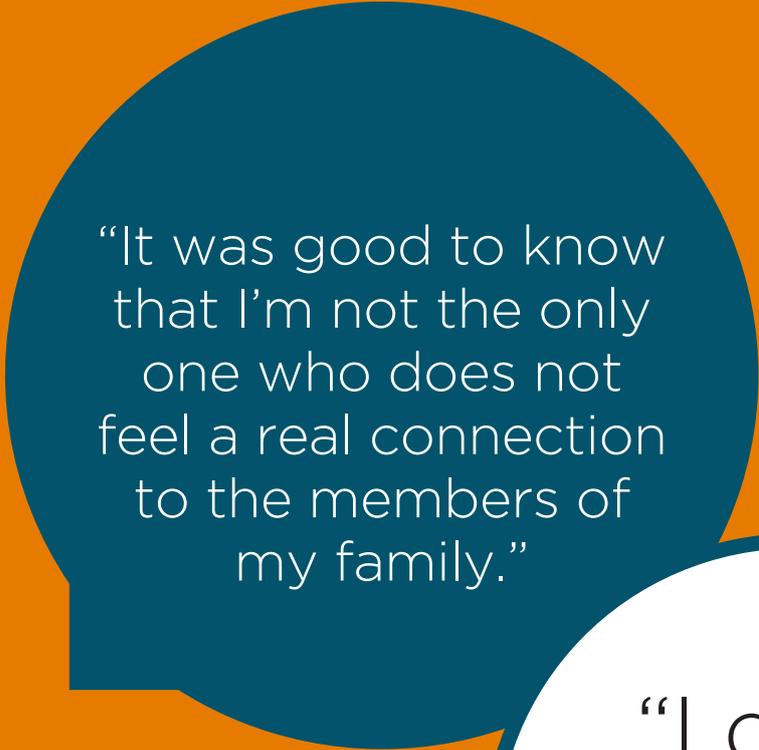
**60% of people asked found the guide helpful**

**29 % said they weren't sure if they found it helpful**

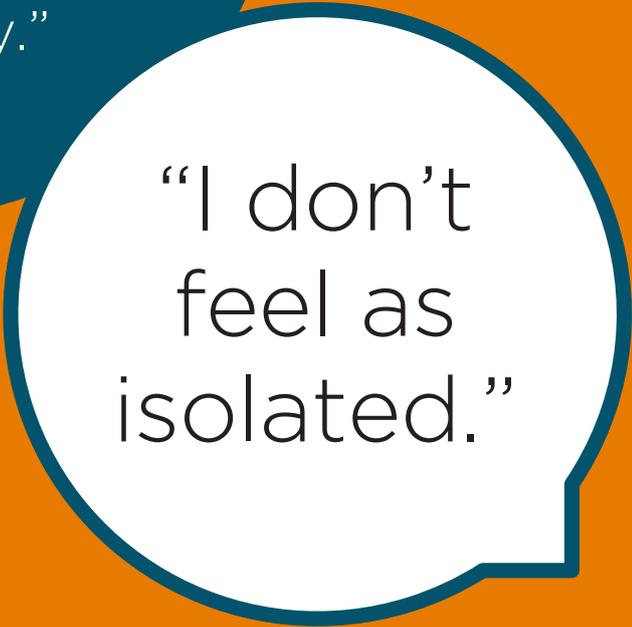
**“I was able to feel less alone myself and understand how estranged family may be feeling.”**

“Confirmed that my feelings were common. Also, that the approach we were taking was right - not blaming and leaving door open for future.”

“I don't think all the advice coincided with how I saw what was best for me. It was helpful mainly in just emphasising I was not alone and that life goes on.”



“It was good to know that I’m not the only one who does not feel a real connection to the members of my family.”



“I don’t feel as isolated.”

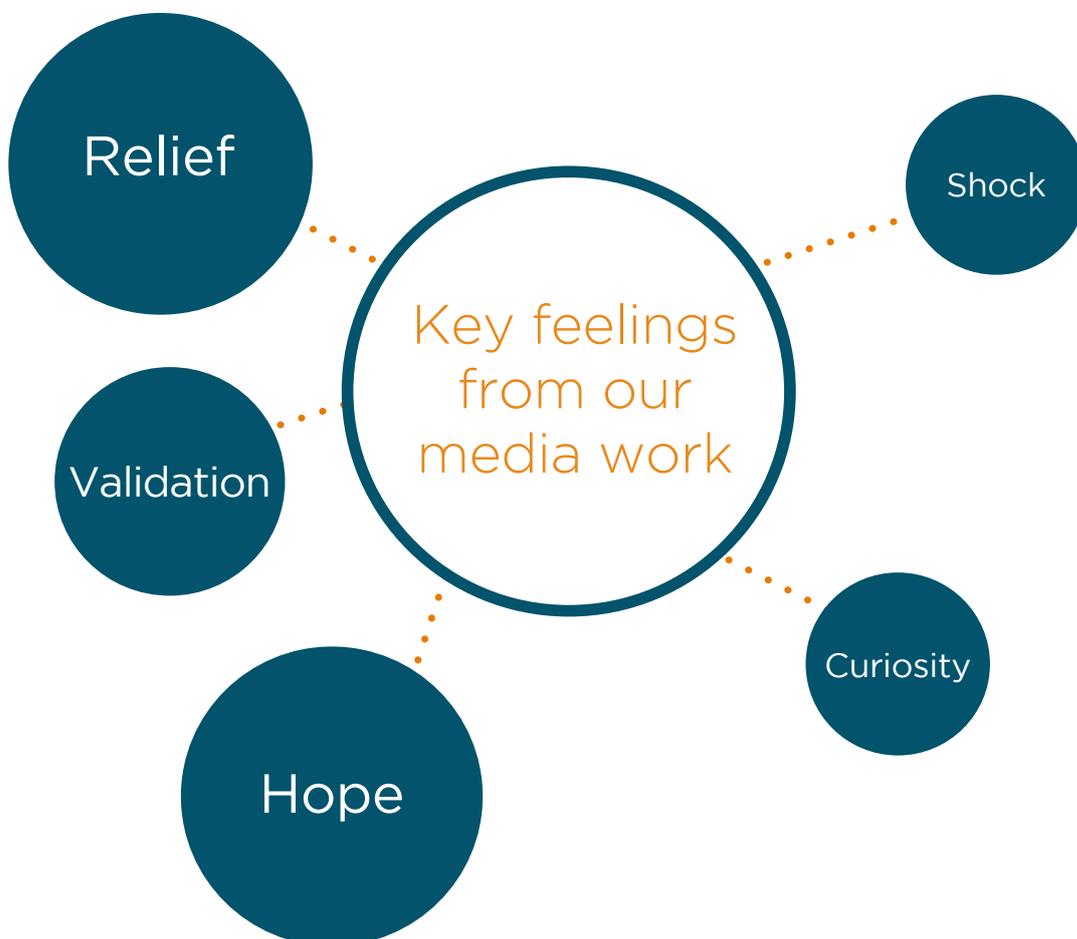
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# OUR MEDIA WORK

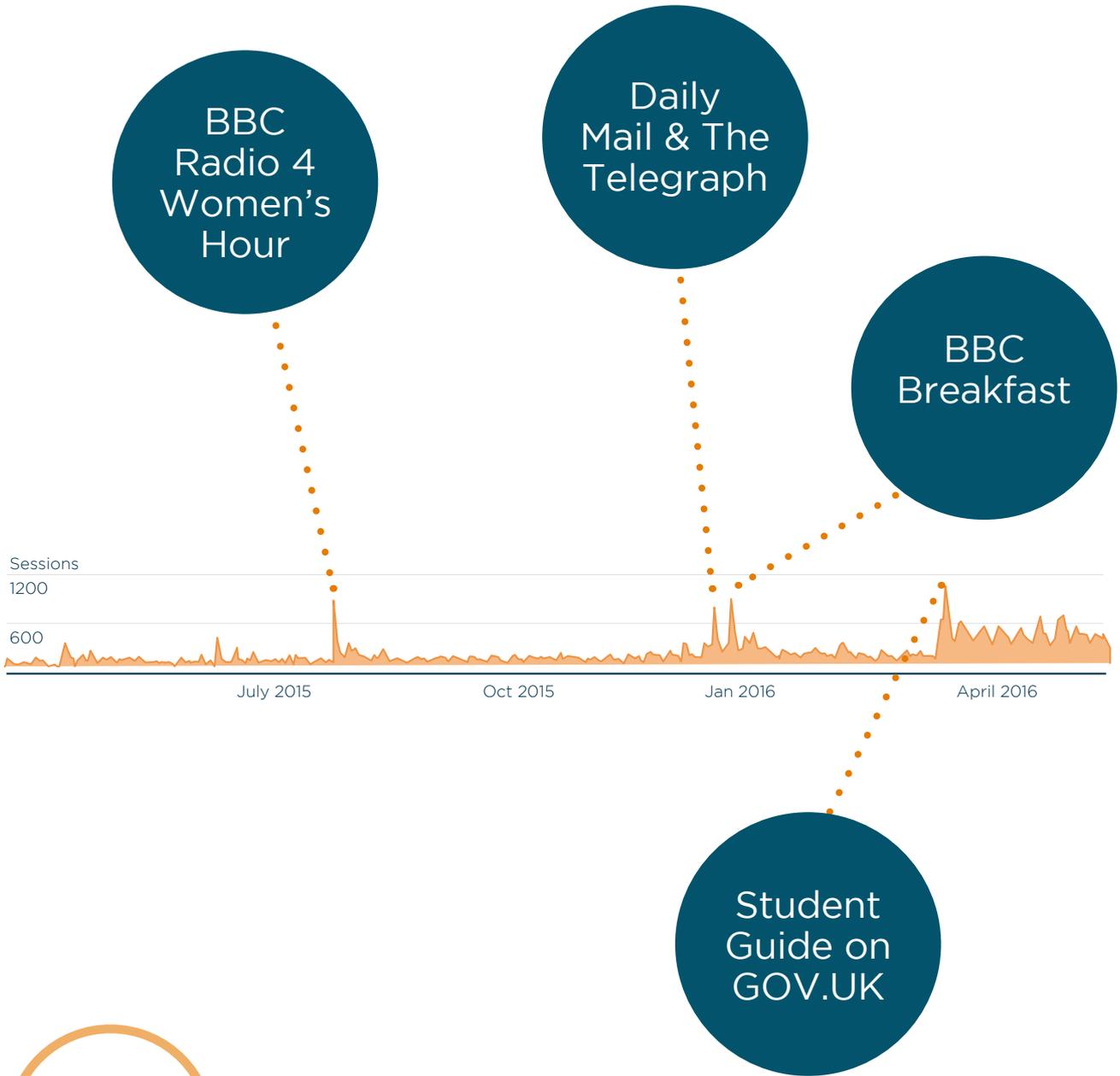
It is undoubted that our media work drives up awareness about our presence and the issue of family estrangement. The graph on page 12 shows the peaks in web traffic, which are created by media work and talking about the issue of family estrangement.

When we asked about the impact of our media and press work, our beneficiaries most commonly reported that they felt less alone by hearing other's stories and that their sense of isolation had been broken down.

Stand Alone has facilitated six beneficiaries to talk about their experience of estrangement in the national media in 2015.



# WEBSITE DATA



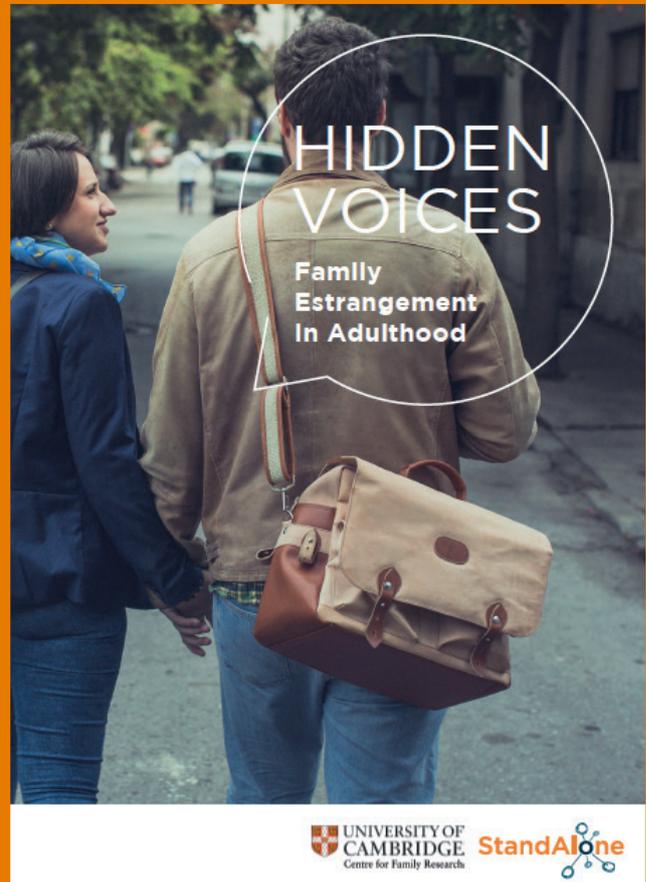
# MEDIA WORK - CHRISTMAS 2015



Our research shows that the festive period is often a time where our beneficiaries feel the most isolated. The following pages will evaluate the impact of our media and advice work over the festive period in December 2015.

**We reached over 9 million people with the media coverage around our 'Hidden Voices' report with University of Cambridge, which detailed the accounts of around 800 people impacted by family estrangement.**

**Stand Alone had 11 features in the media over the build up to Christmas in 2015.**



I did this survey, and it's been really affirming to look at my answers and see in black & white that I'm not alone.



Hidden Voices report is excellent - and surprisingly reassuring - especially at this time of year.

## BBC1: BBC BREAKFAST

**24 people in our impact survey indicated they had specifically watched the item on BBC Breakfast news with our Chief Executive, Becca Bland. There was an even spread in terms of the ages of the people who responded.**

**137 people got in touch with the charity as a result of watching the feature.**



**Some were estranged from a child or children...**

“It made me feel I wasn’t alone with this situation and that there may be help out there.”

“It made me feel that I was not alone and not a bad parent.”

**Some were estranged from both of their parents...**

“It was very interesting to see a human talking about it.”

“I was relieved and comforted that I am not alone in my family estrangement, grateful that the issue is being highlighted more.”

“It gave me hope that I could experience some understanding support.”

“ I think it’s really helpful to have 6 minutes of balance on TV when everyone else is playing happy families at Christmas.”



“ I thought, Thank God! There is someone out there, with whom I can share my pain, someone to talk to, unfortunately, you are not based in the North West of England. ”

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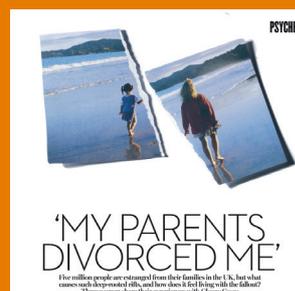
# OTHER PRESS WORK IN 2015

“The article made me feel more normal that people are talking about this, as I am rather ashamed of my estrangement.”

**We had a feature published in Marie Claire in September with four case studies from our organisation**

“It felt amazing to read other peoples stories that were similar to mine. Before then I never thought anyone else suffered from estrangement from close family members.”

“It was massive relief to know I wasn’t alone but great sadness to know so many people were experiencing the same as myself.”



We also had features on:



“Wow.  
It’s not  
just me.”

“I related to it  
and realised that  
my situation is  
much more  
prevalent than I  
thought and maybe  
it’s not just me”

“The programme  
crystallised my thinking  
and helped me realise  
that the estrangement  
problem was at long  
last, being adopted by  
mainstream powers-  
that-be, as a serious  
matter that needs to be  
addressed by society.”

“Now I  
understand  
that others  
feel the  
same.”

“It was the first  
and only time to  
date where I have  
heard someone speak  
publically about  
estrangement. I felt  
hopeful about my  
own situation after  
listening.”

**“Relief!  
Feeling that  
I’m not the  
only one.”**

# FESTIVE GUIDE

**2,598 unique users accessed this guide in December 2015**

**75% of people asked found the festive guide helpful**

## What did they say?

“It’s not rocket science but just lots of helpful reinforcement be nice to yourself at Christmas, ideas.”

“It was quite comforting and reassuring to read about emotions/issues that I regularly experience but do not really give a voice to. It helped me to feel less isolated.”

“I felt very worn-down due to the overwhelming media images, chatter at work, yearly clichés about it being a family time. The guide gave lovely suggestions about how I can look after me and make it a time to make myself truly feel good, and enjoy the holiday in my own way. I had never truly felt reassurance like that before.”

“It wasn’t helpful in that it didn’t offer solutions.”

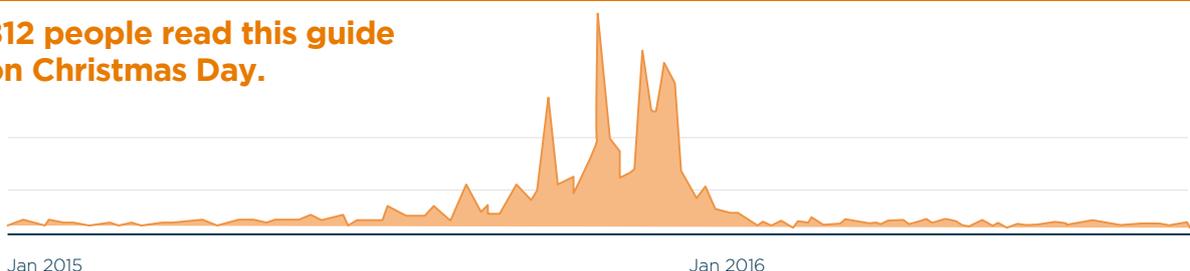
“It was helpful because it was nice to read that some people are alone at Christmas and that it’s ok to struggle with family at that time.”

**StandAlone** supporting people that are estranged



**Festive Guide**

**812 people read this guide on Christmas Day.**





# THE OVERALL IMPACT OF THE CHARITY

“ You helped me when I had no one in real life that I could turn to, because real life never takes the lid off these situations and sees this.”

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**We asked ‘How do you feel overall about the support that Stand Alone offers?’**

**The majority of the respondents highlighted how positive their experience with the charity had been.**

**There was an even split between parents estranged from children and adult children estranged from parents and no significant differences in age groups.**

**Those who had accessed a support group or workshop were more likely to have responded positively.**

“I’ve attended one session which I came away from feeling so much better. It was inspiring.”

**“It has been very helpful to read articles - they might not specifically be relevant but sometimes just knowing you’re not alone helps”**

“I think it’s incredible. Just knowing that there are people who support you, understand you, and you’re not alone is extremely powerful. I can’t thank Stand Alone enough for this.”

“I’ve found your support groups particularly helpful - it helps me to talk about my estrangement with others who understand or can relate to my experiences, and being able to discuss different ways to cope. No other charity or organisation offers that kind of support for people in our position.”

**1/3 of people felt positive about the support we offer but felt it could be improved by offering face to face support in their locality.**

