

How friends and whānau can play their part

Friends and extended whānau are often the people who parents and children turn to first. Your support, encouragement, and presence can make a real difference – offering connection, reducing stress, and helping children feel valued and safe within their wider circle of care.

Be a friend to parents and caregivers

Check in, offer support, reassurance, and lend practical help like meals or childcare—especially for new, young or solo parents. Even small acts of kindness can make a big difference.

Connect with tamariki and rangatahi

Spend time with them to play, listen, and show interest. This shows children they matter and helps them feel safe and valued.

Be a positive role model

Children watch, absorb and learn from what's going on around them. Showing respectful, calm communication and healthy relationships supports a positive environment for everyone.

Strengthen your community

Get to know local whānau, welcome new neighbours, and include them in community activities and local emergency plans. This helps build a sense of belonging.

Be an active bystander

If something feels worrying or unsafe for a tamariki or rangatahi, speak up in a safe and respectful way, or seek advice from someone who can help.

Encourage children to communicate

Support open conversations about safety and let them know they can share concerns. Help them identify trusted adults they can go to if they feel unsafe, such as a parent, whānau member, teacher or counsellor.

Celebrate good things

Acknowledge children's achievements and recognise and encourage parents and caregivers doing their best.

Offer support when needed

If you're worried about someone, reach out with care or help them connect with support services that will work for them.