

NSPCC
CYMRU | WALES



NSPCC Cymru/Wales

A year in review 2013 - 2014

EVERY CHILDHOOD IS WORTH FIGHTING FOR



When you think a child needs your help.

Help. Talk it over with us.

0808 800 5000

help@nspcc.org.uk nspcc.org.uk/helpline

EVERY CHILDHOOD IS WORTH FIGHTING FOR



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Welcome



Key highlights from NSPCC services in Wales

Abuse ruins childhood, and we provide services for children who have been abused and neglected to help them recover. But we know abuse and neglect can be prevented. That's why we're here, that's what drives all our work and that's why – as long as there's abuse – we will fight for every childhood. Here are just a few of the highlights from the year in review that we're particularly proud of.

We accepted **1187** new referrals into our service centres in Cardiff, Prestatyn and Swansea during the year in review.

Our helpline responded to **2398** contacts from people in Wales worried about a child.

Our ChildLine bases in Wales carried out **23,416** counselling sessions.

Our ChildLine Schools Service visited **377** primary schools and delivered workshops to over **19,394** children across Wales.

The Policy and Public Affairs team continued to take a stand for children by campaigning and lobbying for them on important issues and making sure their voices are heard.

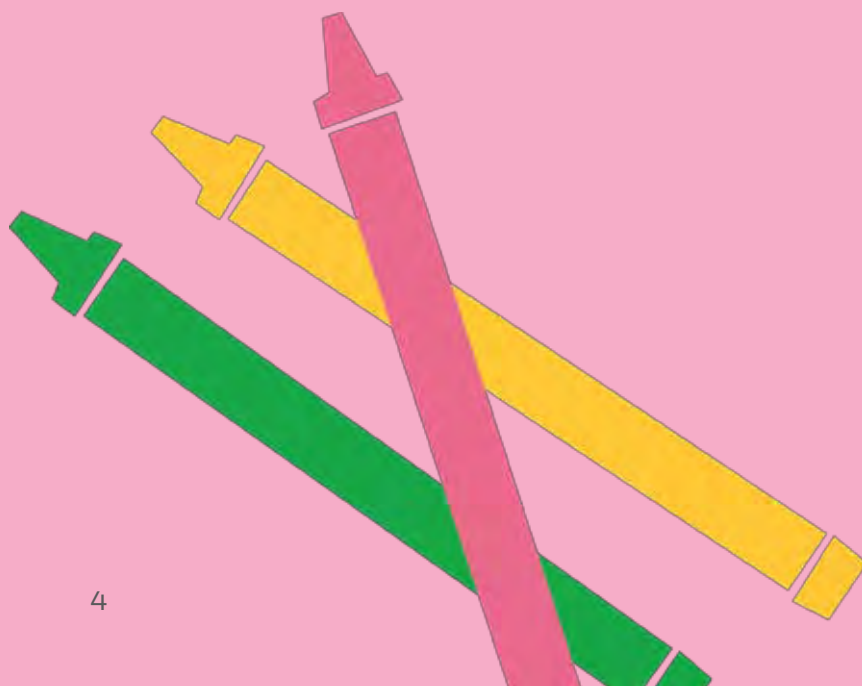
Our brand new Ziplt app has been downloaded 45,000 times since its launch.



Welcome from
Fiona Curteis

I formally took up my responsibilities in 2013/4, representing NSPCC Cymru/ Wales on the NSPCC Board of Trustees. It has been an incredibly busy time and I have been enormously impressed by the commitment of our staff in Wales and by the range of services provided here. This is the first time that a document has been produced that reviews all of NSPCC's activities in Wales. I am very pleased to be able to endorse this document which sets out, very succinctly, the range of services provided over the last year, as well as providing some information on referrals and the number of children and adults who have been helped. I hope that it will be a useful document.

Fiona Curteis, Divisional Trustee for Wales



Introduction



Introduction by
Des Mannion

Welcome to NSPCC Cymru/Wales' Year in Review 2013/14. This is the first time we have produced a report that describes all of our activities in Wales and through the report, we aim to raise awareness

of the many roles that NSPCC Cymru/Wales has played in Wales.

We are now coming towards the end of NSPCC's 7 year corporate strategy which has run from 2009 and ends in 2016 and we are consolidating our themed approach to each service centre as you'll read in this document, in the service centre pages. Many of our local services which work with children and families who have experienced abuse and neglect are now integrated with the work of the statutory

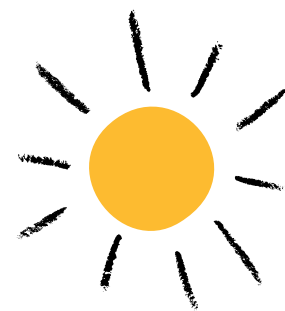
and voluntary sectors and we are pleased to work in close partnership with these services to better protect children or help them to recover. These local services complement the operation of our UK wide services such as ChildLine, the NSPCC helpline, the ChildLine Schools Service and the Child Protection in Sport Unit (CPSU) which are also described later. A key aim of our services and campaigns is to teach children how to protect themselves and also help parents, such as through our award winning Underwear Rule campaign. All of this activity has generated learning and has meant that we have developed an active role in working with Welsh Government as evidenced by our Welsh Neglect Project.

Finally, we remain extremely grateful for the support and generosity of our dedicated volunteers and fundraising supporters who have campaigned and worked tirelessly to raise crucial funds on our behalf to help more children and young people during the year in review.

Des Mannion, national head of service for Wales



NSPCC service centres in Wales



Some children and families have a tougher time than most. Abuse can happen in every family but we're doing everything we can to help. That's why we deliver services - some that build on the best ideas from around the world, others designed by us - to offer the best possible support to children and families who need it most right across Wales. We have three service centres in Wales - based in Prestatyn, Swansea and Cardiff - each of which deliver some of the services listed below.

Assessing the Risk, Protecting the Child

Children's services departments and courts often have to make difficult decisions about who children can live with and have contact with. If a man isn't in the criminal justice system but there are concerns about or convictions for sexual abuse in his past, they need to know exactly how much risk there is to children that he might live with. This is our service for assessing the risks to children in situations like these, so we can help the courts or children's services make the best decision for the child.

Baby Steps is a perinatal educational programme which means it's for parents in the run up to the birth of their baby and afterwards. Baby Steps supports future mums and dads to know how to care for their new baby, reduce the stress that often occurs with parents of a newborn and improve the lives of their babies.

Caring Dads: Safer Children is for men who are having difficulties in their family because of their abusive or violent behaviour. It aims to help dads: stop their abuse, recognise the impact their behaviour has on their children and improve their parenting.

Domestic Abuse Recovering Together (DART)

Through DART, children and their mothers can talk to each other about domestic abuse, learn to communicate and rebuild their relationship. They can meet other mums and children who have lived through similar experiences, and share what they have learned.

Evidence-based decisions (EBD) - Helping social workers intervene and make the right decisions for children in complex neglect cases.

Face to Face (Connecting with Children in Care) helps children in care work on any problem they're facing at home, at school, with friends, or with personal issues. It enables them to set their own goal for the future, and they decide on the timing and location of the sessions.

Family Environment: Drug Using Parents (FEDUP) helps children and families where one or both parents misuse drugs or alcohol. It gives children aged between 5 and 12 years a safe, confidential space to express their feelings and build self-esteem. Talking with other young people in a similar situation can help children feel less alone.

Improving Parenting, Improving Practice (IPIP) aims to improve parenting behaviour where there are concerns of significant harm from neglect or emotional harm. We believe early intervention can help parents change their behaviour and stop problems escalating.

Letting the Future In helps children who have been sexually abused to recover. Sexual abuse can affect young people in all kinds of ways. Many children and young people have told us they feel confused and upset about what has happened to them. They have said that having the chance to express their feelings really helps.

Preventing Non-Accidental Head Injury (NAHI) is a preventative programme to support new parents to improve confidence in dealing with the pressures of parenthood, to reduce the rates of non-accidental head injury.

Simplifying Mental Illness plus Life Enhancement Skills: Family SMILES aims to help children aged 8-14, whose parents live with mental health difficulties build self-esteem, resilience and life skills.

Turn the Page - Harmful sexual behaviour can be very confusing and upsetting for everyone in the family. Turn the Page helps children and young people overcome feelings that have made them harm another child sexually. We see boys and girls aged 4 to 17 and talk about ways to avoid harmful sexual behaviour.

Cardiff Service Centre



Our Cardiff Service Centre was identified to pioneer and develop a co-ordinated response to child sexual abuse, which aims to support people working with children and their families in identifying and responding to concerns about child sexual abuse.

We continued to deliver the Caring Dads, Safer Children programme and actively contributed to the evaluation of this fathering approach to preventing and responding to domestic abuse within families. The evaluation findings will be available 2015.

We also delivered programmes aimed at supporting parents and children, to consider the impact of neglect and substance abuse on children. This included successful delivery of five children's groups aptly named FEDUP (Family Environment: Drug Using Parents) by children who experienced the programme.

Alongside all of this, our Cardiff Service Centre was delighted to work in partnership with Cwm Taf Local Health Board to

implement a preventative approach to non-accidental head injury in babies. This required midwives to deliver an 8 minute DVD to parents of all newborn babies within its midwifery units and has now been integrated and accepted as part of the health board's midwifery discharge process.

Our Cardiff Service Centre continues to appreciate the ongoing support of all those who have been inspirational in their dedication to raising funds to ensure the delivery of services to the area's most vulnerable children and families.

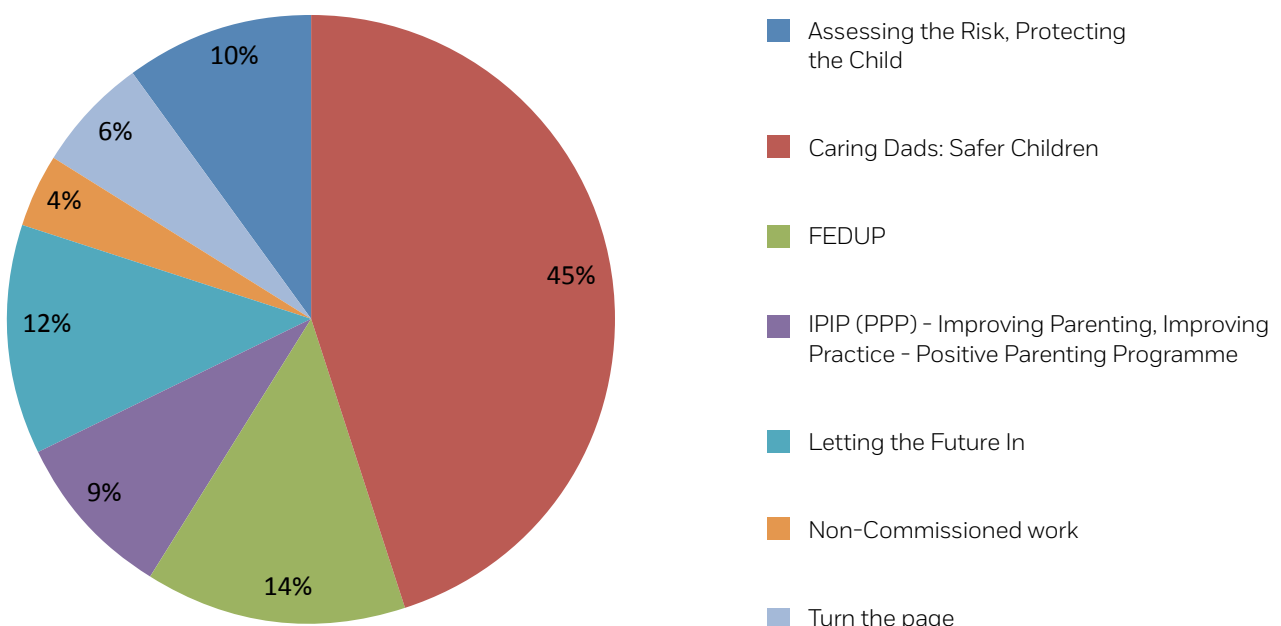


The other really good thing about FED UP was being with other people around my age who are going through the same thing. It was nice to hear their stories and know I'm not alone.



13 year old boy attending FEDUP (Family Environment: Drug Using Parents), Cardiff Service Centre

Graph 1 - Cardiff Service Centre Breakdown of allocated referrals
Total referrals = 418



Prestatyn Service Centre



Our Prestatyn Service Centre started delivering Letting The Future In in July 2013. This has been a very successful and well received service in North Wales. There has been a very high demand for LTFI in North Wales resulting in lots of interest from other agencies. This highlights a significant need for sexual abuse services in the area.

The official launch of the new service centre took place in December 2013. Our Chief Executive Peter Wanless joined ChildLine founder Esther Rantzen, service centre staff, and a range of stakeholders and fundraisers to celebrate the opening and everyone enjoyed a hugely successful day.

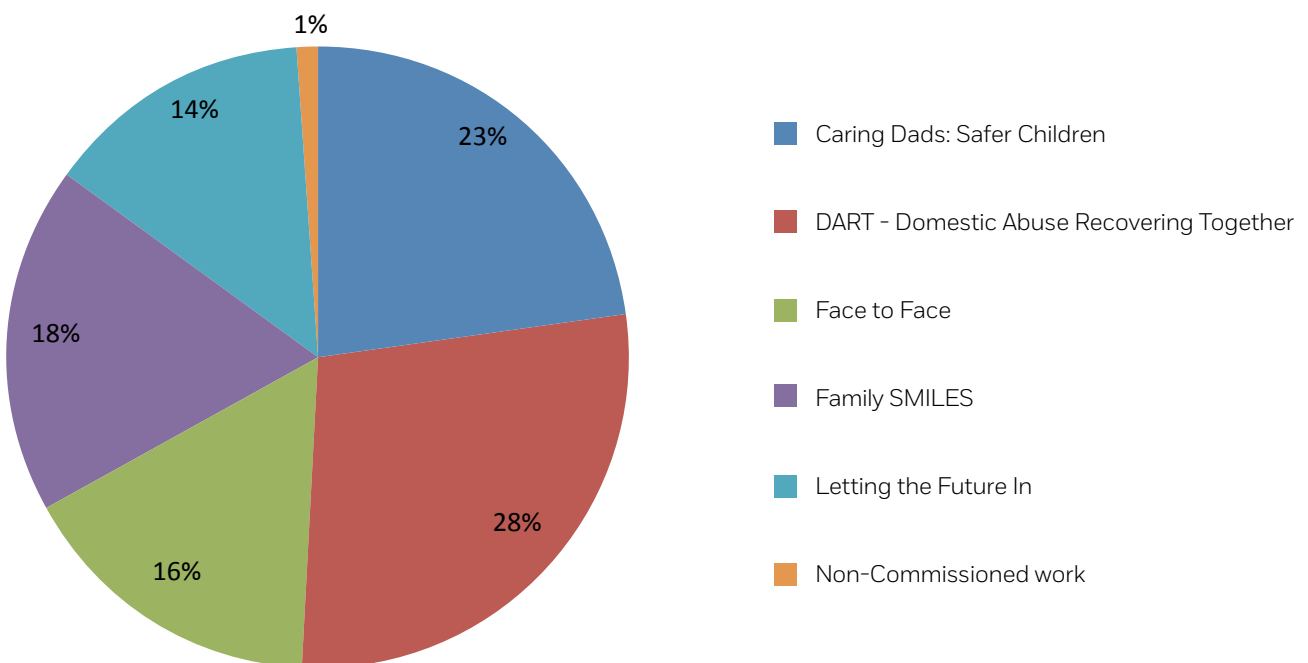
Staff within the Prestatyn team continued to deliver a large number of services across the whole of North Wales, ensuring that families in rural areas have equality in accessing our services. We had high referral rates and a large number of caseloads and we ensured that we were able to meet the demand for our services and could provide a quality service to as many children, young people and families as possible.

We continued to work in partnership with a number of other agencies and stakeholders on cases and services so we could extend the impact of our services. Three of our group work programmes were successfully co-facilitated with other agencies and we worked very closely with the local Health Board on making NAHI a success.

“If I hadn’t had the support of Sophie and the NSPCC, I think I wouldn’t have been able to go to college and would have ended up looking after my brothers and sister full time. I would have had no life. I’m planning on going to university and I know I previously wouldn’t have been able to. After being the mum to my brothers and sister for so long I couldn’t see any end to it. My future is looking bright now.”

Young person using the DART (Domestic Abuse Recovering Together) programme, Prestatyn Service Centre.

Graph 2 - Prestatyn Service Centre Breakdown of allocated referrals
Total referrals = 321



Swansea Service Centre



Our Swansea Service Centre leads on the use of the North Carolina Family Assessment Scale (NCFAS) which is a tool designed to help practitioners make evidence based decisions in cases where neglect is prevalent. The Evidence Based Decision service has exceeded expectations in terms of referrals and developments over the past year and strong links are being forged with social work practitioners across our three main local authority areas.

The referral rates across all our services, including Evidenced Based Decisions, Face to Face, Baby Steps, NAHI and Letting the Future In have increased and the Swansea Service Centre reached more vulnerable families across the Western Bay area which covers Swansea, Neath, Port Talbot and Bridgend, and also undertook some work in Carmarthenshire.

We've received positive feedback from both professionals and children and their families that used our services about the services we provide, with feedback from one Baby Steps group indicating that they had valued the support and

togetherness so much that it would be nice to get together in a year's time to see how their babies had grown.

The service centre worked closely with our partners in ABMU health board, who seconded a midwife into the team to support our Baby Steps service. As part of this work we established working partnerships with Flying Start across the region, and delivered groups in Parc Prison in Bridgend. ABMU also worked extremely hard to promote our NAHI campaign and ensure that high numbers of parents saw the DVD on discharge from each of the three hospitals across our region. Recent work also ensured that the parents of babies being discharged from Special Care Baby Unit also see the NAHI DVD.



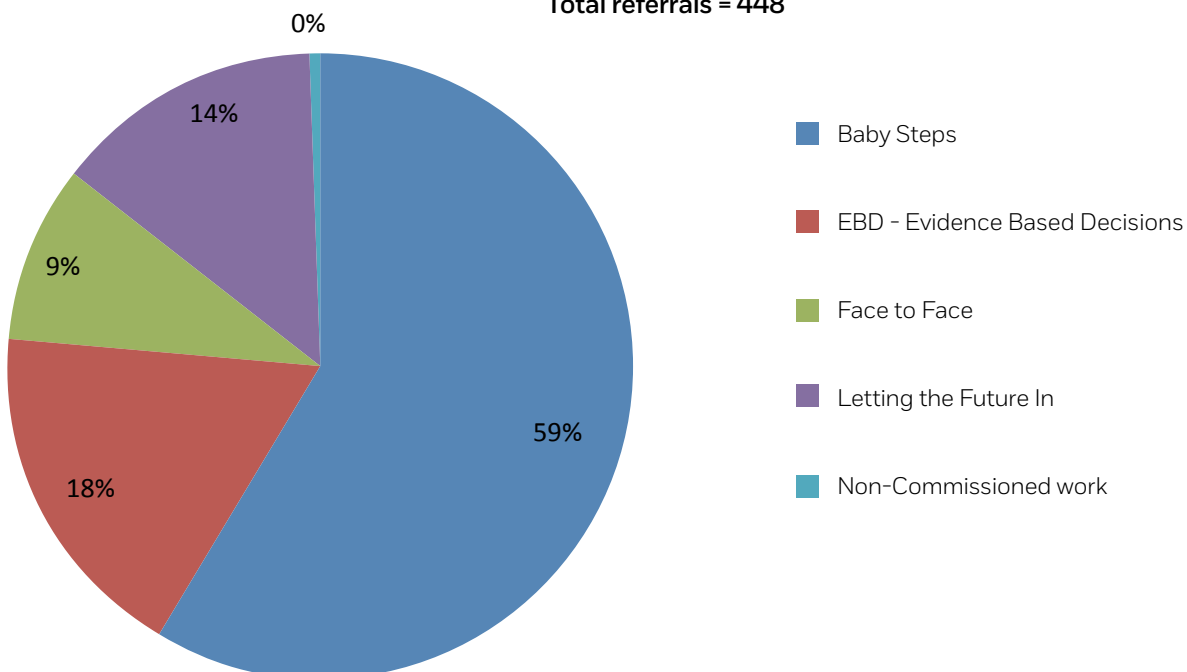
The workers have supported me not only about having the baby but with other issues going on in my life too. It has been a real confidence booster as everyone is in the same position. I'd definitely recommend it to others as I didn't know where to go for support or advice before I knew about this group.

Mum who attended the Baby Steps programme. Swansea Service Centre



Graph 3 - Swansea Service Centre Breakdown of allocated referrals

Total referrals = 448



ChildLine is our private and confidential 24 hour service, which offers direct support for children and young people up to the age of 19. There are 12 bases throughout the UK and **154** dedicated trained volunteer counsellors operate out of our two regional bases in Cardiff and Prestatyn.

ChildLine is here for children, whatever their worry, whenever they need help. A child contacts ChildLine every 20 seconds and some are going through the toughest time of their lives. They talk to us about things like family problems, bullying, self-harm and depression. Problems that children often feel they can't talk to anyone else about.

Luckily, a million children do find the courage to speak to us each year - on the phone and online. It means we understand the problems they face, and we make sure that tackling them is at the heart of everything we do.

During 2013-14, ChildLine carried out **280,064** in-depth counselling sessions with children and young people. **23,416** of these counselling sessions were handled by bases in Wales.

ChildLine referred to **1,975** agencies throughout the UK, where it was deemed that the child or young person was in immediate danger, or they asked to be referred. Of this total, **73** referrals were made to agencies based in Wales.

ChildLine has always been there for me and helped me through some difficult times. Thankyou for caring about me when I needed it the most.

Young person contacting the Cardiff Base



Lynda Holland, and Maxine and Michael Bradshaw volunteer at the ChildLine base in Prestatyn. They've made their volunteering a real family affair with Lynda joining the team first following retirement, quickly followed by daughter Maxine and grandson Michael. Lynda is a telephone counsellor and both her daughter and grandson volunteer on the ChildLine switchboard.

Lynda said: "In life I had always been fortunate in having support with any issues or problems and there were several people I could turn to when I felt the need to talk. I realised how important it was to have someone to listen to you when you needed to talk and that there were many young people who felt there was no one to listen and hear them."

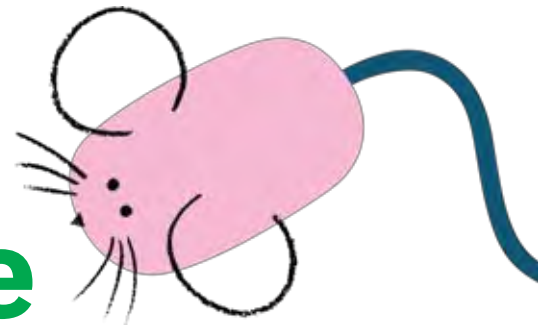
"This inspired me to volunteer in the hope that my listening could help some young person feel that someone cared and that in some small way I would be able to help them. Sometimes I hear difficult things that callers go through and I feel humbled that they are able to share these in a safe and trusted environment. It is a privilege when a caller feels they can trust you to tell something that they have never been able to tell anyone before."

Grandson Michael added: "I love the feeling of giving something back to the community. It makes it all worthwhile."

I'm not sure I would still be here if it hadn't been for ChildLine. Thankyou for saving my life.

Young person contacting the Prestatyn Base

ChildLine Schools Service



Many children who are abused and neglected stay silent, not knowing that what is happening to them is wrong. We're working tirelessly to change this; to teach all children across the UK what abuse is and where they can turn for help. Just one way we are doing this is through our ChildLine Schools Service.

The ChildLine Schools Service uses trained volunteers to talk to primary school children about abuse and how to protect themselves from it. As of 31 March 2014, we had visited **377** schools and delivered assemblies and workshops to **19,394** children aged between 9 and 11 across Wales. We achieved this through our growing population of some 75 committed and highly trained volunteers and 5 area co-ordinators working locally in communities. Our aim is to have reached every primary school child in Wales by 2016.



This project will be very beneficial, especially for our older children, knowing where they can seek additional confidential help whenever they need it. ChildLine clearly sets out in an age appropriate way the types of abuse, what is acceptable and that no child should have to suffer in silence.



Headteacher from Cardiff,
on the ChildLine
Schools Service



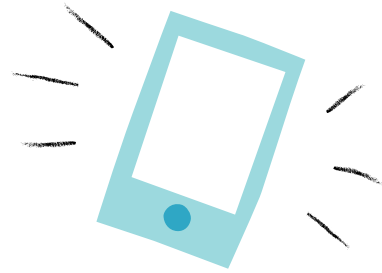
Child abuse of any kind should never be tolerated. It is imperative that young people in Wales are able to speak up and be heard. With the help and support of the new ChildLine Schools Service, children are going to get access to services which will help them understand abuse and the protection they deserve, get the confidence to talk, and importantly be aware of who's ready to listen.



Education Minister,
Huw Lewis, on the
ChildLine Schools
Service



NSPCC helpline



Working together with the public and professionals to protect children

Our helpline plays a central role in identifying children at risk by giving adults a place they can contact to share their concerns 24/7, anonymously if they wish, by phone, text, or online. Our advisers are frequently able to gather and share crucial information about a child with statutory services and the police, enabling as full a picture as possible to be painted of that child's life. At the same time our advisers, who come from a range of professional backgrounds including social work, education, and health, help prevent abuse or neglect happening in the first place by providing support to parents under pressure and others caring for children.

Between 2013-2014, advisers on our national helpline responded to **2398** contacts from people in Wales worried about a child.

We receive two main types of contact that are categorised as 'advice' or 'referral'. Referral contacts are where concerns

about a child's safety are so serious they have to be referred on to children's services or the police. Advice contacts are where the NSPCC counsellor decides a referral is not necessary and gives the caller advice on how to help the child if they want to.

1667 of the contacts in 2013/14 resulted in referrals, involving **2633** children.

Neglect was the leading cause for referrals with **611** referrals (42%), followed by physical abuse which resulted in **341** referrals (23%), and emotional abuse which resulted in **263** referrals (18%).

The helpline dealt with **731** advice calls.

The top 3 concerns for advice contacts (where concern was recorded) were child behaviour advice contacts (18%), sexual abuse advice contacts (17%), and emotional abuse advice contacts (13%).

Anyone with concerns about a child should contact the NSPCC immediately. We're here 24/7. It's free and you don't have to say who you are.

Call: 0808 800 5000
Email: help@nspcc.org.uk
Text: 88858

The NSPCC runs dedicated helplines, in addition to our general helpline for anyone worried about a child.

Female Genital Mutilation (FGM) helpline - 0800 028 3550

Helpline offering advice, information and support to anyone concerned that a child's welfare is at risk because of female genital mutilation.

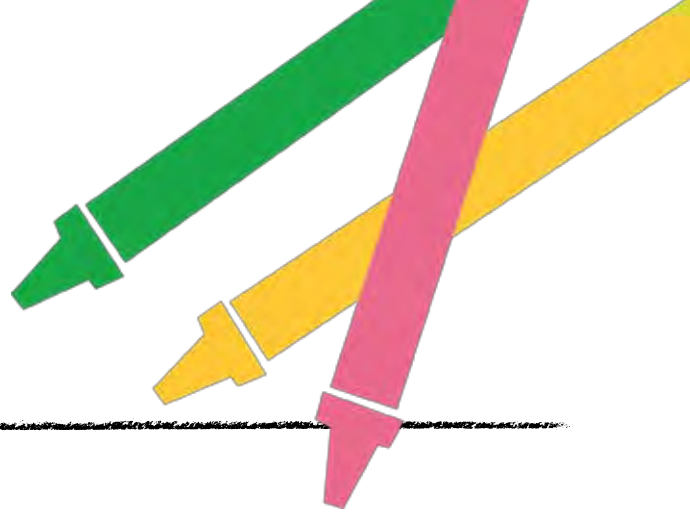
Modern Slavery helpline - 0800 0121 700

Anyone with concerns that a child or adult is a victim of slavery can contact this helpline. The NSPCC is working together with the Government in a bid to help identify victims of slavery. The service is wholly funded by the Home Office.

Gangs helpline - 0808 800 500

Helpline offering advice, information and support to anyone concerned that a child or young person is involved in or at risk from gangs.

Training & Consultancy



We know that everyone who comes into contact with children plays an important part in keeping them safe. We provide a large number of individuals and organisations with the training and resources to help them protect children more effectively.

Between 2013 and 2014 across the UK, we reached a total of 13,147 organisations, 22 per cent more than the year before. We provided training to 815 people from 559 organisations across the UK through our regularly scheduled courses. We also delivered bespoke training to nearly 7,000 people from 283 different organisations.



Welsh Women's Aid worked in partnership with NSPCC to host Designated Safeguarding Officer training at their Cardiff offices. A great space, with all the support and technology you could want or need. WWA gathered delegates from their own and member organisations for two days, where good practice was shared, problematic areas were discussed and solutions suggested. Great to have a variety of actively engaged participants.



Welsh Women's Aid



Child Protection in Sport Unit: Safeguarding children in sport

The Child Protection in Sport Unit (CPSU) was established in 2001 in response to a growing awareness of the number of sports who had to respond to cases of child abuse. We recognise the significant role that sport plays in the lives of children and young people and that's why we're committed to protecting young people in sports settings throughout Wales.

The unit works in partnership with sports organisations like Sport Wales and other agencies, to ensure that every child and young person has a safe and enjoyable experience when they participate in sport. We provide expert advice, guidance and support through safeguarding training and workshops to coaches, volunteers, clubs and sports bodies to actively safeguard the welfare of local children and young people involved in sport.

We also help sports organisations to develop the necessary policies and procedures they need to follow, and to put in place good practice and safeguarding measures. If and when concerns are raised, we advise on appropriate action.

In February 2014, the NSPCC and Sport Wales held an event at the Pierhead in Cardiff Bay to celebrate Welsh sports' achievement in safeguarding. 14 National Governing Bodies were awarded either Level 2 or Level 3, the highest level of the standards in Wales.



Case Study

Wales Squash and Racketball were highly commended by the NSPCC Child Protection in Sport Unit for their efforts in achieving both Level 2 and Level 3 (the highest level of achievement) of the NSPCC Safeguarding in Sport Standards in the same year - a feat not accomplished by any other National Governing Body of Sport.

A relatively small sport with very few paid staff, Wales Squash and Racketball were able to demonstrate that they were operating at the highest level of the safeguarding standards when assessed by a panel of NSPCC and Sport Wales staff. The achievement of the safeguarding standards in such a short space of time is reflective of the commitment that Wales Squash and Racketball have made to safeguarding and how it is embedded at every level within the sport.

Children and young people involved in Squash and Racket ball are given a voice and have contributed to various projects, for instance young people designed codes of conduct for parents, outlining their expectations of their behaviour. Young people have also designed posters promoting their sport and are represented on the safeguarding steering group.

Wales Squash and Racket ball are now continuing to support the safeguarding in sport work in Wales and are part of a pilot group of sports working on a post standards assessment framework to maintain and further embed the Level 3 standard already achieved.

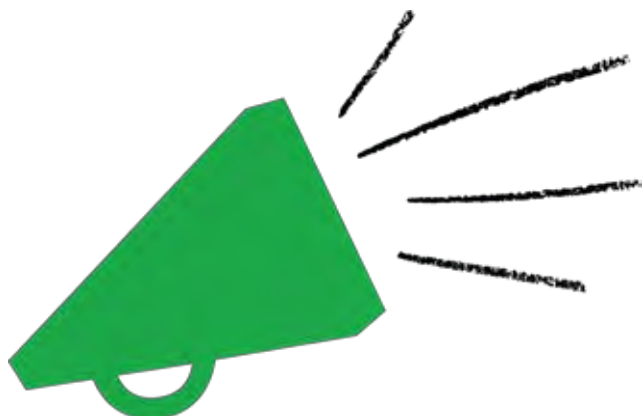
There are so many youngsters coming through sport in Wales, especially in gymnastics and organisations like the NSPCC make sure we're safe and protected

Frankie Jones, Welsh rhythmic gymnast champion

The child's voice at the heart of our work

Through ChildLine we understand the problems faced by young people and make sure that tackling them is at the heart of everything we do. It's one of the things that makes us unique as a children's charity. And this isn't the only way we make sure we are listening to young people. We involve them in all aspects of our work. Our Participation Unit works with young people across the UK, to provide them with the opportunity to be part of our decision making. The feedback, ideas and suggestions that young people give us guides the services we develop, the staff we employ and the laws and attitudes we influence.

Cymru Kidz Zone is the Swansea NSPCC Wales Participation group. Throughout their time with CKZ, group members have contributed to shaping our organisational and national policies. They've attended a private audience with Gwenda Thomas, Deputy Minister for Social Services, to be part of the consultation process in relation to the Social Services and Well-being (Wales) Bill. This event was filmed and the group made a DVD to help promote CKZ to potential new group members. One of our CKZ members applied and was successful to sit on the Social Services Citizen Panel, made up of adults, young people and children who use social services in Wales. Their views and decisions will contribute to giving people a greater voice and more control over the services they receive.



CKZ took part in Universal Children's Day, by making and wearing t-shirts and producing a DVD to express their views on the theme of the day which was about why 'hitting children is wrong and the law should say so'. They also spoke to young people from primary schools about their views and took part in peer workshops in conjunction with ChildLine. The group members are proactive in their approach to children's rights and have initiated workshops around Neglect, NSPCC Staff recruitment and in developing Cymru Kidz Zone promotional packs that will be given to all NSPCC South Wales service users. They've also taken part in a consultation around the role of the Children's Commissioner.

In addition to the activities of CKZ, children and young people were the stars of the show at several of the events we held in Wales during the year in review.

- we needed their help to launch our ChildLine Schools Service, before an audience of Ministers and Assembly Members at the Senedd in Cardiff
- they helped celebrate the launch of our new service centre in Prestatyn
- they showcased their tumbling skills at an event celebrating the success of sporting bodies who had achieved a high level of safeguarding children
- they shared their views and experiences with our policy team who were carrying out research on the impact of domestic violence on young people
- they worked with our media team to tell their own personal stories about their past experiences and how they had been able to work through their issues thanks to our services.

Policy, Public Affairs and Campaigns

Throughout the year in review, the Policy and Public Affairs team has continued to take a stand for children by campaigning and lobbying for them on important issues and making sure their voices are heard. We took a lead role in Welsh policy development and maintain key relationships with government and national statutory and voluntary organisations. We used learning from our services and evidence based research to influence policy, legislation and attitudes in pursuit of our mission to prevent and end cruelty to children and young people.

Throughout 2013/4, we achieved significant results by working alongside our partners to assist government departments by providing input into submissions and consultations.

We provided written evidence to Welsh Government consultations on:

- The development of national standards and outcomes framework for children and young people's advocacy services in Wales
- Continuity and change – refreshing the relationship between Welsh Government and the Third Sector in Wales
- A National Outcomes Framework for Social Services in Wales
- Revised guidance on safeguarding children in education
- The future of Regulation and Inspection in Wales
- Proposed amendments to the Staffing of Maintained Schools (Wales) Regulations 2006

We also responded to a Welsh Labour Policy consultation on positive parenting and the legal defence of the reasonable punishment of children.

We submitted written and oral evidence to the following National Assembly Committees:

- Children, Young People and Education Committee's Inquiry into Child and Adolescent Mental Health Services
- Children, Young People and Education Committee's scrutiny of the Social Services and Well-being (Wales) Bill
- Health and Social Care Committee's scrutiny of the Social Services and Well-being (Wales) Bill

As well as supporting the campaigns that ran throughout the year, we're active members of Children are Unbeatable! Cymru which campaigns to change the law so that children and young people have the same protection from being hit as adults do.



Welsh Neglect Project

We are working closely with Action for Children – Gweithredu dros Blant to deliver the Welsh Neglect Project, funded by Welsh Government. This project brings together key partners across Wales to collaborate and identify key areas for action on child neglect. The project aims to improve responses and services to ensure neglected children and their families receive help as early as possible.

In Year 1 (2013-14) evidence was gathered, including academic research and seminars with multi-agency workers. Cardiff University investigated strategic arrangements for assessing and responding to neglect across Wales, primarily through structured interviews with strategic leads within local safeguarding children boards, heads of children's services and the Welsh Government. The project also spoke to multi-agency staff and local leads at seminars and workshops to build a picture of the current response at an operational level. This allowed the project to learn from best practice and to understand the main enablers and barriers to an effective, early multi-agency response to children and families.



The project has been overseen by an advisory group which comprises senior representatives from Social Services, Health, Families First, Flying Start, Police and other key delivery partners.

The work in 2013-14 informed decisions about what practical resources needed to be developed and what support multi-agency professionals required to improve the response to neglected children. In 2014-15 NSPCC Cymru / Wales and Action for Children – Gweithredu dros Blant are working with local areas on:

1. Resources to assist local areas to produce population need assessments that capture the scope of child neglect
2. Model multi-agency neglect protocols
3. A report with recommendations on multi-agency neglect assessment tools for individual children and families
4. Research into the role of education services in tackling neglect
5. Mapping current neglect training arrangements for multi-agency staff



Our campaigns

Underwear Rule

In July 2013, we launched the Underwear Rule campaign, to encourage parents and carers to speak to their young children about staying safe from sexual abuse. We created child-friendly bilingual guidance to help them do this in an easy way, without needing to mention the words sex or abuse. The easy to remember guide encouraged parents to talk PANTS to their children, explaining that

Privates are private.

Always remember your body belongs to you

No means no

Talk about secrets that upset you

Speak up, someone can help

The campaign included radio, digital and TV advertising and a partnership with NetMums. It led to 400,000 parents speaking to their children about staying safe from sexual abuse and 3.5 million watching the advert online. It has also led to a sex offender being jailed for eight years after a three-year-old girl who was taught the Underwear Rule told her mum that that she had been abused.



To find out more about this campaign, visit www.nspcc.org.uk/underwearrule

“As a mother and childcare worker I am totally in support of the NSPCC’s “Talk PANTS” campaign. Abuse is a subject we all shy away from talking about as we don’t know how to approach the subject with young children. I think that the booklet is really good, it’s easy to read not too long winded, gives us an understanding of how to approach our children and tips on how to answer their questions.”

Mum of two from Carmarthen, supporting the Underwear Rule campaign

“Any advice on what to say and how to cope with such a sensitive but important subject is great. I am going to start Talking PANTS to my girls, my goddaughter, nephew and all my friends with children.”

Swansea mum of two supporting the Underwear Rule campaign



Bridgend helpline campaign

In November 2013, we joined forces with Bridgend County Borough Council on a campaign to encourage local people to contact the NSPCC helpline if they were concerned about the welfare of a child. The campaign came about because call rates to the helpline from the Bridgend area were among the lowest in Wales but we knew that this wasn't due to a lack of need. So, in a joint initiative, with the help of a range of 'community champions' in Bridgend, including South Wales Police, First Cymru buses, Job Centres, retail giant Asda and local authority partners like leisure centres, civic offices and libraries, we took every opportunity to spread the word about the helpline. We reminded the local community how they could help prevent child abuse by not hesitating to report their concerns about a child.



Ziplt : our campaign against sexting

In October 2013, ChildLine launched its first ever app – Zipit – which was designed to defuse the pressures on young people to send sexually explicit images of themselves, offering them witty images to send instead. Zipit's launch came as an NSPCC/ChildLine survey revealed that young people were frequently taking huge risks by making and sending sexual images of themselves. 60 per cent of respondents said they had been asked for a sexual image or video of themselves, and 40 per cent had created one. The app has had an overwhelmingly positive response, being downloaded 45,000 times since its launch in October and gaining a 4.5 star rating in the app store.



If people have sent things that they regret and are scared about they are not going to want to do that again. This way if it happens again they can send a message they don't have to worry about. There's advice on there about what to do if you are worried about something you have done and that's really good too.



Young person from Cowbridge, on the Ziplt app



We regard the safeguarding of children and young people in Bridgend County Borough to be of paramount importance, and recognise the significance of this collaboration with NSPCC. We all need to work together to protect children and prevent any abuse and neglect.



Councillor Huw David, Bridgend County Borough Council Cabinet Member for Children and Young People



Fundraising



Working together to raise money for our work with children

We would like to thank everybody across Wales and the Welsh Borders who supports our work. Hundreds of dedicated Branch and District volunteers across Wales and the Welsh Borders have over the years given up their time to raise money so that we can help children, holding a huge number of diverse community based events ranging from coffee mornings, bridge evenings, quiz nights, open gardens, shopping trips, vintage fairs, concerts and balls. Individual supporters also take up the challenge of supporting our fight for every childhood by being active and running, cycling, swimming and trekking for children.

2013 saw the launch of the NSPCC Wales Appeal, led by Sir Stanley Thomas OBE OStJ. The appeal aims to raise £3 million over three years to provide support and help to the most vulnerable children and young people across Wales, and began with Beefy's Big Welsh Walk in August when supporters joined cricketing legend Ian Botham striding out across the Welsh countryside to raise funds.

In addition to receiving much appreciated funds from legacies, wills and gifts in memory of loved ones, we've worked closely with a number of companies across Wales. Whether large or small, companies have come together to support the NSPCC through Charity of the Year initiatives, donating proceeds from the carrier bag charge, holding and sponsoring events, providing gifts in kind and in many other ways.

Our schools fundraisers work in schools right across Wales, delivering awareness sessions and safety talks to children of all ages, mostly primary but also secondary if requested. The fundraisers introduce the children to 'Buddy', the ChildLine mascot, after which the school takes part in an event to raise funds for us. Number Day – an innovative event which takes place every December – sees teachers in schools across the country delivering interactive and engaging maths lessons that are fun for the children and raise money at the same time.

We are also very grateful to the Moondance Foundation who generously support the NSPCC's centre in Cardiff, and to the Welsh Government who, through the CFOG Grant, provide continued funding towards the NSPCC's ChildLine service in Wales.

The overwhelming majority of our funding – more than 90 per cent – is received from public donations, and we're careful to make the most of every penny. For every pound we receive, 78 pence goes towards our work with children and young people. We also make sure to keep our support costs, which are currently less than 5 per cent, as low as possible.

Without the dedication and commitment of our supporters, the impact that we make on children's lives would not be possible.

Want to support the NSPCC's fundraising in your area? Whether you're an individual, community group or business, there are many ways to can help. **NSPCC Cymru/Wales Fundraising Support team: Tel: 020 3188 3658 Email: walesappeals@nspcc.org.uk**



Key contacts for NSPCC services in Wales

Cardiff Service Centre
NSPCC Cardiff
Diane Engelhardt House
Unit 2
Treglown Court,
Dowlais Road,
Cardiff, CF24 5LQ
02920 108 080

Prestatyn Service Centre
NSPCC Prestatyn
Trigg House
Warren Drive
Prestatyn
Denbighshire
LL19 7HT
01745 772 100

Swansea Service Centre
NSPCC Swansea
Tŷ Findlay
Prince of Wales Road
Swansea
SA1 2EX
01792 456 545

Childline

If you are a child and need to talk, you can call Childline free at any time on **0800 1111** or visit us at www.ChildLine.org.uk where you can contact us via email or have a 1-2-1 chat online.

Child Protection in Sport Unit
Tel: **0116 366 5590**
Email: cpsuwales@nspcc.org.uk
www.thecpsu.org.uk
Twitter: [@TheCPSU](https://twitter.com/TheCPSU)

Wales Policy and Public Affairs Team
For more information on our policy and public affairs work contact:
Email: publicaffairs.cymru@nspcc.org.uk
Tel: **020 3188 3616**

Fundraising
Want to support the NSPCC's fundraising in your area? Whether you're an individual, community group or business, there are many ways you can help.
Email: walesappeals@nspcc.org.uk
Tel: **020 3188 3658**

Communications
For media information, please contact the regional communications team:
Email: walesandsouthwestcomms@nspcc.org.uk
Tel: **020 3188 3655**

Anyone with concerns about a child should contact the NSPCC immediately.

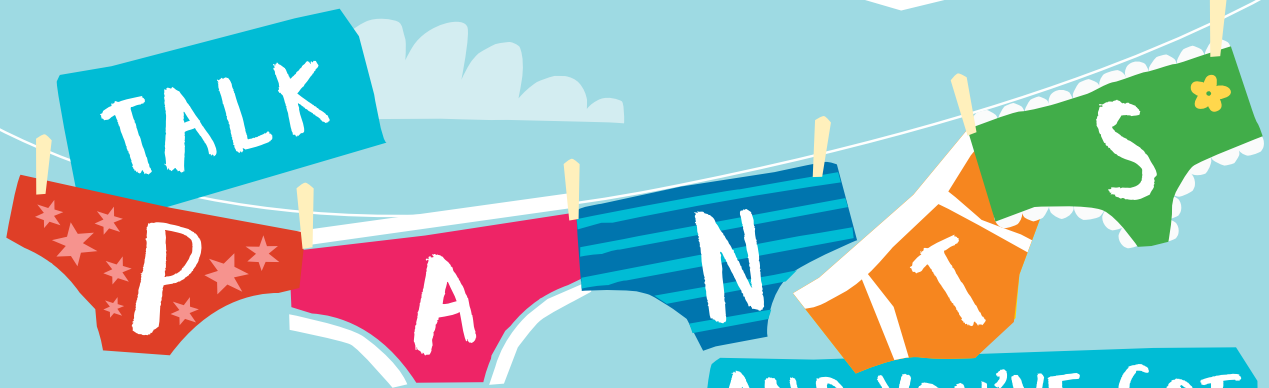
We're here 24/7. It's free and you don't have to say who you are.

Call: 0808 800 5000
Email: help@nspcc.org.uk
Text*: 88858
Visit: www.nspcc.org.uk/helpline

*for Channel Islands 07786 200001.
Standard network charges apply
Registered charity numbers 216401 and SC037717



LEARN THE UNDERWEAR RULE



AND YOU'VE GOT IT COVERED!

P RIVATES ARE PRIVATE

A LWAYS REMEMBER YOUR BODY BELONGS TO YOU

N O MEANS NO

T ALK ABOUT SECRETS THAT UPSET YOU

S PEAK UP, SOMEONE CAN HELP



ChildLine is a service provided by the NSPCC.
Registered charity numbers 216401 and SC037717





©Registered charity numbers 216401 and SC037717
Photography Steve Pope and Tom Hull, the children pictured are volunteers, models and NSPCC staff.

Find out more about our work at
[nspcc.org.uk](https://www.nspcc.org.uk)