

Enfield Safeguarding Children Board Briefing: DfE Child Abuse Awareness Campaign – *Together, we can tackle child abuse* – March 2016

Background and aims

In March 2016, the Department for Education is launching a nation-wide communications campaign to encourage members of the public to report child abuse. The campaign aims to encourage the public to report their concerns in order to get help to children more quickly. The aim is to create a new social norm around reporting and tackle the barriers that stop people taking action. The campaign will address all forms of abuse and neglect. Many forms of abuse and neglect present alongside one another and the most common reason for a child to be in the child protection system is neglect.

Audience and messaging

The core audience is parents aged 25-40. Research shows that this group is most likely to feel confident about reporting and can therefore be nudged into action. The campaign will obviously also be seen by professionals such as teachers and healthcare professionals who work with children and are well placed to spot instances of abuse.

Research for this campaign has shown that if people feel they are part of their community's response to child abuse and neglect, this reduces their fear of reporting and encourages them to report. The messaging will therefore reassure the public that the information they give is usually part of the bigger picture.

Strategy

DfE research shows, when it comes to child welfare, people want and expect to engage with their local authority's children's services. As such, the approach to delivery will be a local authority based model, mostly through regional activity and supported by national activity.

Regional activity

The DfE are piloting a paid-for campaign in 33 local authorities in the West Midlands and Outer London. In these areas, the DfE will pay for out-of-home (bus stop), digital (Facebook and pay-per-click) and radio advertising. These areas have been chosen to test the activity because of their dense and diverse populations.

The DfE are also providing a toolkit of materials that local authorities can use to support the campaign locally, including:

- content for sharing on social media
- templates for out-of-home (bus stop) advertising
- templates for digital (Facebook and pay-per-click) advertising
- radio adverts
- media content, including template press releases

National activity

The DfE will supplement the regional activity with a national PR and digital strategy. PR activity will include a Ministerial event to launch the campaign, partnerships with bloggers and parent websites, as well as stories for national and consumer press. Digital activity will include SEO optimisation for the campaign landing page. gov.uk/reportchildabuse

Call to action

The DfE will encourage the public to call their local authority's children's services phone line if they are worried, or concerned that a child has or is likely to suffer harm, neglect or abuse. To do this, the public will be directed to the national website gov.uk/reportchildabuse, where they can find the right phone number to call, via LSCB websites in their area based on their postcode.

Timing

- 15 February: LAs receive toolkit
- 3March: Campaign launches: Advertising starts in pilot areas; templates and content can be used by all local authorities; PR and digital activity starts
- June: End of first phase of advertising
- September: End of first phase of PR and digital activity
- Ongoing: Low-cost/no-cost activities continue; templates will continue to be available to local authorities; evaluation of phase one of campaign

Evaluation

The DfE will measure the impact of campaign activity through a combination of local authority information on child abuse reporting, tracking surveys and metrics applied to each channel. These will help measure awareness of and engagement with campaign activity, as well as changing attitudes towards reporting. The insight gathered will be used to consider the next phase of the campaign.

What are we doing in Enfield?

As the outer London boroughs are part of the national campaign there will be posters, radio clips and other forms of media appearing around the borough and across outer London. These will part of the central DfE campaign and will include the web address gov.uk/reportchildabuse. By visiting this web address and typing in any Enfield postcode people will be directed to the [Enfield Safeguarding Children Board website](#). The idea is that people will then contact Children's Social Care (SPOE) if they have concerns about a child. We will make sure that the ESCB website always carries the correct contact details for Enfield referrals.

In addition we have customised the main campaign poster to include our logos.

We will be utilising a range of media across the borough to display campaign materials. These include;

- Internal Screens
- Our Enfield magazine – (in either March or July)
- Housing News (June)
- Social Media ([Enfield Council Facebook](#), [Enfield Council Twitter](#), [ESCB Facebook](#), [ESCB Twitter](#))
- Youth Enfield (magazine – spring and website)

- Printed Posters in libraries
- E copies for all our schools and health settings.

Get involved

We are keen for our partner agencies to become involved.

We have range of materials including electronic posters, shareable content for Facebook and Twitter, including infographics, 'mythbusters' and case studies. If you would like to get involved and discuss the best ways of doing so please contact grant.landon@enfield.gov.uk or michelle.larche@enfield.gov.uk

What are the Key messages?

Below are a set of overarching campaign core messages. Using these messages will ensure we collectively improve awareness of the campaign and encourage more reporting from the general public.

The key messages are:

- Together, we can tackle child abuse.
- We all have a role to play in protecting children and young people from child abuse and neglect.
- All children have a right to be safe and should be protected from all forms of abuse and neglect.
- A third of people who suspect child abuse, do nothing. A number of people do not act on their suspicions because they're worried about being wrong. You don't have to be absolutely certain about your suspicions; if you have a feeling that something's not right, talk to your local children's social care team who can look into it.
- You don't have to be absolutely certain about whether a child is being abused; if you have a feeling that something's not right, talk to your local children's social care team who can look into it.
- Information is usually gathered from many sources, and your report would form one part of a bigger picture.
- In 2014/15, more than 400,000 children in England were supported because someone noticed they needed help.
- If you're worried about a child, visit gov.uk/reportchildabuse to get the number for your local authority.
- If you suspect child abuse or neglect, visit gov.uk/reportchildabuse to get the number for your local authority.

***If you are worried about a child or want to know how to report your concerns,
visit gov.uk/reportchildabuse. Together, we can tackle child abuse.***