

Final report



Leicester
Safeguarding
Children Board



CHILD SEXUAL EXPLOITATION

Could you spot the signs?

Campaign to raise awareness of child sexual exploitation

Background

In line with the boards' Child Sexual Exploitation (CSE) strategy, a campaign was developed to raise awareness of the signs of CSE and how to report concerns.

Designed to target a number of different audiences including children and young people, parents, businesses and practitioners, it included activities such as a theatre group visiting schools, online web chats and community engagement.

The campaign has been supported by all public sector agencies across Leicester, Leicestershire and Rutland.

Objectives

Through greater awareness, the campaign aimed to generate a rise in:

- disclosures by young people
- police and social care referrals
- intelligence reported leading to a reduction in missing incidents and crime.

Phase 1

The initial phase of the campaign comprised:

- a media launch which generated widespread coverage including BBC East Midlands Today, regional and local press and radio, Neighbourhood Link (5,412 users linked to the release)
- the distribution of 90,000 leaflets for young people and parents / carers and posters through
 - schools
 - community representatives
 - practitioners / professionals
- launch of a twitter '#spotthesigns' hashtag (40,000 accounts reached in 24 hours)
- briefing for councillors
- online posts by partners
- partner newsletter editorial
- webchat
- events, workshops and seminars for practitioners, professionals, parents/carers.

Phase 2

The second part of the campaign involved a theatre production called Chelsea's Choice which toured schools across the city, county and Rutland. This phase started with:

- two preview events enabling school staff to watch Chelsea's Choice and ask questions
- a media opportunity
- personal contact with staff through telephone calls and partner connections.

The play toured schools during February and March 2014. The tour consisted of 64 performances at 38 schools. Year groups ranged from seven to 11, with years nine and 10 being the target audience. Local authority and academy schools booked the play, with the inclusion of one pupil referral unit and one special school for pupils with emotional and behavioural difficulties. To support the tour the delivery team also circulated:

- letters for parents
- information for staff about reporting concerns
- an awareness / comments survey and gained feedback from staff.

over
8,700
young people aged
12-14 years old in
Leicester, Leicestershire
and Rutland saw
Chelsea's Choice
in 2014

Evaluation



Output

- Media coverage

Two BBC East Midlands Today pieces, regional and local and press, Neighbourhood Link 5,412 users

Leicestershire NHS Partnership Trust newsletter - 1,200 families, young people, children's services staff.

- Social media reach

#spotthesigns - 40,000 twitter accounts in 24 hours, over 100,000 altogether.

- Leaflet distribution

Over 90,000 distributed throughout Leicester, Leicestershire and Rutland to parents and carers, young people, practitioners, some licensed trade

1,000 young people received CEOP materials

Content uploaded to Leicestershire Police, NHS, district and safeguarding children board websites.

- Theatre tour

64 performances to 38 schools throughout Leicester and Leicestershire. The play was seen by over 8,700 young people, primarily 12-14 years old, but year groups ranged from seven to 11. One pupil referral unit and one school for pupils with emotional and behavioural difficulties also booked performances.

- Briefing events

55 county councillors briefed

Web chat

Thinkuknow workshops for parents and professionals

Teenage Pregnancy Partnership - campaign mentioned in five meetings, where three or more schools were present

E safety day for teachers

Joint training session with Leicester City Council to Leicestershire Police and enforcement and licensing officers

Seminar for 75 social workers.

Outcomes

- Disclosures were made through 2013/14
- Raised awareness levels - see below

Young people

Theatre tour - seen by over 8,700 young people. Feedback from 592 young people surveyed shows:

99% reported a better understanding of the issues surrounding CSE

94% are aware of the 'could you spot the signs?' leaflets and posters

93% found the leaflets and posters a useful way of reminding them of the messages for staying safe
1,000 young people received CEOP materials.

Practitioners and staff

100% of teaching staff surveyed who had seen Chelsea's Choice found it an effective way of raising awareness of the types and signs of child sexual exploitation with pupils

E safety day for staff - 100 attendees including police officers, teaching staff, supporting Leicestershire family workers, troubled family workers and staff from the City and County Council

75 police officers / staff trained in CEOP

80 teaching staff involved in an internet safety awareness event

100 parents involved with an internet safety event

75 attendees to a CSE seminar for social workers.

Parents

Thinkuknow workshops - 60 parents, professionals attended.

→ Ongoing

Awareness has been raised through the investment made in the campaign to date. To capitalise on this and to maintain momentum the following developments are continuing:

Websites

LSCB and partner websites contain the leaflets and posters about CSE, the warning signs associated with it and where to report concerns.

The promotion of these sites and their resources is a high priority in terms of maintaining knowledge and the continued use of the materials.

www.lcitylscb.org
www.lrsb.org.uk/cse

Businesses

Further campaign development is taking place throughout the summer of 2014 to target the licensed trade and hospitality businesses. It is intended that licensing authorities and the police will use a leaflet to brief officers and business owners on:

- CSE
- the responsibilities of licensed businesses and the law
- ‘protection steps’ aimed at helping with training and the recording and reporting of incidents
- awareness of ‘say something if you see something’, a national campaign with training packs for hoteliers and taxi drivers
- where to report concerns.

Template training and incident logs will also be circulated and held on partner websites, as will the leaflet.

A media release is also planned for this part of the campaign.

Multi-agency hub

Through the work of the trafficking and missing sub group, the need for a multi-agency hub has been identified. This aims to co-ordinate intelligence and activity around child sexual exploitation, trafficking and missing incidents. It also provides a clear point of contact for:

- young people
 - parents and carers
 - practitioners and professionals.
- A media release is planned for this development.

Theatre tour 2015

A number of schools have expressed interest in making the Chelsea’s Choice theatre production a regular fixture on the curriculum.

→ **#spot the signs**
reached 40,000 twitter accounts in 24hrs