HELPING YOU KEEP CHILDREN SAFE

A guide for professionals

NSPCC
EVERY CHILDHOOD IS WORTH FIGHTING FOR
Too many children are still being neglected and abused - emotionally, physically, sexually and online. That’s why, over the next five years, the NSPCC will work harder than ever to protect children and prevent abuse and neglect.

To do this, we’ve identified five areas where we aim to demonstrate real, measurable progress over the next five years:

1. **Prevent child abuse in families facing adversity**
   We’ll make sure that children living in households with domestic abuse, substance misuse and mental health problems are kept as safe as possible.

2. **Prevent child sexual abuse**
   We’ll work in local communities to protect children from sexual abuse, and help children and young people understand how to keep themselves safe.

3. **Help children speak out and adults take action about abuse**
   We’ll make sure that we’re here for children and young people and that reports and disclosures of abuse are properly heard and acted upon.

4. **Help children who’ve experienced abuse get back on track**
   We’ll make sure that all children who’ve experienced abuse get the therapeutic support they need.

5. **Make children safe from online abuse**
   We’ll work to ensure that all children are as safe as possible in the fast-moving digital world.
Through our direct services and our helplines, we support children and families all across the UK. We aim to protect children at risk, help children who’ve been abused rebuild their lives, and find the best ways to prevent child abuse from happening.

We regularly consult with children to make sure that their views, feelings and experiences are considered in the work that we do. We would also like to be guided by your professional experiences, and welcome your thoughts and ideas on how we can better support you and work together.

This booklet explains the ways in which we can work with you to protect children and prevent abuse and neglect. Our services for professionals include helplines, information, training, conferences, consultancy and resources.

We know that working collaboratively helps us all keep children safer.

**Peter Wanless**  
Chief Executive, NSPCC
We can help you keep up to date with the latest child protection research, policy and practice in the UK. We provide quick and easy access to the latest information, and will also answer your child protection queries.

The UK’s most comprehensive child protection resource

Our Knowledge and Information Service offers the UK’s most comprehensive collection of child protection research, policy, practice and news. It’s free, constantly updated and you can search our database of over 40,000 references for books, journal articles and specialist resources online. To find out more, sign up to our weekly New in the Library email alert – at nspcc.org.uk/library

If you’d like to speak to somebody from our Knowledge and Information Service, please call us on 0808 800 5000. Whether you’re researching a particular form of therapy, preparing a court report or gathering statistics for a research study, we’re here to answer your child protection queries.
The latest information direct to your inbox

Start your week with the latest child protection news. CASPAR (Current Awareness Service for Policy, Practice and Research) is the NSPCC’s free weekly email update, delivering the latest news in child protection policy, practice and research, direct to your inbox every Monday. Sign up to CASPAR at nspcc.org.uk/caspar. You can also follow us on Twitter @NSPCCpro

National collection of case reviews

We host the national collection in our library, consisting of over 700 case reviews from England, Wales and Scotland. We also produce thematic briefings on learning identified in case reviews. Find out more at nspcc.org.uk/casereviews

Our research

We regularly carry out child protection research and publish the findings on our website. Our research covers a wide range of topics, including safeguarding deaf children, infant mental health, and the emotional wellbeing of looked after children.

We also publish our annual “How safe are our children?” report, which compiles and analyses the most robust and up-to-date child protection data from the UK. This also includes historic data to help us track progress over time.

You can find all of our research at nspcc.org.uk/research
If your job brings you into contact with children, our expert child protection training could help you develop your knowledge and skills.

All of our courses are developed by professionals with extensive experience in the child protection sector.

Take a look at our range of online and face-to-face courses at nspcc.org.uk/training. We continuously develop and update our courses to make sure that they reflect the current child protection landscape.

Online training

Our online courses offer a flexible and affordable way of gaining new child protection knowledge. You can choose the course that is most relevant to your needs and then complete it online, working at your own pace.

All of our online courses are highly interactive, featuring film and audio clips, and self-assessment tests to help consolidate your learning.

[Introductory courses:
- Child protection: an introduction
- Child protection in Scotland
- Child protection in sport
- Child protection in schools

Keeping children safe online (developed with the Child Exploitation Online Protection Centre, CEOP)

Safer recruitment in education

98.9% of participants would recommend our online learning courses.*

*Based on 1608 participants who completed an evaluation from 1st January – 31st July 2016.
Our face-to-face training provides the opportunity to develop your skills with an expert trainer. You can learn from others in a group learning environment, and your trainer will be on hand to help you with anything you need clarifying.

Your trainer will help you practise the skills you’re developing, and can adjust the training to support your needs.

Courses include:

- Introduction to safeguarding and child protection
- Designated Persons:
  - Designated safeguarding lead for schools and colleges
  - Designated safeguarding officer
- Advanced and Specialist:
  - Child protection supervision skills
  - Training for trainers in child protection
  - Online safety
  - Child sexual exploitation
  - Child neglect
  - Safeguarding children with disabilities
  - Safeguarding within health

99.6% of participants would recommend our face-to-face training.*

*Based on 2617 participants who completed an evaluation from 1st January – 31st July 2016.
If your organisation comes into contact with children, you’ll have systems and processes in place to keep those children safe.

If you’d like to evaluate and review your safeguarding and child protection policies, we can help*. We can work with you to deliver tailored solutions based on the latest research and insights, and grounded in child protection legislation and policy.

We can also offer bespoke packages combining consultancy with our training courses. Our flexible and comprehensive approach can play a crucial role in helping your organisation keep children safe, while enhancing your reputation and confidence in working with children.

Our consultancy service is available no matter where you’re based in the UK. We have expert consultants working from centres in England, Northern Ireland, Scotland and Wales.

Sector-specific experience

Our consultants have experience of working in a number of sectors, including:

- health
- social services
- education
- government
- Local Safeguarding Children Boards (LSCBs)
- voluntary and independent community groups
- commercial and charity organisations working of our children.

Services we can offer:

- Developing or reviewing safeguarding policies and procedures
- Practice reviews and file audits
- HR safeguarding and value based approaches
- Learning and improvement reviews
- Responding to the needs of faith and BME (black and minority ethnic) communities
- Consultancy to the voluntary and community sector
- Specialist consultancy with the deaf community.

To find out more, visit nspcc.org.uk/consultancy

*Please note that we do charge for our consultancy services.
OUR SERVICES FOR CHILDREN AND FAMILIES

Service centres

Learning the best ways to protect children and prevent abuse and neglect is central to our work. Much of this learning comes from the services we deliver to children and families across the UK.

Our network of teams work in and with local communities to provide interventions to some of the most vulnerable children and families. Partnering with professionals in local agencies, we deliver these targeted services in dedicated NSPCC service centres across the UK.

We develop our services by drawing on learning from our programmes, as well as programmes delivered by others in the UK and around the world that have been shown to achieve positive results for children and families. Our priority areas are linked to three of our strategic goals:

- Preventing abuse in families facing adversity
- Preventing child sexual abuse
- Helping children who’ve experienced abuse get back on track

We rigorously monitor and evaluate the effectiveness of our services to ensure that they deliver the maximum benefit to children and families. We share what we learn through training, consultancy, publications, and via our hub at nspcc.org.uk/evidencehub. We also support other agencies to take up services that we have shown to deliver positive outcomes for children and families.

Our services for children and families include:

- Support to enable vulnerable and high risk parents to develop safe, caring relationships with their children and improve their overall parenting skills
- Help for children and young people to manage the negative emotions which may cause them to sexually harm another child or young person
- Therapeutic support to help children overcome sexual abuse and exploitation, or change their behaviour if it poses a risk to themselves or another young person

You can find out more about our services and NSPCC centres at nspcc.org.uk/services
Focusing on prevention

The personal, social and economic costs of child abuse are well documented. As part of our new strategy, we’re working to find ways to reduce this harm by preventing abuse before it starts. To develop effective approaches to prevention, we’re bringing people together in local communities. We’re building partnerships between the lead agencies for children, schools, the voluntary sector and community members. Our aim is to create a place-based approach to prevention that is both innovative and based on the best available evidence.

Using a public health framework, we’ll work with local partners to co-create a range of services that build on existing strengths in professional practice and in local communities. By working together in and with the local community, we can combine NSPCC resources and evidence with local knowledge and expertise to help realise a shared vision of keeping children safe.
Our free helpline services are here to help you. While you probably have your own child protection policies and procedures in place, we recognise that sometimes you may want to talk through concerns with a specialist outside your organisation.

NSPCC Helpline

Our NSPCC Helpline provides help, support and advice to members of the public who are worried about a child. This may mean answering queries about child protection issues – such as when a child can safely be left home alone – or making a referral if a child is at risk. Each year we receive more than 50,000 contacts about child welfare.

Our Helpline is also available to professionals. You can call 0808 800 5000, email help@nspcc.org.uk, text 88858* or reach us online at nspcc.org.uk/helpline. The helpline is free and available 24/7.

As a professional, you can talk to our helpline practitioners about any child protection issue that’s concerning you. We can give you the support, advice and reassurance you need to make a judgement call. You may then feel confident to take action in line with your local procedures, or we can make a referral to the relevant agencies if a child is thought to be at risk.

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

We also run dedicated helpline services relating to specific child protection issues. These generally respond to child welfare initiatives or specific incidents. They are often commissioned by other organisations, such as our Yewtree Helpline, which was launched in relation to the Metropolitan Police inquiry. They may also be set up in response to requests from local authorities.

Our dedicated helplines include:

- **Female Genital Mutilation (FGM) Helpline**
  Our FGM Helpline offers advice, information and support to anyone concerned that a girl or young woman is at risk of female genital mutilation. The service is available 24/7 on 0800 028 3550 and at FGMhelp@nspcc.org.uk.

- **Radicalisation Helpline**
  Our Radicalisation Helpline is available for adults worried that a young person is being radicalised or influenced by extremism. We also provide advice on how to talk to children and young people about concerns they may have about terrorism. The helpline provides free, anonymous advice and support on 0808 800 5000 or at help@nspcc.org.uk.

- **Whistleblowing Advice Line**
  The Whistleblowing Advice Line provides free advice and support to people worried about how child protection issues are being handled in their own or other organisations. If, for whatever reason, you think an organisation might be putting children at risk, we can be called anonymously on 0800 028 0285 or you can email help@nspcc.org.uk.

Contact us on 0808 800 5000 or help@nspcc.org.uk if you’d like further information about commissioning a helpline.

Concerns about child trafficking

Our Child Trafficking Advice Centre (CTAC) provides advice and support to professionals concerned about child trafficking.

CTAC is a specialist service covering the whole of the UK, with experience of over 1,500 possible child trafficking cases. Our multi-agency team carries out and supports casework, works with statutory services and other agencies, offers training, and is a first responder for referrals to the National Referral Mechanism – a framework for identifying and supporting victims of trafficking. We also carry out preventative work in countries where children are being trafficked from.

Call 0808 800 5000 or visit nspcc.org.uk/ctac to find out more.
Childline is the UK’s free, 24-hour helpline and online service for anyone under 19. The service is available 24/7 on 0800 1111 and at childline.org.uk.

If a child or young person is struggling to cope, Childline is here to support them. Through Childline, we give more than a quarter of a million counselling sessions to children each year.

You can help children get support by letting them know that Childline is always here for them. You can order posters, wallet cards and leaflets from nspcc.org.uk/posters.

Childline is available 24/7 by phone and online chat, plus there’s a wide range of self-help and peer support services available through the Childline website. Our trained volunteer counsellors offer help, advice and support on absolutely any issue. Issues we commonly hear about include self-harm, low self-esteem, abuse, family problems, eating issues and emotional difficulties.

The service is confidential, but if a child is in immediate danger, the counsellor will explain that they may have to break confidentiality and contact the emergency services to keep the child safe.
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 at protecting children.

We want to make sure that your professional voice is heard by governments and policymakers across the UK. We work with the UK Parliament, the Scottish Parliament, the Welsh Assembly and the Northern Ireland Assembly to help make the UK safer for children.

If you have concerns about how policy and legislation is meeting the needs of children or how practice is being implemented, we’d like to hear from you. Your experience, insight and expertise can help shape policy that will help you in your work and ultimately achieve more for children.

You can find out how to support our current campaigns, including by joining our Campaigners’ Network, at nspcc.org.uk/campaigns.

We also run local campaigns in response to the needs of local communities. For example, we developed a campaign in York on child sexual exploitation, working in partnership with York City Council, York LSCB, York St John University and local groups. The campaign involved the development of a drama and workshop about child sexual exploitation that was delivered to all secondary schools in York.

**It’s Time**

Our current campaign, *It’s Time*, is calling for improved therapeutic support for children who experience the trauma of abuse. We want to make sure that every child gets the help they need to rebuild their life. You can find out how you can back the campaign at nspcc.org.uk/time
As well as our political influencing campaigns, we also run public education campaigns. An example of this is Talk PANTS.

Talk PANTS teaches the Underwear Rule to help keep children safe from sexual abuse, without using scary words or even mentioning sex. It gives parents and teachers simple but important rules that can keep children safe: that their body belongs to them, they have a right to say no, and that they should tell an adult they trust if they’re worried or upset.

For more information about how to talk PANTS and teach children the Underwear Rule, visit nspcc.org.uk/pants
The online world offers exciting opportunities for children, but it’s important that we also protect them from the risks that it poses. That’s exactly why one of our current strategic priorities is to make sure that children are safer online.

We want to work collaboratively to make this happen. We sit on the executive board of the UK Council for Child Internet Safety (UKCCIS) and were 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 also involved in discussions at UK and global level through networks such as the WePROTECT Global Alliance and the Children’s Charities Coalition for Internet Safety (CHIS). If you’d like to work with us in this area, please do get in touch.

Our online safety tools

Share Aware
You can support parents in keeping their children safe online by letting them know about Share Aware. This campaign was designed to give parents the confidence to have open, honest and ongoing conversations with their children about online safety. We’ve created two animations to prompt dialogue, and these are used by parents, schools and police forces across the UK. For more information, visit nspcc.org.uk/shareaware

Net Aware
We recognise that adults can find it hard to keep up to date with the platforms that children are using. That’s why we developed Net Aware, a free tool that educates parents about the most popular sites, apps and games. It can be accessed at net-aware.org.uk or downloaded as a free app.

Keeping Children Safe Online

Keeping Children Safe Online is an online learning course which we’ve developed with the Child Exploitation and Online Protection Centre (CEOP). This introductory course is aimed at teachers and other professionals who work closely with children. It provides a fully-up-to-date snapshot of how children use the internet and the different ways to protect them from harm. To book your place (£30), visit nspcc.org.uk/kcso
We’ve joined forces with O2 to keep children safe online. Together, we’ve:

* Launched an online safety helpline (**0808 800 5002**) that gives practical support on privacy settings and parental controls
* Designed and delivered free online safety workshops in schools, workplaces and community centres
* Compiled our top online safety tips
* Trained O2 staff (known as O2 Gurus) to deliver online safety advice in stores

You can book a workshop or a session with an O2 Guru at [nspcc.org.uk/O2](http://nspcc.org.uk/O2). You can also read our top online safety tips on this page.
We recognise that by working together with you and the organisations that you’re a part of, we can do more to protect children and prevent abuse and neglect.

We work with – and learn from - a wide range of organisations, including local authorities, local safeguarding children boards, health and social care trusts, the police and the Child Exploitation and Online Protection Centre (CEOP).

We provide the voluntary, community, faith and BME (black and minority ethnic) sectors with a comprehensive range of safeguarding support and information. We provide a common set of safeguarding standards and offer training, consultancy, workshops and webinars.

If you’re interested in finding out more about what the NSPCC offers voluntary, community or faith-based groups, or if you want to know more about possible partnership opportunities with the NSPCC, please contact us at help@nspcc.org.uk or on 0808 800 5000.

Work with us to keep children safe in sport

We run the Child Protection in Sport Unit (CPSU) in partnership with Sport England, Sport Northern Ireland, Sport Wales, UK Sport and the Youth Sport Trust. The CPSU provides training, resources and guidance to help organisations, coaches and volunteers keep children safe in sport. For more information visit thecpsu.org.uk
We’re committed to helping teachers and other education professionals feel empowered and supported. We work in a wide range of educational settings across the UK.

Our Speak out. Stay safe. programme provides specially-trained staff and volunteers to talk to primary school children about abuse. Children aged 5-11 learn essential safeguarding information in a fun and memorable way through an interactive assembly and workshop. To find out more and to book your sessions, please visit nspcc.org.uk/speakout

Additionally, we’ve developed teaching resources to help you keep your pupils safe:

- Talk PANTS, which empowers pupils to keep themselves safe from sexual abuse: nspcc.org.uk/pants
- Share Aware, which educates pupils about keeping safe online: nspcc.org.uk/shareaware

These free resources include lesson plans, presentations, classroom activities and curriculum links. They were both awarded the PSHE Quality Assurance Mark.

We also help schools ensure that they have robust safeguarding procedures in place. Our Safeguarding in Education assessment tool enables you to audit your school’s current safeguarding arrangements in line with the latest statutory and recommended safeguarding practices. It also helps you to identify areas for development and to make any necessary changes. You can register at nspcc.org.uk/esat

To get the latest education safeguarding news, sign up for our monthly Safeguarding in Education update at nspcc.org.uk/educationupdate
This booklet explains the ways that we can work with you to protect children and prevent abuse and neglect. Our services for professionals include helplines, information, training, conferences, consultancy and resources.

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, please contact us on 0808 800 5000 or help@nspcc.org.uk

Visit nspcc.org.uk/library for our library and information service for professionals.