

# HELPING YOU KEEP CHILDREN SAFE .....

A guide for  
professionals  
and organisations



**NSPCC**

EVERY CHILDHOOD IS WORTH FIGHTING FOR

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# WORKING WITH YOU

Abuse changes childhood. But – by working together – so can each and every one of us.

At the NSPCC, we’re working across the UK and the Channel Islands – protecting children at risk, helping children who’ve been abused to rebuild their lives, and finding the best ways to prevent child abuse from happening.

We know that preventing abuse and keeping children safe isn’t simple. That’s why it’s vital for us to work with you, together with the organisations, professional groups and networks that you’re part of.

We can support you through our helplines, information, training, conferences, consultancy, resources, publications and representation; so you can do everything possible to keep children safe. We also know there’s a lot that you can teach us. Working collaboratively helps us all keep children safer. This booklet gives you a summary of what we do and describes the ways we can work with you to protect children and prevent abuse and neglect.

# INFORMATION, INSIGHT AND ANSWERS

## National collection of serious case reviews

We host the national collection in our library – over 700 serious case reviews from England, Wales and Scotland. We hold thematic analysis reports for England, Northern Ireland, Scotland and Wales dating back to 1945. And we produce short thematic briefings on learning identified in case reviews.

**[nspcc.org.uk/scrs](https://nspcc.org.uk/scrs)**

## The UK's largest child protection library

Our library and information service has the UK's most comprehensive collection of child protection research, policy, practice and news. It's free, constantly updated and you can search the library's database of over 40,000 references to books, journal articles and specialist resources online.

**[nspcc.org.uk/library](https://nspcc.org.uk/library)**

## Answers to your child protection questions

Our specialist library and information staff can also provide detailed responses to specific child protection enquiries. Whether you're researching a particular form of therapy, preparing a court report, gathering statistics for a research study, or wanting to know what storybooks could be used with children, we can help. You can also arrange a time to visit our library.

**[nspcc.org.uk/library](https://nspcc.org.uk/library)  
0808 800 5000**

## Online access to NSPCC child protection research

Our research covers a wide range of topics such as the prevention of child sexual abuse, provision of postnatal and antenatal mental health services, and deaf and disabled children's experiences of the child protection system. You can also view our annual *How safe are our children?* reports which provide the most up-to-date and comprehensive picture of how safe children are from abuse and neglect in the UK, and what shortcomings need to be addressed.

**[nspcc.org.uk/research](https://nspcc.org.uk/research)**

## Information and resources online

We regularly update **[nspcc.org.uk](https://nspcc.org.uk)** to give you the very latest news, policy and practice. You can find details of all the ways we can support you in your role, as well as up-to-date factsheets, briefings, statistical summaries, links to legislation and guidance. There's also more information about all the services we offer organisations and professionals.

## Conferences, seminars and briefings

We hold regular child protection conferences, seminars and briefing events to support your professional development and keep you on top of the latest findings and good practice in child protection. These include our annual flagship conference, *How safe are our children?*

## The latest information direct to your inbox

CASPAR (Current Awareness Service for Policy, Practice and Research) is our free weekly email alert and Twitter feed (@NSPCCpro) that gives you the latest news on child protection policy, research, and practice from a wide range of sources in the UK and beyond.

**[nspcc.org.uk/caspar](https://nspcc.org.uk/caspar)**

# HELPLINE SERVICES – ADVICE AND SUPPORT WHENEVER YOU NEED IT

Anyone can contact the NSPCC whenever they're worried about a child or need advice by calling **0808 800 5000**, emailing **help@nspcc.org.uk**, texting **88858\*** or contacting us online at **nspcc.org.uk/helpline**. The helpline is free, available 24/7 and calls can be made anonymously.

## For professionals

We understand that if you're working with and supporting children and families, you might sometimes need to talk through concerns with a specialist outside of your organisation.

Our helpline practitioners can give you wider support and advice. You can talk to them about anything that might be a concern to you, and get the reassurance you need to make a judgment call.

## For the public

Our helpline is an easy and accessible way for members of the public to get expert help, advice and support if they're worried about a child. If their concerns are serious enough and they give us enough information to identify a child, we'll make a referral to social services or the police.

People can also call us with general queries about child protection, like how to keep a child safe online or at what age they can leave their child home alone.

There were 61,709 contacts made to the NSPCC helpline in 2014/15. Of these, a third were responded to by providing advice, support and signposting to further help. Two thirds led to a referral to social services or the police.

## For organisations

We also run commissioned helplines for organisations that need to respond to specific incidents or as part of an initiative they're running to promote child welfare. These are specialist helplines that focus on particular issues.

They can either be run through the use of our usual number or a separate dedicated free number. Our counsellors are fully briefed on the background of each commissioned service so they're able to respond more effectively to callers' specific concerns.

One example is our dedicated gangs helpline, which can be contacted by the main NSPCC helpline number and offers advice, information and support to anybody worried about a child or young person's involvement in a gang.

**Contact us on 0808 800 5000 or help@nspcc.org.uk for further information.**



## Female genital mutilation (FGM) helpline

In 2013 we launched a free 24-hour helpline offering advice, information and support to anyone concerned that a girl or young woman is at risk of female genital mutilation: a form of child abuse common to some African, Asian and Middle Eastern communities in the UK.

**The helpline is available on 0800 028 3550 and at FGMhelp@nspcc.org.uk**

## For children and young people – ChildLine

We're here for children and young people through ChildLine, the UK's free 24-hour helpline and online service for children. Trained volunteer counsellors offer help, advice and support on a range of issues – so you can always point children to ChildLine, whatever their worry. ChildLine launched in 1986 and now carries out nearly 300,000 counselling sessions a year with young people. As well as offering a service by phone and online chat, a wide range of self-help and peer support services are available via the ChildLine website.

Calls are confidential, but if a child is in immediate danger the counsellor will let the caller know if they have to break confidentiality and contact the emergency services to keep them safe.

**ChildLine is available 24/7 on 0800 1111 and at childline.org.uk**

\*Channel Islands and the Isle of Man: text 07786 200001. Texts will be charged at your standard network rate.





## TRAINING AND DEVELOPMENT

Anyone whose job brings them into regular contact with children, young people, or parents could benefit from the NSPCC's specialist child protection training. Our courses are delivered by professionals with extensive experience in the child protection sector, and we also provide a range of online training opportunities.

Take a look at our online and face-to-face courses at **[nspcc.org.uk/training](https://nspcc.org.uk/training)**. We can also adapt these courses to meet your needs.

Training is available across different levels:

### Introductory training

Our introductory training helps everyone to understand their safeguarding and child protection responsibilities, so your organisation can be confident that children are safe and protected when in your care.

Courses include:

- \* Child protection: an introduction (online introductory course)
- \* Introduction to child protection (face-to-face introductory course)
- \* Child protection in schools (online course)
- \* Child protection in sport (online introductory course)

### Advanced and specialist training

Our advanced training is aimed at those with direct child protection roles. We also offer specialist courses relating to specific areas of child protection.

Courses include:

- \* Designated safeguarding officer training (face-to-face advanced course)
- \* Keeping children safe online (online specialist course)
- \* Safer recruitment in schools (online specialist course)
- \* Child protection supervision skills (face-to-face specialist course)
- \* Training for child protection trainers (face-to-face specialist course)

### Further resources

Our wide range of training packs, DVDs and publications can be used by your in-house trainers to design their own courses and workshops as well as for your own professional development. We also provide a number of resources you can use in your work directly with children and families.

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**Visit [nspcc.org.uk/training](https://nspcc.org.uk/training) for more information and to browse our wide range of courses**  
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# STRENGTHEN YOUR SAFEGUARDING AND CHILD PROTECTION POLICIES AND PRACTICE

Any organisation coming into contact with children has a duty to make sure they have systems, practice and processes in place to keep those children safe. For many this is embedded in their statutory obligations and for others it's good practice.

We can use our wealth of experience to help your organisation or group evaluate and review its safeguarding and child protection policies, and to deliver projects that lead to positive organisational change.

We'll offer tailored solutions based on the latest research, practice and insight, grounded in child protection legislation and policy.

## Sector-specific experience

Our consultants have experience of working in a number of sectors including local and national government, social care, education, health, voluntary and community, local safeguarding children boards and child protection committees, faith, travel and tourism, and other commercial and third sector organisations.

We can help you with a range of safe-guarding and child protection solutions including:

- \* development, review and evaluation of policies and procedures
- \* development of a safeguarding and child protection framework for organisations
- \* audit and review following a critical incident
- \* developing best practice in safe recruitment
- \* analysis of training needs and development of bespoke programmes for staff development.

**To find out more, visit  
[nspcc.org.uk/consultancy](https://nspcc.org.uk/consultancy)**

# CONCERNS ABOUT CHILD TRAFFICKING

Anyone, from a social worker to someone working in A&E, can find themselves in a situation where there's a concern that a child has been trafficked into the UK.

Our Child Trafficking Advice Centre (CTAC) provides child protection advice, information and support to professionals across the UK concerned about child trafficking. We carry out and support casework, we can make referrals to children's services and other agencies, and we're also a first responder for referrals to the National Referral Mechanism – a framework for identifying and supporting victims of trafficking.

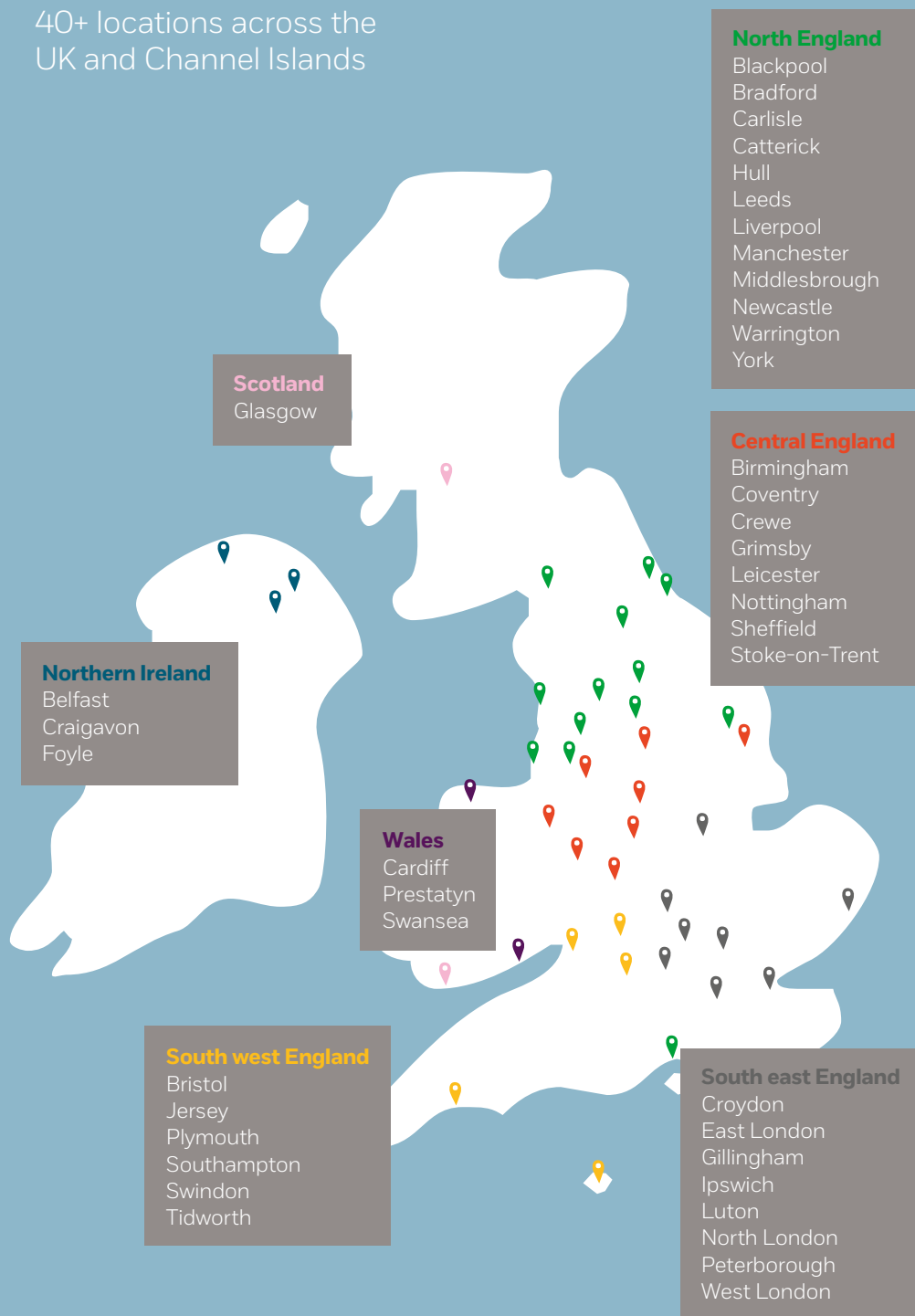
To prevent children being trafficked to, and abused in, the UK, CTAC is also undertaking upstream, preventative work in countries where children are being trafficked from.

We can provide free resources to help your organisation identify and help trafficked children.

**Call 0808 800 5000 or visit  
[nspcc.org.uk/ctac](https://nspcc.org.uk/ctac) to find  
out more information**



40+ locations across the  
UK and Channel Islands



## FINDING BETTER WAYS TO PROTECT CHILDREN AND PREVENT ABUSE

Learning the best ways to protect children and prevent abuse and neglect is central to what we do.

We develop services by drawing on our own practice, knowledge and expertise. We also learn from programmes delivered by others in the UK and around the world that have been shown to achieve positive results for children and families.

Our services follow defined models that mean we can rigorously monitor and evaluate their effectiveness and the benefit we can bring to children. Some of our evaluations are large and complex, involving randomised controlled trials. Others are smaller, using qualitative research.

We share what we learn through training, consultancy, publications, and on our impact and evidence hub at [nspcc.org.uk/evidencehub](https://nspcc.org.uk/evidencehub)

Our priority areas are:

- \* neglect
- \* sexual abuse
- \* children in care
- \* children under one
- \* children with disabilities
- \* families with complex needs
- \* children in minority ethnic communities.

We deliver our services for children and families in NSPCC centres across the UK. These centres are based in areas of high deprivation and dense population where we know we can reach the greatest number of children and families.

**For more information, visit [nspcc.org.uk/services](https://nspcc.org.uk/services)**

Our services for children and families include:

- \* support for vulnerable mums and dads to help improve their parenting skills – preventing abuse and neglect, and reducing the risk of abuse happening again
- \* therapy and protection to help children overcome sexual abuse and exploitation, or to change their behaviour if it puts them or another young person at risk
- \* work with other professionals to test assessment tools, which help social workers make decisions about how best to protect children from harm.



## WORKING WITH OTHERS

**The NSPCC is just one part of a UK-wide network of professionals, organisations and charities working to protect children and prevent abuse and neglect.**

By working with others and combining all of our knowledge and expertise we can achieve more for children. We work with and learn from a wide range of organisations including:

- \* individual local authorities
- \* local safeguarding children boards
- \* child protection committees
- \* the Safeguarding Board for Northern Ireland
- \* health and social care trusts
- \* the police
- \* the four UK Children's Commissioners
- \* Child Exploitation and Online Protection Centre (CEOP)
- \* Netmums
- \* Royal College of Paediatricians and Child Health
- \* Community Practitioners and Health Visitors Association (CPHVA)
- \* British Association for the Study and Prevention of Child Abuse and Neglect (BASPCAN).

We also work with other organisations to deliver two partnerships – the Child Protection in Sport Unit (CPSU) and Safe Network.



### Child Protection in Sport Unit

We run CPSU in partnership with Sport England, Sport Northern Ireland, Sport Wales, UK Sport and the Youth Sport Trust. It provides comprehensive training, resources and guidance to help organisations, coaches and volunteers keep children safe in sport.

**For more information visit [the cpsu.org.uk](https://the cpsu.org.uk)**



### Safe Network

We provide the voluntary, community, faith and BME sectors with a comprehensive range of safeguarding support and information. As part of this, Safe Network, developed in partnership with Children England, provides a common set of safeguarding standards, advice, and resources. We also work in partnership with local safeguarding children's boards and other organisations to deliver local safeguarding campaigns aimed at professionals and the public.

**To find out more visit [safenetwork.org.uk](https://safenetwork.org.uk)**

### Learning from children and young people

We believe children and young people should be involved in the decisions that affect their lives, so we involve them in everything we do. We regularly consult with them, take their views to the heart of our strategy and ask them how they feel about the services they receive from us. Our young ambassadors represent us and inform our work, so we can speak out for children and young people in the UK.





## Working with schools

We're committed to helping pupils, parents, teachers and others working in educational settings feel empowered and supported.

Our schools service – *Speak Out. Stay Safe* – works with specially-trained volunteers to talk to primary school children about abuse. Children learn essential safeguarding information in a lively, interactive and memorable way through an assembly and additional workshop for under-11s. We help them understand abuse, how to recognise it and how to ask for help, including contacting ChildLine.

We also have teaching resources on subjects such as how to keep children safe online, and safe from sexual abuse, as well as e-learning courses on safer recruitment, and an online tool that helps to develop safeguarding policies and procedures within schools.

Our consultancy service works with schools to put safeguarding procedures in place and helps them review their policies and practices. Working with TES, we have launched a self assessment tool to help schools provide the most up-to-date advice to teachers, identify areas for improvement and ensure thorough processes are in place.



## Improving online safety for children

We're working together with other organisations to help keep children and young people safe online. We sit on the executive board of the UK Council for Child Internet Safety (UKCCIS), which brings together leading players from government, the not-for-profit sector, industry, law enforcement and education to agree ways forward for child safety online. We were also a founding partner of the Child Exploitation and Online Protection Centre (CEOP), the UK's national law enforcement agency for protecting children from sexual abuse.

We're involved in discussions at UK and European level through networks such as the European NGO Alliance for Child Safety Online (ENACSO) and the Children's Charities Coalition for Internet Safety (CHIS). These aim to improve self-regulation in the digital industries as well as parental controls, age verification in accessing adult materials and education for parents, professionals and young people.

We welcome opportunities to work with any organisation that wants to keep children safe online, and currently have a strategic partnership with telecoms provider O2 to do just that.



# WORKING TOGETHER TO CHANGE LAW, GUIDANCE AND ATTITUDES

As part of our fight for every childhood, we campaign to make society safer for children and speak up on their behalf. Using evidence from our services, and experience gained from working with others, we're fighting to make sure public services, the legal framework and other institutions are as effective as they can be to protect children. We work across the UK and influence all UK governments.

Our aim is to influence legislation and public policy to best help children. We also run campaigns to inform public attitudes and behaviour towards children.

By working with professionals like you and listening to what you have to say, we want to make your voice heard by governments and policymakers. Your experience, insight and expertise can help shape policy that will help you in your work and ultimately make the UK a safer place for all children.

## Political influencing campaigns

### Flaw In the Law

In 2014 the NSPCC launched Flaw in the Law – a campaign that successfully called for a new law in England and Wales to make it always illegal for an adult to send a sexual message to a child.

**Visit [nspcc.org.uk/campaigns](https://nspcc.org.uk/campaigns) for further information on our campaigns.**





## Public education campaigns

### Share Aware

Our Share Aware campaign gives parents the confidence to have open, honest and ongoing conversations with their children about online safety.

We developed two animations, 'I Saw Your Willy' and 'Lucy and the Boy' – designed to prompt conversations between parents and their children. And we also created a guide to being Share Aware, which explains how parents can keep their child safe online. The animations have been widely shared and are now being shown in schools and by police forces across the UK.

**For more information,**  
visit [nspcc.org.uk/shareaware](https://nspcc.org.uk/shareaware)

### Net Aware

Net Aware is an online tool that educates parents about the social networks their children might be using.

We put together an NSPCC panel of over 500 Mumsnet parents and nearly 2,000 young people, to carry out a thorough review of 60 sites, apps and games that young people use. We looked at the frequency of inappropriate content, how robust and easy-to-find the privacy settings are, and why children like using the sites.

We'll regularly update Net Aware with new apps, and you can sign up to Net Aware newsletters to keep up with digital trends.

**For more information,**  
visit [net-aware.org.uk](https://net-aware.org.uk)



### The Underwear Rule – talk PANTS and you've got it covered

The Underwear Rule helps to keep children safe from sexual abuse. It gives parents and teachers simple guidelines to explain to children that the parts of their body covered by their underwear are private, and that no one should ask to touch or look at them.

The campaign launched with a six-week advertising campaign, supported by NetMums, which aired on nearly 60 local radio stations throughout the UK and was supported by press and social media.

A YouGov survey found that 38 per cent of parents of 5-11 year olds polled remembered seeing the campaign. 81 per cent of these said that they felt confident speaking to their children about keeping safe, compared with 68 per cent of those polled before the launch.

**For more information,**  
visit [nspcc.org.uk/underwear](https://nspcc.org.uk/underwear)

## Local campaigning

We also run local campaigns in response to the needs of local communities and adapt national campaigns to reflect local priorities. Recent local campaigns include the North Yorkshire online safety campaign in partnership with North Yorkshire LSCB, a neglect campaign with Birmingham LSCB, and a campaign with the social housing provider First Housing Aid and Support Services in Northern Ireland.

We believe that every childhood is worth fighting for. By working together we can make sure children are better protected and abuse is prevented.

# GET IN TOUCH

If you'd like to have an informal discussion about how we can help you, or get more information on any of our products and services for professionals and those working with children, please contact us on **0808 800 5000** or **[help@nspcc.org.uk](mailto:help@nspcc.org.uk)**

Visit **[nspcc.org.uk/library](https://nspcc.org.uk/library)** for our library and information service for professionals.