

# 0800 HEYBRO Case Study

Keeping whānau safe

## Making an impact

*The 0800 HEYBRO line is private and confidential, therefore this case study will refer to the caller as Tane.*

Tane never thought that he would be the type of man to be physically violent towards women. But when his relationship with his partner started breaking down, he could feel his rage bubbling beneath the surface and his self-control starting to slip from his grasp. He turned to drugs and alcohol to suppress these feelings, but it ended up making things even worse.

Asking for help was not something he had been raised to do. In fact, in the rural community up north where he lived, there was a general perception that only weak men would ask for help. But Tane knew he wasn't weak, and he needed support. So, he finally plucked up the courage to call 0800 HEYBRO.

### Key metrics

The line is managed 24/7 by experienced kaimahi that can direct callers to specific information/services as well as offering support where possible.



**120**

Calls per month on average



**2,483**

Calls since the initiative started

Through the 0800 HEYBRO line, Tane was referred to a hauora service by the kaimahi who took his call. He then began to think about the other men in his community who could be facing similar battles and may not know where and whom to reach out to if they needed support, which inspired him to build a support group for men so that they could also experience the benefits of reaching out to others who understood them and their situations.

A few years have passed since that initial call, but this male-only support group is still operating out of a community hall up north. Tane had almost forgotten about the HEYBRO line until he recently came across a HEYBRO post on Facebook. He decided to call the line to see if it was still operating. A kaimahi picked up his call, but Tane immediately hung up. The kaimahi called back and asked him if everything was all right. He told him this story – that he was struggling a few years ago but how that one 0800 HEYBRO call had helped him so much, and how he was inspired to go out on his own and develop his own service for men in his community.

Through this call, Tane was able to gather some more resources for his support group and was provided with some mentoring and advice from the kaimahi who called him back. Tane also mentioned how he had noticed a drop-in group attendance due to pandemic-related anxieties but found in these most recent COVID times that group numbers had increased, despite the cases of the virus being at their highest.

One of the most common themes in many of the 0800 HEYBRO calls these days is the struggle with isolation, due to COVID-19. This pandemic has presented a fair number of challenges for whānau. People are finding themselves more confined to their households than ever before, and pandemic-related anxieties are increasing. All of this can cause a lot of tension in homes, which means many whānau members need an outlet to receive support and guidance from those who understand what they're going through.

## Who can ring the line?

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Tāne

The 0800 HEYBRO line can be used by men who need support or mentoring.



Wāhine

It can also be used by wāhine to use to help de-escalate their partner in a high-risk situation, or if they feel like they're at risk of hurting themselves or someone around them.



Tamariki

It is also open to tamariki and rangatahi to call. Many kids are witnesses to high-risk situations, and the HEYBRO line can be used to support them too.



Rangatahi

All calls are private and confidential unless permission has been granted by you to seek another professional's support. This service is designed to help those in crisis, to connect people with other services within their communities, and to uplift, mentor, and tautoko our whānau.

The line is managed 24/7 by experienced kaimahi that can direct callers to specific information/services as well as offering support where possible. So, if you feel like you may harm someone, yourself, or know someone who may be harmed, pick up the phone and call **0800 HEYBRO (439 276)**.

## History of 0800 HEYBRO

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The idea was formed back in 2018 by Damien Petersen when he was lying in bed talking with his wife of 22 years; Family Harm Reduction Leader at the time. They discussed she would have access to victim support if anything bad happened to them, but he would have no one to turn to, and neither would have any preventative support.

There was only two tāne answering the calls for the first few months, talking to those who might be feeling angry, isolated, or frustrated by their situations. The initiative now receives calls from around the motu and has a team of kaimahi who manage the line.

[hewakatapu.org.nz/services/0800-hey-bro](http://hewakatapu.org.nz/services/0800-hey-bro)

