



Awareness Day 30th April 2025 Agenda

Helplines NI: Listening, Supporting, Empowering: 'Working Together to Guide You Through Life's Challenge'

- 9.30am – 9.50am Registration, Networking, viewing of helpline stands, (tea/coffee provided)
- 9.50am – 9.55am Introduction from Linda McAuley MBE
- 9.55am – 10.00am Lord Mayor**
- 10.00am – 10.05am Welcome from Kris Morrison Co Chair
- 10.05 – 10.10am Opening Address – Mental Health Champion Siobhan O'Neill

Helplines services Northern Ireland

- 10.10am – 10.20am Stroke Association
- 10.20am – 10.30am Autism NI
- 10.30am – 10.40am Samaritans
- 10.40am – 10.50am Mermaids
- 10.50am – 11.00am Advice NI
- 11.00am – 11.10am Helplines UK
- 11.10 – 11.25 Panel Discussion**
- 11.25 – 11.45 Round Table**
- 11.45 – 11.50 Closing remarks



NI Helplines Awareness Day



Craig Moore - Stroke Association NI

As a dedicated and passionate healthcare professional, I have built a career around bringing people together, using data and insight to identify problems, and delivering real-life impact through collaborative, patient-centred solutions. With a deep-rooted love for cardiovascular care, I have consistently championed initiatives that improve health outcomes across Northern Ireland.

My journey began over 13 years ago at the Ulster Hospital Coronary Care Unit, South Eastern Health & Social Care Trust, where I progressed from student nurse to Ward Manager. During this time, I undertook multiple specialists training courses, including cardiology care and nurse prescribing at Queen's University Belfast, laying the foundation for a career defined by clinical excellence and innovation.

I then took on a regional leadership role with the British Heart Foundation as Clinical Development Coordinator (NI), leading impactful projects including the introduction of Northern Ireland's first non-malignant End of Life Guidance for those living with Heart Failure, and driving quality improvement for patients with Atrial Fibrillation.

Furthering my impact on healthcare transformation, I worked as part of a small Department of Health team to develop and deliver Advance Care Planning: For Now & For the Future (2022). I led on the operational framework and education development for the implementation of the Recommended Summary Plan for Emergency Care and Treatment (ReSPECT) in Northern Ireland, and supported the creation of a dedicated Advance Care Planning Training Module.

Currently, I serve as a senior member of the Stroke Association Northern Ireland Leadership Team, where I lead on healthcare professional engagement in alignment with the charity's strategic aim to reach all newly diagnosed stroke survivors. In this role, I raise awareness of stroke, support survivors, and collaborate with healthcare professionals across Northern Ireland to drive meaningful change.



Zoe Parker - Advice NI, Money & Debt Service Manager

I began my career with Citizens Advice in Bangor in 1997, at the age of 24, as their Finance Officer. Over the next two decades, I progressed through a variety of roles including Adviser, Volunteer Coordinator, Tribunal Representative, Advice Coordinator, Deputy Manager, and Manager. I remained a committed member of Citizens Advice/Community Advice until November 2023.

Throughout my career, I've been passionate about empowering individuals to make informed decisions, access their entitlements, and challenge injustices. In 2011, I graduated top of my class with a BSc Honours degree in Community Development—an achievement that deepened my understanding of the communities I serve and strengthened my professional practice.

In December 2023, I became the Money & Debt Service Manager. I currently lead a dynamic internal team of 14, comprising Personal and Business Debt Advisers as well as a Specialist Support Adviser. Additionally, I oversee 16 externally hosted debt advisers across advice centres in Northern Ireland, ensuring consistent delivery of high-quality, face-to-face services.

This role is fast-paced and diverse, and while the nature of debt advice can be challenging, it is equally rewarding. I am proud to work alongside a dedicated and skilled team. As a manager, I prioritise creating a supportive environment that fosters motivation, resilience, and continued excellence in service delivery.

Outside of work, I am fortunate to live by the sea. To unwind, I enjoy walking my two dogs along the beach—an important way to recharge and reflect.



Brad Moehringer – Helplines Partnership - Partnership and Engagement Manager

Brad is a passionate and values-focused professional who has transitioned from a successful career in the U.S. to meaningful roles in the UK charity sector. He has been with Helplines Partnership for 2 years and has helped shape membership strategies that foster inclusivity and growth. He has a deep belief in the power of collaboration and partnership and strives to build strong relationships within every team or community he works with.



Kris Morrison - Helplines NI Co-Chair & Autism NI -Family support manager

I manage the helpline team at Autism NI, alongside a range of other support services. I genuinely enjoy my role, especially supporting the dedicated staff who provide essential advice, signposting, and tailored resources to individuals and families reaching out for help.

With over 20 years' experience across the community, voluntary, and statutory sectors, my career has always been rooted in family support—a passion that continues to drive me today. Supporting the team that delivers this vital work is both a privilege and a responsibility I value deeply.

Outside of work, I'm a proud mum to three wonderful girls. I recharge by swimming, taking walks with my dog, and spending time at my caravan—my sanctuary away from the hustle and bustle of everyday life.



Amy Quinn - Autism NI, Helpline Officer

I like the continuous learning involved in my role and helping others access information as well as providing reassurance to families and autistic adults during challenging moments

Past employment: Emotional Wellbeing Practitioner for the Emotional Wellbeing Team in Schools (CAMHS) and Developmental Intervention Therapist (Southeastern Trust Children's Autism Team)

Hobbies and interests: I enjoy spending time outdoors particularly with my animals, I am also very passionate about early childhood and understanding how important secure attachment is for children's emotional wellbeing.



Amanda McErlean - Autism NI, Helpline Officer

Previous experience with The Cedar Foundation – providing family support to children and young people with complex health care needs/life limiting conditions.

Hobbies/Interests; Food, Exercise & running. I am running my first marathon on May 4th for Autism NI.



Nicola Doran – Mermaids UK, Director

With over thirty years of experience spanning the community sector, criminal justice, youth sector, and local government in Northern Ireland, Nicola Doran brings a wealth of expertise in public policy, community development, and advocating for marginalized groups. Throughout her career, she has demonstrated a steadfast commitment to addressing health inequalities, social exclusion, and poverty, focusing on systemic change and creating opportunities for vulnerable individuals.

Nicola is a passionate advocate for equality and a firm believer in the transformative power of community development, education, and collaborative problem-solving. She has worked extensively in leadership roles, including as the Director of the Northern Ireland Service for Mermaids UK and as the founding director of SAIL NI. Nicola’s career has also seen her gain valuable experience in the criminal justice sector, having worked with The Probation Board Northern Ireland, and in local government, where she focused on Community Planning, Good Relations and Health Inequalities addressing strategic planning around gaps in services and the work to create better outcomes for diverse communities.



Jennifer Martin – Samaritans NI

As Communications Assistant for Samaritans in Northern Ireland, Jenni is responsible for promoting the organisation's work through social media, press engagement, and volunteer communications. She oversees the sharing of volunteer stories, supports volunteer engagement initiatives, and contributes to raising public awareness of Samaritans' services through strategic public relations activities.