



# Here to help

**We all need a little bit of help sometimes, especially when it comes to keeping our family healthy and happy**

In collaboration Dr. Angharad Rudkin, Clinical Psychologist and mum, and Dr. Roger Henderson, Family GP and dad

***Olbas***<sup>®</sup>

Both Dr Rudkin and Dr Henderson are independent experts and do not endorse specific medicinal products

### Introduction in collaboration with Dr. Angharad Rudkin, Clinical Psychologist and mum of three

Dr. Angharad explains how seeking support is in our DNA; “We are social beings, designed to rely on others to keep us safe and well from the day we are born.

Babies, infants and children are reliant on their social network to learn about themselves and the world and, as they grow, so does this network. Adolescence is a time when young people build their network of people, which prepares them for their eventual move from home.”

Recent research from Olbas shows that even as adults, we continue to be reliant on others to help us get on in the world, whether it’s for information on how to fix our car, advice on the best high chair to buy or tips on how to get our babies to sleep. This research found that we ask for help over 6,000 times in our lifetime, a reflection of how much we learn from others’ experiences and points of view.



Dr. Angharad continues; “We tend to need more support when we are going through times of change and uncertainty, such as the first call from nursey saying our little one is poorly, or times of transition such as moving to

a new house or job. All of these events can lead to spikes in our worry levels. Our support network can give us much needed comfort as well as practical guidance at these times, all of which helps to bring down our worry levels.”

Although we seek support from a wide range of people, our mums remain at the core of our support network, especially when we become parents for the first time. Their trusted experience and lack of judgement are particularly important at such times.

### “The benefit of a strong support network goes both ways”

Summarising, Dr. Angharad suggests that “knowing we have people in our support network who can give us help and guidance leaves us feeling accepted and cared for, which boosts our self-esteem as well as our well-being. Let’s not forget that the benefit of a strong support network goes both ways, with research showing that giving advice and comfort is just as much of a boost to our well-being as receiving support and care.

Parenting is the hardest job out there, and we get no textbook to help us on the way. Instead we rely on those people around us to guide and support us through this amazing journey.”



# Helping Hands

Whether it's our friendship circle, other half, parents or other family members, most of us have a special support network of people around us who we can turn to for support, advice and help when we need it. Having people around us that we trust and can rely on has a big impact on our health and wellbeing, supporting us when we need it most, whether that is through a major life event such as moving house or the birth of our children, or even something as small as choosing the perfect paint colour.

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According to the latest research from Olbas, we will seek help on over 6,000 occasions throughout our lifetime and typically call on 31 pairs of hands to provide that much needed support and guidance. This seems quite a large group of people but when you break it down, it's heart warming to see how our relationships change as we get older.

As we enter our early years of adulthood, we look towards a father figure to guide us along our path to becoming a 'grown up'. In our early twenties, education choices, career advice and money management are the key things we need our dad to help us with and as we grow older, we seek his support with buying a property and keeping the garden looking lovely.

35%

Mum knows best with 35% saying they will follow their mum's advice over their dad's



It's not surprising that the people we call on changes depending on our life stage, but there is one person who stands out as our main caregiver throughout our life and there are no prizes for guessing correctly. It seems mum truly does know best.

6,000

We ask for help and advice on over 6,000 occasions throughout our lifetime



Almost a quarter of us admit that our mum is our 'go to' in life in terms of seeking support, and with the average age of first-time mothers being 28 and first-time fathers 33<sup>1</sup>, it's not unsurprising that our need for our parents is even more pertinent as we become first-time parents. The arrival of a newborn baby is a time of tenderness and excitement but also exhaustion and uncertainty, demonstrating that even as adults we need love and reassurance from our parents at times of change, and our mum is the first person we seek out for this role.

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The support that my mum offers me is invaluable. I know that I can go to her whenever I need her and she will always be there for me – and my children – whether that is to help with the school run, provide advice on how to treat a cold or take the kids out for the afternoon so I can have a bit of 'me time'. I am fortunate to also have a number of very close friends in my support network, who I have known since I was first pregnant and have helped me to raise my children, but it really is my mum who stands out as my saviour.”

**Kate Williamson, 47, mum of Anna, 16 and Will, 13**



<sup>1</sup> Office of National Statistics, 2018 (<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/livebirths/bulletins/birthcharacteristicsinenglandandwales/2018>)



But while we lean on our mum for emotional support, it seems she is also our go-to when it comes to more practical support, particularly when it comes to health advice, whether that is relating to our own concerns of the wellbeing of our children. A quarter of us ask for advice on how to get the baby to sleep, followed closely by what a rash or mark means, how to change a nappy and how to deal with tiredness. In fact, over half of us have drawn on advice that has been passed down through the generations, once again showcasing the power of parents.

## A quarter

Almost a quarter admit that their mums are their go-to in life, no matter how old they are



Our support networks are not limited to just mum and dad, each person in our family has their own role in helping us. We go to our siblings for help with technology and how to master recipes in the kitchen, and our friends for help with relationship woes, buying cars and fashion advice.

Dr. Rudkin comments "Life is a constant process of learning, with most of this learning taking place through conversations and shared experiences



with our support network. Having strong connections with a range of people from colleagues and neighbours to friends and family, means that we can make the most of the richness of their experiences.

The people in our support network may come from a different generation or have very different personal or professional backgrounds, giving us different advice and support depending on what help we need. This means we can use their advice, knowledge and faith in us to help us make the choices which feel right for us and our family."

Although we seek help from many people in our life, the following list shows who our first port of call is when we need advice for:



Treating illnesses  
**Mum**



Parenting  
**Mum**



Relationships  
**Friends**



Moving house  
**Dad**



Gardening  
**Partner/spouse**



Finances  
**Dad**



Career  
**Partner/spouse**



Cooking  
**Mum**



Technology  
**Partner/spouse**



Car maintenance  
**Dad**

# Helping to keep your family healthy

The purpose that our support network serves will be specific to every individual, and we will reach out to different people for help and advice for different reasons, but it will mostly be to take advantage of their life experiences and areas of expertise. The study shows that almost a third will ask different people for help on the same topic to get a variety of responses. The emotional support we receive from members of our support network is vital but so is their practical advice when it comes to keeping our family physically healthy.

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When we feel ill, need a lot more comfort and reassurance from those around us.”



Parenting is all about learning on the job and seeking guidance from those who have been through the experiences that we need to navigate is crucial to maintaining a healthy home with healthy family members. Your little one being sent home from nursery or school poorly for the time, an over-excited toddler slipping and knocking their head or their first case of a cold are all examples of times when we might need guidance from friends, family or healthcare professionals to help us bring our children back to tip top health.

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When we become ill, our attachment system is similarly triggered.”

The research from Olbas tell us that not everyone knows what to do when their child experiences their first case of the sniffles or a wheezy chest, with almost a third saying that it made them feel worried and a further one in ten saying they felt ‘clueless’ as to how to treat it. Perhaps unsurprisingly, health is one area that we turn to our mums for advice on the most, with almost a fifth saying that they seek help from their mum about what medicine to give their child when they are poorly.

It isn't just people we look to when seeking guidance. The internet and social media platforms are a home for communities that many of us will reach out to for help and advice. Over one third of us use medical websites such as the NHS when we need questions answering, and the same number will use resources such as YouTube, with just over a sixth using Facebook to access a support network that can help. The digital world is a powerful and easily accessible place. So, whilst it isn't unsurprising that so many of us turn to Google for advice, especially in the dead of the night, caution must always be taken when acting on advice taken from third party sources.

Dr Rudkin comments: “When we feel ill, the world as we know it changes ever so slightly, so we need a lot more comfort and reassurance from those around us. Babies are born with a ready-to-go attachment system, which helps them form crucial, protective bonds with parents in the first few years of life. When they cry, we pick them up, and when they fall over, we kiss their sore knee better. But when our children become poorly, it is a lot harder to just kiss it away, leaving parents feeling helpless and worried.

Talking to other people who have gone through this, and getting advice from them on how to cope, helps to normalise our feelings as well as give us pointers on the best way to care for our poorly patient. When we become ill ourselves, our attachment system is similarly triggered, and we seek the comfort and reassurance of those around us. Feeling understood and cared for helps us to get through these times, meaning we emerge from them even more knowledgeable and stronger.”



**Dr Roger Henderson, GP and dad, offers some practical advice on how to treat the symptoms of a cold.**

"Symptoms of a cold are usually a running or blocked nose, sore throat, headache and a cough which usually starts on the fourth day when the nasal symptoms start to ease.

**More than half**

More than half of us believe it's natural for advice to be passed down through generations



**1 in 10**

A further one in ten said that they felt 'clueless' as to how to treat it



There are no drugs of proven benefit for treating the common cold, and antibiotics do not alter its outcome, with the average length of a cold being seven to ten days. Treatment is therefore aimed at providing relief of symptoms.



**There are no drugs of proven benefit for treating the common cold.**

Painkillers and other OTC medicines can be used but always read the label and check with a pharmacist if you are unsure of usage, especially for children. It is important to have an adequate fluid intake when suffering from a cold to keep well hydrated, and decongestants can provide short-term relief of a blocked nose."

**Olbas for Children:**

This is especially formulated for infants over three months old, helping even the smallest of blocked noses breathe easy. All it takes is four drops of Olbas for Children on a tissue or hanky, placed out of reach to release soft and natural vapours to gently soothe those stuffy little noses.



**29%**

When asked how they felt when their child had their first cold, 29% said that they were worried



When Amelia was 16 months old, she was sent home from nursery unwell for the first time. She had a cold, was quite lethargic and had a slightly elevated temperature. My wife and I weren't necessarily worried but we did want to help her feel less uncomfortable, so we tried Olbas for Children to help relieve her stuffy nose. We also checked in with our parents to see if they had any bright ideas, and we were advised to give her lots of water, cuddles and rest! As working parents, our support network, particularly our own mums and dads, is essential to help us do the best for our children and we trust their advice implicitly.

**Max, 32, dad of Amelia, 4 and James, 1**



<sup>2</sup> Source: IRI Total Decongestants category, Value sales, 52 weeks ending 3rd October 2020. Total UK

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My support network is a hugely important source of happiness for me. Regular contact with my best friends who live just down the road, and my mum who is in the Caribbean but only a phone call away, enables me to be the best mum I can be. I know that the happier I am, the happier my children are and I make a concerted effort to lean on the people who I know love me to help me achieve this goal. ”

**Vale, 35, mum of Sarah, 14 and Jessica, 12**



# Helping to keep your family happy

A strong support network has huge benefits for our emotional wellbeing and happiness. Feeling loved, cherished and valued, and knowing that we do not have to face challenges on our own, are all wonderful advantages of having people in our life who we can rely on for help, support and guidance. As a result, our coping skills develop and our self-esteem and feelings of self-worth can all increase, leading to greater feelings of happiness. These feelings of happiness can help to combat stress, boost the immune system and protect your heart<sup>3</sup>, to name just a few benefits.

## More than half

More than half of us like to be thought of as helpful – and helping other people is good for our happiness, too



<sup>3</sup> [https://greatergood.berkeley.edu/article/item/six\\_ways\\_happiness\\_is\\_good\\_for\\_your\\_health](https://greatergood.berkeley.edu/article/item/six_ways_happiness_is_good_for_your_health)

Advice on everything



We typically offer advice on everything from finances, to recipes to try and even what films to watch

If we are happy, then we are in a better position to make our children happy – and that is what every parent wants. Children are remarkably perceptive and will often pick up on and mimic any negative feeling that their parents are displaying. It is not uncommon for a child to display ‘bad’ behaviour when mum or dad is having a tough day, and this is often because they have identified a negative feeling – stress, for example – and are responding to it.

It is when we are experiencing feelings of stress, anxiety or being overwhelmed that we should call on our support network for help. Whether it’s a listening ear over a calming cup of tea, someone to take the children off your hands whilst you have some time to recharge, or a few wise words from someone you respect and trust, sometimes even the smallest gesture can make a big difference. Whatever you need and however you receive it, reaching out to someone in your support network when your emotional wellbeing feels off balance is vital to ensuring a happy home and a happy family.

<sup>4</sup> <https://www.happify.com/hd/happiness-by-the-numbers/#:~:text=happiest%20one%20yet-.40%3A%20The%20approximate%20percentage%20of%20your%20happiness%20that%20is%20truly,%2C%20behaviors%2C%20and%20life%20circumstances.>



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As we know, a happy parent often equals a happy child!

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Dr Rudkin comments: “Feeling as if we are part of a tribe is crucial to our well-being. When we are born, our tribe is our family, and as we grow up this extends to friends, teachers, colleagues and partners. To be accepted and loved for who we are is a turbo boost for our well-being.

This is especially so at times of change and worry such as becoming a new parent or feeling poorly. Knowing that we have people around us who we can lean on, and gain comfort from, helps us to maintain our health and our happiness, two essential pillars of well-being.

## We like helping

We like helping our mum, our other half and children the most



Our children take their emotional cues from their parents, looking to them to help with understanding their own emotional experiences. When we feel happy and content as parents, our children are likely to also feel happy with themselves and with life. This happy mindset means they are more able to explore, enjoy and thrive.”

# Conclusion

From the moment we are born, our mum and dad are our core support network and we rely on them to survive. As we grow, we form additional bonds with extended family members, siblings, friends, partners and colleagues, all of whom form part of a much bigger support network. We will go to different people for advice about different things, and what we need advice on changes as we get older and we enter different life stages.

Becoming a parent is one of the biggest and most exciting milestones that we experience – and it is as we enter parenthood that our support network really comes into its own, particularly our own mums. Navigating change doesn't necessarily become easier the older we get, especially with sleep deprivation layered on top, and it is as we enter this new phase that we realise that, once again, we need our own parents to help.

For some, it can take time to find your tribe. From parenting groups to neighbours, our support network can come in many different forms. When you do find those helping hands, the contribution they make to your life is invaluable. Whether you need advice on how to treat your little one's cold, or help packing up and moving to a new house, a strong support network is crucial to finding happiness in life.



## Claire Campbell, Brand Manager for Olbas

"We conducted this research as we wanted to understand what 21st century support networks look like and the positive psychological impact they have on us. It is no surprise that mum comes out on top with dad not far behind, and interesting to see that one in ten of us turn to brands for help when we need it. With family networks and friendship groups often spanning the globe, technology has made it possible for support networks to feature people on the other side of the world, and the internet has made it possible for us to seek out information that would otherwise not be accessible.

We want people to know that Olbas is here to help. We have products suitable for both adults and children in a variety of forms to give people the ability to breathe clearly and offer relief from congestion."

## About Olbas

Looking after families for generations, Olbas has been helping noses big and small find relief for decades, and noses don't half have a hard time! They get blocked and bunged up with winter colds and attacked by hay fever in summer. Noses large and little suffer congestion, sneezes and snuffles, and get rubbed raw by hankies.

**Olbas Oil** is a special mixture of pure plant oils, with ingredients including clove oil, eucalyptus, juniper berry and cajuput. It's the combination of these natural ingredients which releases those famously powerful natural vapours.

**Olbas**, the UK's number one decongestant oil brand<sup>5</sup>, is here to help ease even the smallest of blocked noses. Olbas has a product for every nose and will work hard to ease the symptoms of congestion and stuffiness often caused by the common cold and flu.

To use, just put a few drops on a handkerchief to help unblock even the stuffiest blocked nose, tuck the hanky into your pillowcase at night for soothing night-time congestion relief to aid restful sleep.

Or for a really intense Olbas experience, put a few drops of **Olbas Oil** into a bowl of hot water and lean over it, covering your head with a towel. It's enough to clear even the most stubborn of blocked noses.

For little noses, there's **Olbas for Children**, a gentle decongestant formulation to relieve congestion in even the smallest noses of the family – from as young as 3 months old.

Enjoy portable but powerful Olbas vapours with **Olbas Inhaler** and **Olbas Nasal Spray** – handy blocked nose relief, on-the-go! In fact, **Olbas Nasal Spray** is clinically proven to prevent the spread of infections and unblock the nasal passages for adults and children aged six and over.



<sup>5</sup>Source: IRI Total Decongestants category, Value sales, 52 weeks ending 3rd October 2020. Total UK Relief from nasal congestion. Always read the label.



***Olbas***<sup>®</sup>

[www.olbas.co.uk](http://www.olbas.co.uk)

The Olbas Here to Help Report is based on insights and consumer perceptions from a survey of 2,000 British adults commissioned by Olbas and OnePoll, September 2020