

Together, we can tackle child abuse

Showcase: local authority campaign delivery

**TOGETHER
WE CAN TACKLE
CHILD ABUSE**



Department
for Education

Examples of local authority campaign delivery

This document outlines three examples local authorities have shared with us of how they have delivered the campaign to date.

It showcases LA campaign activities from low and no-cost delivery via social media and partnership networks, through to toolkit content placement (e.g. plasma screens in GP waiting rooms - Cheshire West). A spotlight on activity in Kirklees also demonstrates tailored campaign advertising on a local bus network – secured with funding in partnership with the local LSCB.

Local authorities showcased here are outside of the 33 LAs where DfE is funding paid-for activities:

- Kirklees
- Pan-Cheshire strategy
 - Cheshire West and Chester
- Hampshire

Spotlight on Kirklees

Kirklees said: “Kirklees Safeguarding Children Board are keen to support this important national campaign in the hope of tackling barriers preventing people reporting instances of child abuse and neglect - recognising we all have a role to play in protecting children and young people. We have used a creative mix of digital, print and outdoor advertising to ensure maximum reach.”

Paid-for channels

£5k invested in:

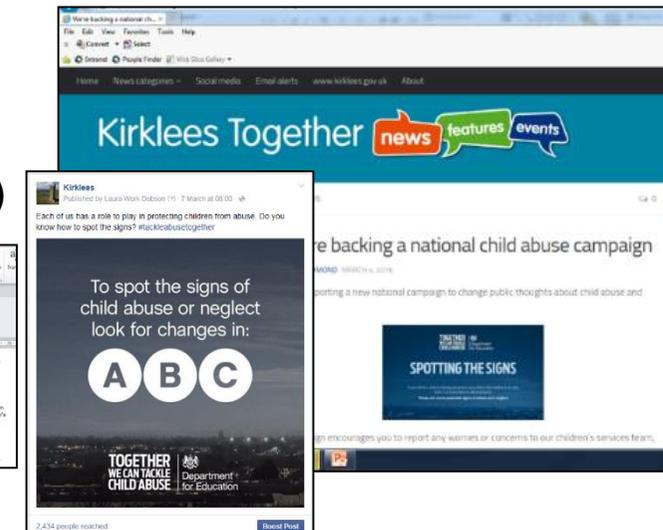
- Adshells
- Bus interiors and rears

(20 units for 1 month from March 21st)



Owned channels

- Newsletters and bulletins inc. Kirklees Together (reaching 180,000 homes)
- Website and intranet
- Twitter - 253 retweets, 79 likes (>6.5k impressions to date)
- Facebook reach – 2,434 reach, 132 post-clicks



Earned channels

- Partner communication channels including schools, Neighbourhood Housing, CCGS, Kirklees Active Leisure Centre, the police and the voluntary community sector
- Press release shared with local media

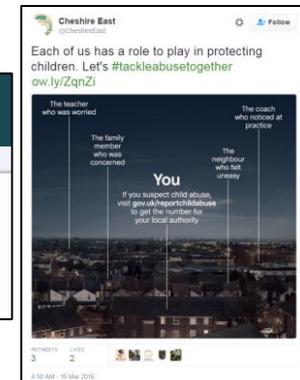
Pan-Cheshire strategy

Local authorities co-ordinated a Pan-Cheshire campaign strategy and working group to ensure consistency of message in the region:

- Cheshire East
- Cheshire West and Chester
- Halton
- Warrington
- Cheshire Police
- Supported by LSCB partners; local authority communications teams, Cheshire Police Communications & NHS England and LSCB Business Managers

Owned channels

- Websites
- Newsletters and e-bulletins
- Social media



Earned channels

- Partnered with local service providers to cascade campaign information: GPs, dentists, opticians, libraries, children's centres
- Press release – coverage generated reach of at least 6.5million



Spotlight on Cheshire West and Chester

The LSCB were very keen to support the campaign as it fits with objectives to strengthen engagement with parents and the public, notwithstanding that the ethos of the campaign “safeguarding is everyone’s responsibility” is a message they are always seeking to promote.

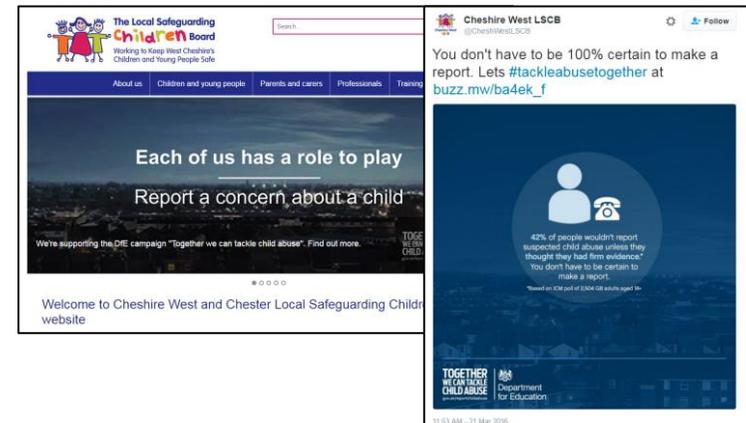
Cheshire West said: “The campaign is fully supported by all LSCB partners and their commitment has enabled us to get the key messages to members of the public through different types of media including Twitter, and publications in places that the general public frequently access. Despite a lack of funding we see this campaign as a genuine opportunity to get the messages to the general public and encourage them to be more vigilant, and report any suspicions of abuse or neglect.”

Owned channels

- Social media
- Web banners
- Staff magazines and newsletters

Earned channels

- Press release shared with local media
- Partner communication channels schedule includes:
 - April – Schools & internal staff in all organisations
 - May – Community groups
 - June – Children’s centres
 - July – Children’s groups e.g. scouts/guides/rainbows
 - August – Health partners
- Plasma screens used in local libraries, GPs and pharmacies (supported by NHS England representative)



Spotlight on Hampshire

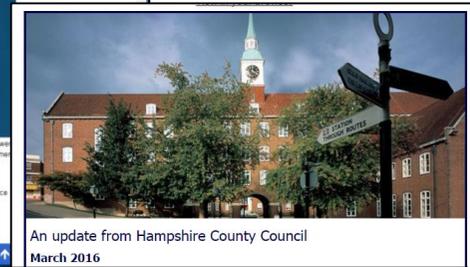
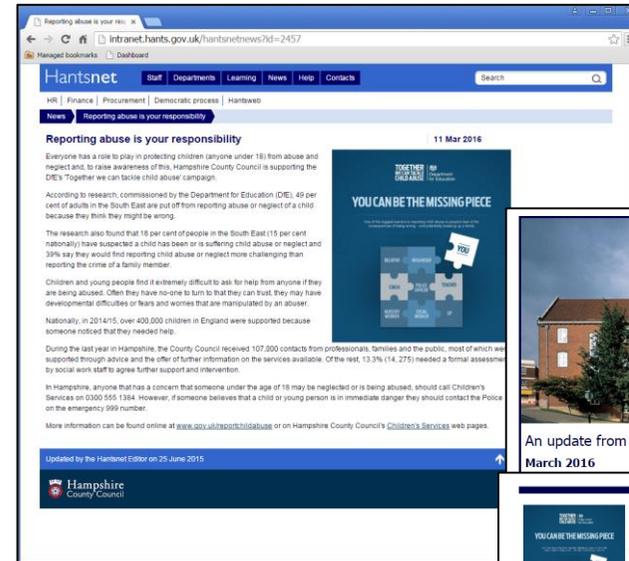
Hampshire said, “Anything that helps people to understand how important it is to report any concerns they might have about a child, can only be positive. The materials provided have been very helpful in promoting the campaign locally and spreading the word, both to our staff and to Hampshire residents. The campaign is also being supported by the Hampshire Safeguarding Children Board.”

Owned channels

- Hantsnet news item on the intranet for all County Council staff
- Publicised in Hampshire County Council’s newsletter to Parish Councils, and separately the Health & Wellbeing Newsletter
- April edition of Your Hampshire – Hampshire County Council’s e-magazine for residents

Earned channels

- Press release and poster shared with agency partners inc. Hampshire Safeguarding Children Board, Hampshire Constabulary, Southern Health NHS Trust
- Press release shared with local media, coverage generated included hourly news bulletin reports on The Breeze local radio station (*Basingstoke, Winchester, Andover and Southampton*), reaching 39,000+



Council brands abuse report as 'concerning'

Posted By: Basingstoke Observer on: March 17, 2016 No Comments

A Government report has found that 49 per cent of adults in the South East are put off from reporting child abuse or neglect because of fears they might be wrong.

The findings from the Department for Education (DfE) also found that 39 per cent of people in the region said they would find reporting offences more challenging than reporting the crime of a family member.



**We'd love to hear how you're
delivering the campaign.**

Contact:

dfechildprotectioncampaign@munroforster.com

0207 089 6100

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