

NSPCC
CYMRU | WALES



NSPCC Cymru/Wales

A year in review 2014 - 2015

**MAE POB PLENTYDOD WERTH BRWYDRO DROS
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

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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.

In 2014/15, across our service centres in Cardiff, Prestatyn and Swansea, we helped 2,246 children and

adults (includes children who benefited indirectly, as well as children and adults we worked with directly).

Our helpline responded to **2348** contacts from people in Wales worried about a child.

Our ChildLine bases in Wales carried out **24,774** counselling sessions.

Our ChildLine Schools Service visited **425** primary schools and delivered workshops to over **24,140** children across Wales.

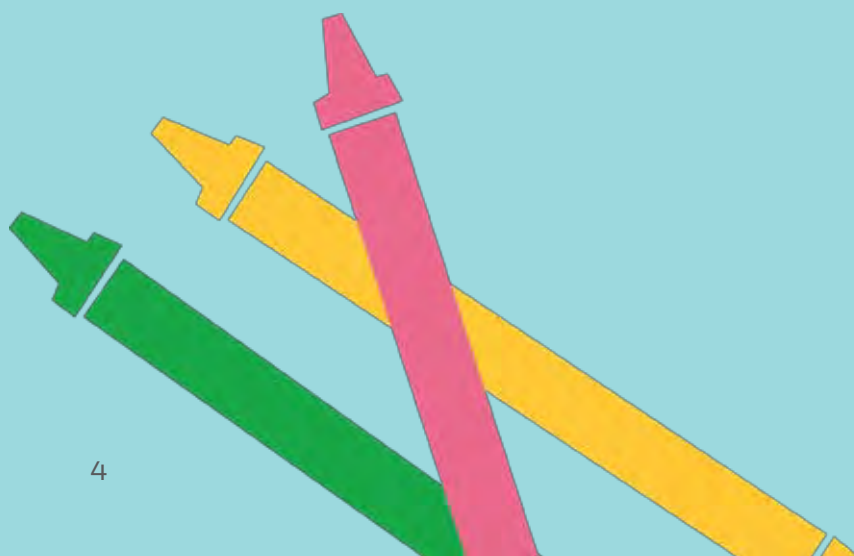
The Policy and Public Affairs team continued to take a stand for children by campaigning and lobbying for them on important issues and making sure their voices are heard.



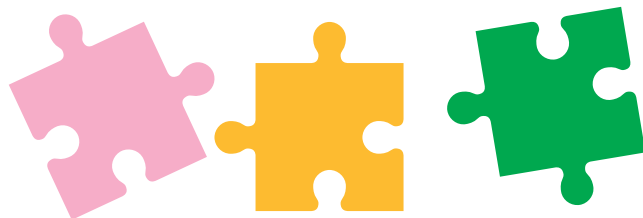
Welcome from
Fiona Curteis

I am delighted to welcome you to the second annual review of the work undertaken by NSPCC Cymru/Wales which I hope you will find useful. This document sets out the broad range of services we have provided over the last year together with information on referrals and the number of children and adults who have been helped. It also includes details of our policy, public affairs and campaigns work as well as our training and fundraising activities. It has been a very busy time for us and I would like to pay tribute to the dedication and commitment of all our members of staff and volunteers who together have worked so hard to improve the lives of neglected and abused children in Wales. Over 90% of NSPCC's income is donated, and none of this work would be possible without the generosity of the general public, businesses, corporations and major donors, and the fundraising activities carried out by our committees. Thank you, each and every one of you.

Fiona Curteis, Divisional Trustee for Wales



Introduction



Introduction by
Des Mannion

This Year in Review describes the wide ranging work of NSPCC Cymru/ Wales in 2014/15. Our intention in producing this report is to raise awareness and celebrate our successes. Like

everyone else we are not immune to the financial realities of today's world and as an independent charity we are reliant on the support of the general public, our dedicated volunteers and fundraising supporters. So, I would like to thank our supporters for enabling us to deliver the great work that we do together. NSPCC has a long and rich

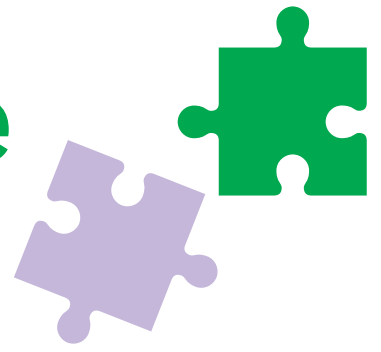
history and from next year we will focus our energy into the child protection challenges of today and tomorrow through our new Organisational Strategy.

We deliver a variety of services within Wales. Through ChildLine, Helpline, and our Schools Service we provide a safe space for children and adults to share their concerns across Wales. Our direct services to children and families have been rigorously evaluated and so as well as continuing to help children in our communities we are now able to evidence what works. The evaluation findings can be found at <http://www.nspcc.org.uk/evidencehub>. This research, along with our campaigns and publications are all part of our effort to promote learning and change at a practice and a policy level within Wales. I hope that this review inspires you to get involved either as a volunteer or as a supporter of NSPCC Cymru/ Wales.

Des Mannion, National Head of Service for Wales



Message from the Chief Executive



We have achieved a lot together over the last twelve months. We know that many people within and beyond children's services are working flat out to protect children but operate in

a system under huge pressure. Our services are designed to prevent and protect many children from suffering abuse and neglect and we are testing innovations that we believe can transform the child protection landscape. Our services in Wales draw from expertise and insight gathered from across the UK and beyond. The impact of these

services, through the evidence they are generating, have the potential to influence outcomes for children well beyond the locations of our services themselves.

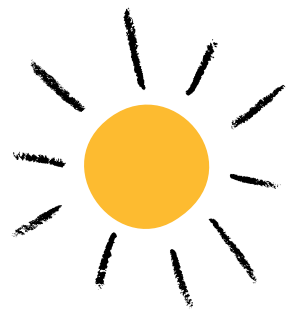
I am proud to lead an organisation that delivers these outcomes for children, and that is so ambitious in the goals we set for the future. This would not be possible of course, but for the fact that we receive support in every city, town and village across the UK. NSPCC support costs are now less than 5 per cent of total costs expended which means we can reach even more of the most vulnerable children and young people we are here to help.

I would like to thank all of our supporters who ensure that every year, we keep over one million children in the UK safer.

Peter Wanless, Chief Executive of the NSPCC



NSPCC service centres in Wales



Some children and families have a tougher time than most. Abuse can happen in any 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 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.

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, and recognise the impact their behaviour has on their children and improve their parenting.

Coping with Crying helps to protect babies by teaching parents about the dangers of shaking their baby and sharing tips on how to manage the stress they may feel when their baby cries.

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) helps 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 (LTFI) 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.

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

Thriving Families – is an innovative delivery model to help define, detect and tackle neglect and provide the right support for families.

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

Since April 2014, we have been delivering the Cardiff Sexual Abuse ‘hub’ – a specialised local initiative that combines existing sexual abuse services with a structured advice and consultation service. The aim of this is to ensure that professionals can get access to the right kind of support with sexual abuse issues from the right part of the NSPCC as quickly and easily as possible and we have provided support to over 150 professionals through enquiries and consultations.

Under the sexual abuse theme we started delivering the Protect and Respect service for young people aged 11-19, who have been or are at risk of, sexual exploitation. This is done through protective and preventative work.



Idrissa Camara from Ballet Nimba delivered a drumming workshop for children and young people as part of the February 2015 participation event.

In early 2015 we began our transition into Thriving Families – our integrated specialist delivery service to tackle neglect. Practitioners work to prevent and address neglect by offering bespoke support at the right time, initially through an assessment process that answers important questions about the type, scale, impact and reason behind neglect in each case. This means that families can then go on to receive the most appropriate support for them and parents can be helped to understand what they can do to address concerns.

Services that come under the umbrella of Thriving Families are

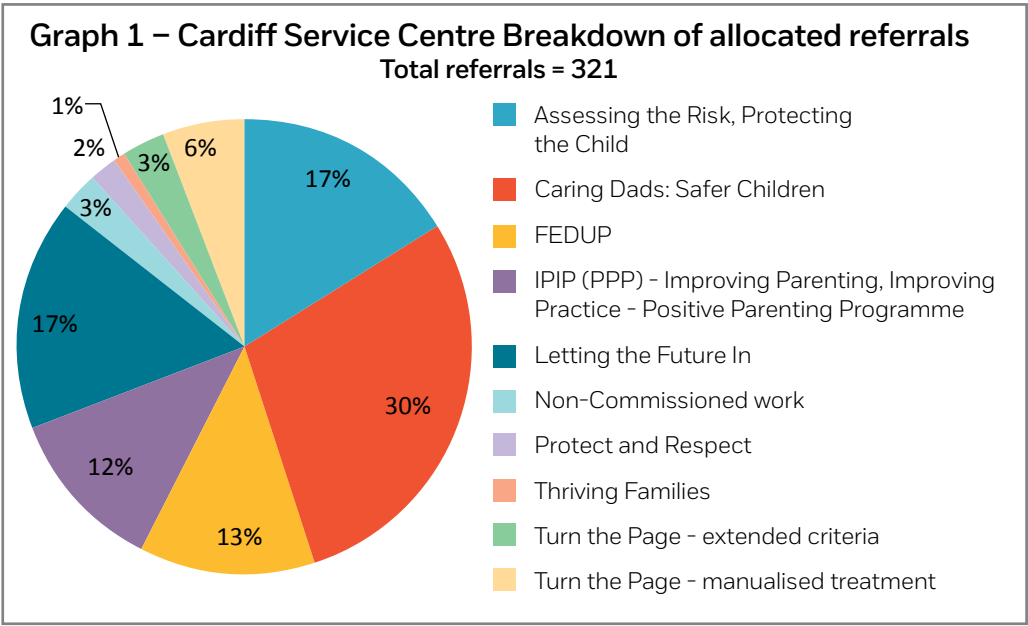
- SafeCare® – provides practical support for parents of children aged 5 or under to help them develop parenting skills and focus on the needs of their child.
- Positive Parenting Programme – helps parents to manage their moods, improve communication and increase their confidence and parenting skills.
- Video Interaction Guidance – supports parents in understanding and responding to their children's needs by filming some of their interaction over a period of time.

These services are provided in partnership with the Vale of Glamorgan and Cardiff Children's Services.

During the year in review, we successfully held 5 participation events within the Cardiff Centre which included:

- A consultation with Welsh Government and our Caring Dads Programme service users which was part of the government's consultation on the National Training Framework on Gender-based Violence, Domestic Abuse and Sexual Violence Bill.
- An Easter 'Family Fun day' for current and past service users to enjoy a day of activities including a circus skills workshop, close up magic, an Easter treasure hunt, tombola and arts and crafts workshops.
- Workshops specifically for children and young people to gather their views and input on an upcoming group work programme designed to work with children and young people at risk of neglect.

During a visit by Mark Drakeford, Minister for Health and Social Services, and Gwenda Thomas, Deputy Minister for Social Services, in August 2014, Cardiff staff were given a great opportunity to share feedback which showcased the benefits of their work with children and adults.



“ I felt like it was a safe place to come and open up without feeling judged ”

16 year old girl attending the 'Letting the Future In' therapeutic sexual abuse service

Prestatyn Service Centre



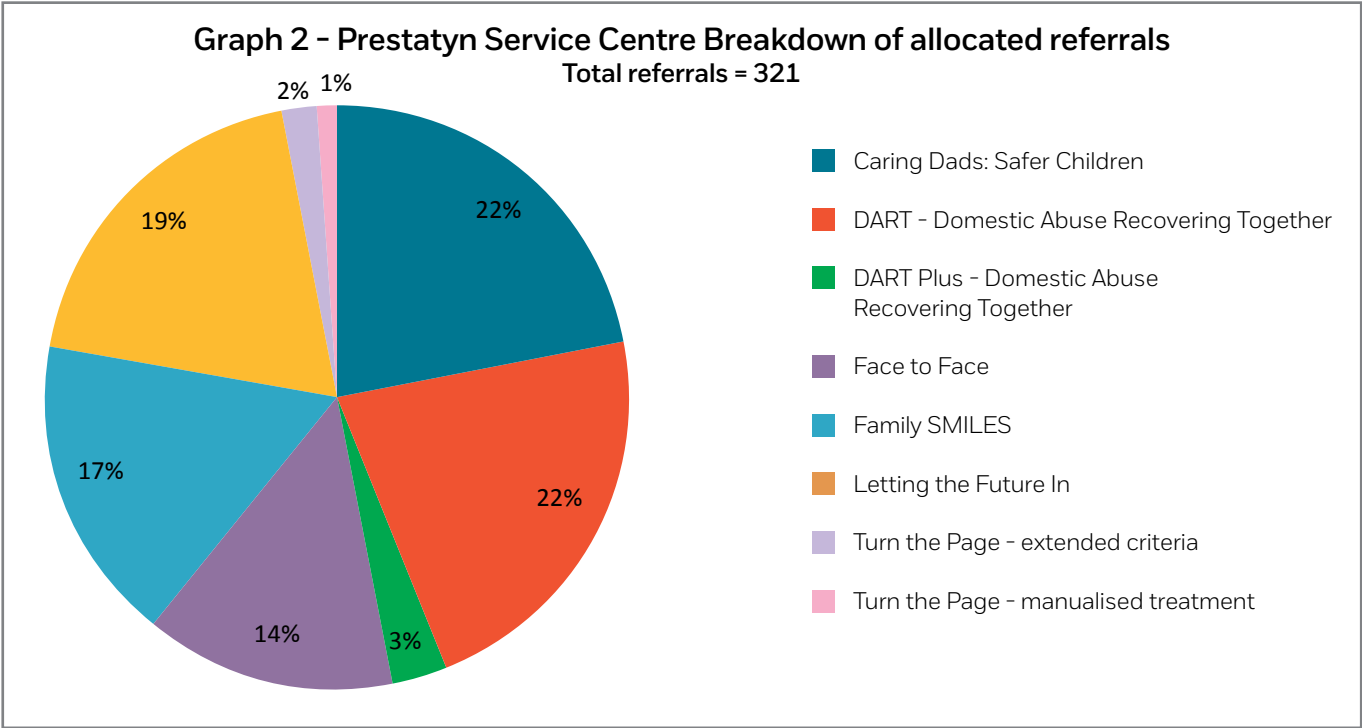
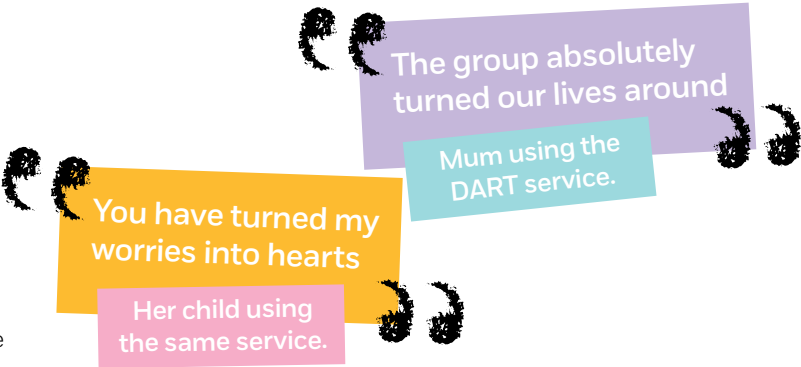
We have continued to run five services from Prestatyn that respond to the current need of this area. These are: DART (Domestic Abuse Recovery Together) Family SMILES which tackles parental mental health from the child's perspective, Letting the Future In - a sexual abuse recovery service, Turn the Page - a harmful sexual behaviours service for young people, and the Coping with Crying service. We have been faced with many challenges delivering services in a rural location and a lack of transport infrastructure in many of the areas that we cover. However these are overcome by staff cluster working in their area to ensure that services are delivered.

Letting the Future In, which is fast becoming the dominant service for Prestatyn, indicates the high levels of need for this sexual abuse recovery service across North Wales. The feedback from service users and professionals has been really positive. One young person wrote "I feel able to look myself in the mirror and not be disgusted by who I see".

One of the main successes for Prestatyn was embedding the

Coping with Crying service into the discharge process within the Betsi Cadwaladr University Health Board across all three hospital sites in North Wales. This brings to an end a very successful partnership between the NSPCC and the Health Board that demonstrates the motivation and commitment to include this innovative service to help prevent babies becoming seriously hurt in the most dreadful way.

DART (Domestic Abuse Recovery Together) has yet again had another successful year. In the 3 years DART has been running, the positive feedback from mums and children demonstrates how valuable they consider this service to be. It is hard to hear how your child feels about living with domestic abuse, and how scared and powerless it makes them feel sometimes, but mums flourish alongside their children in a safe setting and the service enables them to move forward together.



Swansea Service Centre



During 2014 – 2015, the Evidence Based Decision Service was received positively by Local Authority social workers across Western Bay and Carmarthenshire. The reports undertaken jointly with our partner agencies helped social workers to inform their decision making in cases where child neglect and parenting was an issue. Social workers and parents provided positive feedback, particularly in terms of parents being able to clearly understand the concerns Local Authorities had in relation to their children and what they then needed to do to improve their parenting.

The Letting the Future In service worked with a number of children who had experienced sexual abuse, with positive feedback and outcomes for the children and their carers.

We commenced delivery of the Thriving Families service and this integrated specialist delivery model for neglect went live in January 2015. It sees practitioners working to prevent and address neglect by offering bespoke support at the right time, initially through an assessment process that answers important questions about the type, scale, impact and reason behind neglect in each case. This means that families can then go on to receive the most appropriate support for them and parents can be helped to understand what they can do to address concerns.

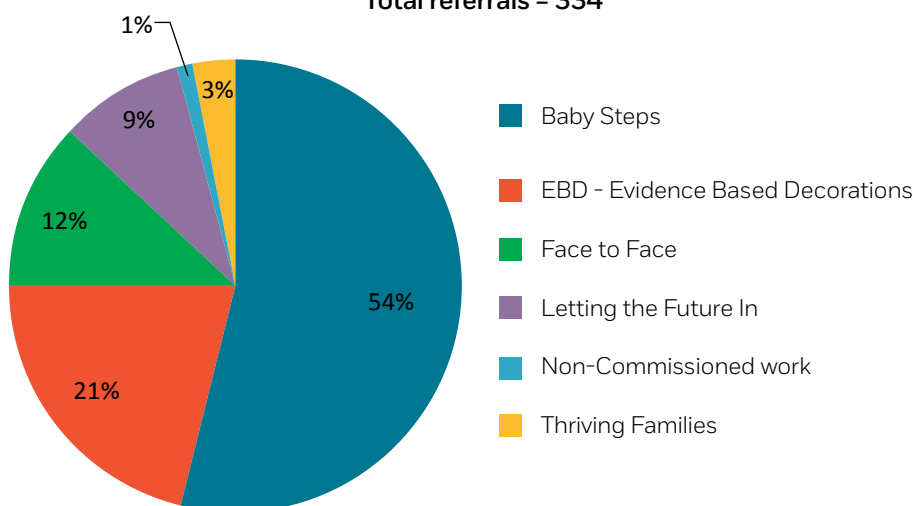
We've come to an end of our partnership work with the ABMU (Abertawe Bro Morgannwg University) Health Board in relation to Preventing Non-accidental Head Injuries in babies programme (now named Coping with Crying). Over the two years we reached over 8,000 parents by showing them a film that helps them understand and cope with the stresses of a crying baby. This service has now been handed over to ABMU who continue to use the Coping with Crying DVD as part of the discharge from hospital of parents and their new babies.

The Baby Steps ante natal programme that helps vulnerable parents cope with a new baby continues as strong as ever here in Swansea now reaching over 500 parents since it started. Notably, over 150 fathers have taken part in the programme, which is particularly exciting as fathers can be hard to engage in perinatal programmes.

Young people were actively involved in recruitment of new staff and were instrumental in adding some colour to the service centre, expressing themselves via art work which has now been created as a mural. This serves as a long lasting measure of young people's engagement in the service centre.

Our work with partners across the Western Bay (Swansea, Neath Port Talbot and Bridgend) continues, and we also continue to work in the Carmarthenshire area. We share learning and resources with partner agencies and for example have trained a number of social workers across the region to help improve their skills in assessing neglect. We have received funding from Neath Port Talbot to specifically work in partnership with their early intervention team using the Thriving Families model.

Graph 3 – Swansea Service Centre Breakdown of allocated referrals
Total referrals = 334



I have really enjoyed Baby Steps. It has helped me and my boyfriend a lot so now we can understand and care for our little boy as best as possible.

Mum who attended the Baby Steps programme. Swansea Service Centre

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 **157** 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 2014-15, ChildLine carried out **286,812** counselling sessions with children and young people, **24,774** of these counselling sessions were handled by bases in Wales: **23,773** were with young people wanting to discuss their own concerns and a further **1,001** were with young people wanting to discuss serious concerns for another young person.

ChildLine made **114** referrals to agencies in Wales. This means it was deemed that the child or young person was in immediate danger, or they asked to be referred themselves.

I'm so grateful to ChildLine for listening to me. I feel like I can talk about all the things I'm going through and can say exactly how I'm feeling, knowing that I won't be judged. Thank you for all your support!

ChildLine caller, Cardiff
Online Base



Top 5 reasons for referrals by bases in Wales

Rank	Main concern
1	Suicidal
2	Physical abuse
3	Sexual abuse and online sexual abuse
4	Abuse
5	Runaway



"Volunteering for ChildLine is the best part of my week, I really feel I can make a difference to children's lives whenever I walk through the door."

"I feel incredibly proud to be part of such a wonderful organisation. The team at ChildLine is a nurturing one and I'd now call them friends."

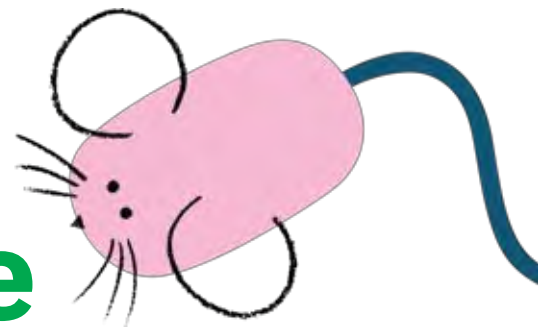
Charlotte, ChildLine volunteer, Prestatyn

ChildLine I'm so glad you're around! It's amazing knowing I can talk to you about anything. You've really helped me open up so I feel so much better about things that are going on in my life.

ChildLine caller,
Prestatyn Base

Disclaimer: All names and potentially identifying details have been changed to protect the identity of the young people who contact ChildLine. Snapshots are created from real ChildLine contacts but are not necessarily direct quotes from the young person.

NSPCC 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 NSPCC Schools Service.

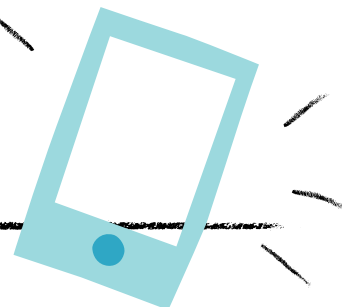
The NSPCC Schools Service uses trained volunteers to talk to primary school children about abuse and how to protect themselves from it. In 2014/15, we visited **425** schools and delivered assemblies and workshops to **24,140** children aged between 9 and 11 across Wales. We achieved this through our growing population of some **89** committed and highly trained volunteers and a team of area co-ordinators working locally in communities. Our aim is to have reached every primary school child in Wales by 2016.

We are now delivering the service in areas of Wales where we do not have volunteers. The service is being delivered, bilingually, by staff in partnership with secondary schools and we are linking into the year 6 transition days. We have had successful deliveries in Powys and Ceredigion and will be rolling this model of delivery out further in the coming year. In taking this approach we are able to offer the Schools Service programme to children that live in the most rural communities in Wales.

We have continued to develop our relationships with the Healthy Schools team in Wales and have developed a partnership with Wave FM, a local radio station in Swansea. This partnership has allowed us to reach more schools and children.



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, 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. They can also 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.

Between 2014-15, advisers on our national helpline responded to 2348 contacts from people in Wales worried about a child.

The main cause of concern for people in Wales contacting the helpline was neglect, followed by physical abuse, followed by emotional abuse.

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

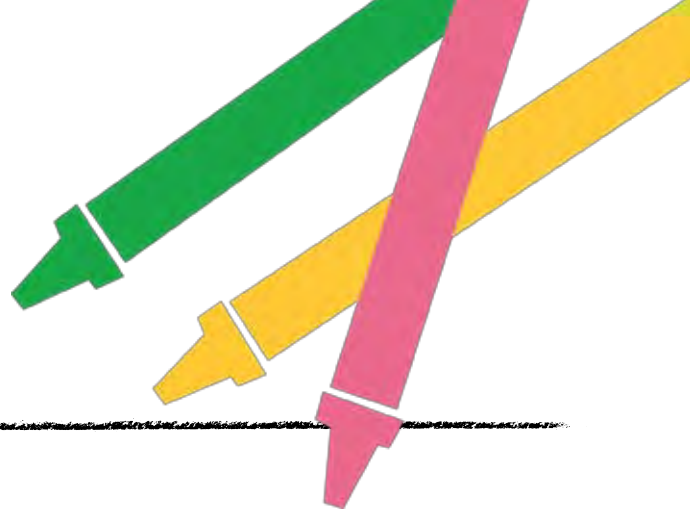
Helpline offering advice, information and support to anyone concerned that a child or young person is involved in or at risk from gangs.



A woman from North Wales called the NSPCC Helpline as she was worried about her friend's baby. She said that the baby's parents got drunk every night and argued and that the house was often smashed to pieces. The caller said that the mother often left the baby upstairs crying. As the NSPCC Helpline advisor was concerned that the parents needed some help and support with their alcohol issues and violent behaviour, they passed the concerns to the local children's services in order to keep the child safe.

Disclaimer: A snapshot is based on real circumstances however the names and potentially identifying details have been changed.

Training & Consultancy



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

Between 2014 and 2015 across Wales, we've reached a total of **64** organisations and provided training to **240** people.

The Senior Consultant in Wales has provided consultancy to a wide range of organisations including S4C, the National Assembly for Wales, Welsh Government and the College of Policing through involvement in peer reviews of Child Sexual Exploitation plans. In addition training has also been provided to this group.

Two significant training developments unique to Wales included working jointly with CYFLE, a Welsh medium media training organisation, to produce a 'safeguarding in the media' training programme delivered to a number of Welsh language TV production companies. The other important development has been work with the Church in Wales to develop and deliver child and adult safeguarding training ('SafeChurch') to all of its clergy.

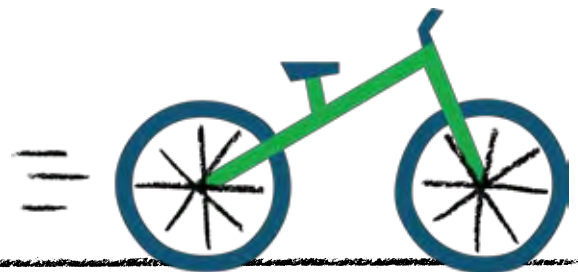
To produce SafeChurch, the NSPCC partnered with Llamau, a Welsh charity that provides adult safeguarding training. As well as consultancy and training, the Senior Consultant also worked with strategic partnerships including the All Wales Child Protection Procedures Review Group.

"The 'Safe Church' training has been delivered professionally and competently by the NSPCC and Llamau. Having all the Clergy trained in this way, will further protect children, young people and vulnerable adults who worship in our churches."

Elaine Cloke, Head of Safeguarding, Church in Wales.



Child Protection in Sport Unit



The Child Protection in Sport Unit (CPSU) was launched in Wales in 2003, to work with Sport Wales and a range of sports organisations to help them minimise the risk of child abuse during sporting activities. This followed a series of high profile cases of abuse of young athletes by those in positions of trust such as coaches in the sports.

Our mission is to build the capacity of sports to safeguard children and young people in and through sport and to enable sports organisations to lead the way in keeping children safe from harm.

Over the past year the CPSU has worked with more national governing bodies of sport (NGBs) than ever before. Support is not only provided to large organisations such as the Welsh Rugby Union and Football Association of Wales but very small sports organisations with no more than a few hundred junior members.

In addition to the support offered to NGBs, the CPSU has worked on thematic issues affecting all sports. This includes providing advice on positive parental behaviour in sport, safeguarding of elite athletes and additionally safeguarding vulnerable young people at sporting events.

Strategic approach to safeguarding in sport

In 2013 the CPSU and Sport Wales established a multi-agency strategic group. The purpose of the group is to provide a coordinated approach to ensuring every child and young person in Wales can participate in sport and physical recreation free from the risk of child abuse. The group is led by an independent chair. In addition to NSPCC and Sport Wales, representatives on the group include: Welsh Government Safeguarding and Sports Policy representatives, Welsh Sports Association, Police, Wales Council for Voluntary Action, the Office of the Children's Commissioner for Wales and sport representatives.

Over the past year, the strategic group has set up sub groups to coordinate work on key project areas including training, developing an information sharing protocol for sport and a Wales research and evidence group.

Case Study

This year the CPSU has worked closely with the Welsh Rugby Union who has now achieved Level 3 of the NSPCC Safeguarding in Sport Standards (the highest level of achievement). This brings the total number of sports operating at the highest level of the Standards to 12. Over the next year we will increase this number further.

WRU chairman Gareth Davies said: "The WRU has developed a positive relationship with the NSPCC's CPSU underlining the commitment from both organisations to work together for the benefit of our member clubs and affiliated organisations.

"We have been able to review how effective we are, as an organisation, in developing safeguarding within our sport and 'safeguarding standards' have provided us with detailed information to identify gaps and assess where we need to focus our efforts.

"There are always new challenges to face in safeguarding and the standards provide a focus to ensure that these are tackled at the earliest opportunity. We're acutely aware of our responsibilities to safeguard children in our sport, and it's important that we continue to be pro-active, and try and stay ahead of the game."

Policy, Public Affairs and Campaigns



The Policy and Public Affairs team aims to improve the lives of children through influencing public policies using evidence-based research and practice. We have campaigned and lobbied to make sure that legislation and policy improves the protection of children and prevents abuse from happening.

We successfully lobbied and achieved changes to the Social Services and Wellbeing (Wales) Act 2014. These changes included new additions such as the duty for local authorities' relevant partners to report children at risk in the same way as adults, and a new definition of neglect which focusses on unmet needs and should make it easier to take timely action in cases of child neglect. ("neglect" means the failure to meet a person's basic physical, emotional, social or psychological needs, likely to result in the impairment of their health, wellbeing or development"). We were also involved in advising the Welsh Government on the Code of Practice relating to assessment and how it should reflect the particular needs of children and families.

To help prevent sexual violence and sexual exploitation we feel it is vital for young people to learn about healthy relationships. Our lobbying resulted in the strengthening of the Violence against Women, Domestic Abuse and Sexual Violence (Wales) Act 2015. During the passage of the Act, Welsh Government committed to providing schools with guidance on a 'whole school approach to healthy relationships' and improving the way schools report on their healthy relationship provision.

The Policy and Public Affairs team responded to Welsh Government's draft Safeguarding in Education Guidance. Consequently, NSPCC Cymru/ Wales was able to assist with some of the content of the final guidance 'Keeping Learners Safe' which was published in January 2015. Information about NSPCC research, services and helplines was included and NSPCC Cymru/ Wales has provided further support to help with the implementation of the new guidance.

The Policy and Public Affairs team are also responsible for communicating with Welsh Government and members of the National Assembly for Wales. We have been pleased to host visits to our ChildLine bases and service centres and visitors include the Minister for Local Government and Government Business, the Minister for Health and Social Services and the Deputy Minister for Tackling Poverty as well as other interested AMs and MPs.

We've held a range of events to inform national decision-making and to encourage wider change. These include:

- A seminar to launch the NSPCC's report "We have the right to be safe: protecting disabled children from abuse." The event was chaired by Lynne Neagle AM, whilst Mark Drakeford, Minister for Health and Social Services, spoke along with a group of young people from Ysgol Pen-y-Bryn in Swansea. Hearing directly from young people was a powerful reminder of why working together to safeguard disabled children is so vital with one member of the audience feeding back that: "Young people providing their views hit home to the importance of protecting all children".
- We launched the latest NSPCC Core Info leaflets on neglect in 5-14 year olds and teenagers in Wales. These summary leaflets are invaluable for multi-agency practitioners and the launch in November 2014 played a key part in promoting the research and leaflets to an audience of multi-agency managers and practitioners.
- The Wales Policy and Public Affairs team, jointly with Action for Children, Barnardo's Cymru and the Welsh Refugee Council, supported groups of young people to take part in a fringe event 'Young People's Priorities for Change' at Welsh Labour Conference in Swansea. The session provided decision-makers with an opportunity to meet with young people from across Wales to discuss the big issues that matter to them and their priorities for change. There was an excellent turnout at the event.

Over the year the team has also prepared a range of responses to consultations, proposed legislation and inquiries. The responses include submissions to:

- Prevention of Offending by Young People
- Independent Review of Assessment and the National Curriculum Wales
- Well-being of Future Generations (Wales) Bill
- Gender-based Violence, Domestic Abuse and Sexual Violence (Wales) Bill
- An Independent Review into the Role and Functions of the Children's Commissioner for Wales
- Draft 10-year Plan for the Early Years, Childcare and Play Workforce in Wales
- Review of the Code of Practice for Social Care Workers
- Linking the Continuing Professional Education and Learning Framework and Registration as a Social Worker
- National Training Framework on Gender-based Violence, Domestic Abuse and Sexual Violence
- Welsh Labour Paper on Early Intervention
- Early Years Outcomes Framework
- Child Poverty Strategy
- Regulations and code of practice in relation to Parts 2, 3, 4 and 7 of the Social Services and Wellbeing (Wales) Act 2014.
- Talk to me 2—Suicide and Self Harm Prevention Strategy and Action Plan for Wales
- National Assembly for Wales' Health and Social Care Committee's inquiry into Alcohol and Substance Misuse

Welsh Neglect Project

In 2014/15 we continued to work closely with Action for Children- Gweithredu dros Blant to deliver the Welsh Neglect Project, funded by the Welsh Government. The project brings together key partners across Wales to improve the responses to ensure neglected children and their families receive the help they need as early as possible.

The six work streams for 2014/5 focussed on producing resources to help service commissioners, practitioners and the system. These included:

- Developing a framework to identify areas with a greater risk of neglect to help service commissioners to understand the scale of the problem
- To help practitioners understand the issue –
 - o a review of the current assessment tools in use was undertaken and a recommendation made for future consistent evidence based assessment in Wales
 - o we mapped current neglect training in Wales to inform future training
- Supporting the system by –
 - o development of a framework for an All Wales Neglect Protocol
 - o better understanding the role of education
 - o developing a proposal for governance arrangements



Our campaigns

Flaw in the Law

Our Flaw in the Law campaign, launched in October 2014, resulted in a major victory for the NSPCC, when Prime Minister, David Cameron, announced new legislation that made it a specific offence for an adult to send a sexual message to a child.

Prior to this announcement, no specific offence existed, which is why we launched the campaign and asked people to sign our online petition. More than 50,000 people gave their support to the campaign, and their help enabled the full force of the law to be brought to bear on anyone who grooms children for abuse online.

I would wish to pay tribute to the National Society for the Prevention of Cruelty to Children's Flaw in the Law campaign, which has been instrumental in bringing about this important change in the law.

Mark, Drakeford, Minister for Health and Social Services. February 2015.

Call for Help appeal

Christmas 2014 saw the launch of our Call for Help appeal, during which we formed media partnerships with a variety of key media outlets across Wales. With the invaluable support of our media partners, we appealed for the people of Wales to support our ChildLine service to ensure that volunteer counsellors could still be available right across the Christmas period to be able to offer help and support to the thousands of children and young people who so desperately needed their help.

Be Share Aware

And keep your child safe online

#SHAREAWARE

Share Aware

The New Year heralded the launch of our Share Aware campaign. Research by the NSPCC revealed parents' concerns about networking sites popular with their children, so this campaign aimed to get families talking about socialising safely online. The campaign was aimed at parents of eight to twelve-year-old children and featured two animations that were shown on prime time TV and digital spaces. 'I Saw Your Willy' and 'Lucy and the Boy' were engaging films with a serious message that followed

the stories of two children who shared too much about themselves online. Both films contained the simple message that although children are taught that it's good to share, this is not always the case online. We also created a handy, new online guide to help inform parents about the risks of different social networking sites used by children.

Fight against Porn Zombies



In March 2015, our ChildLine service launched a campaign to raise awareness and provide advice to young people about the harmful implications of an over exposure to porn. The move followed the discovery that nearly one in ten 12-13 year olds were worried they were addicted to porn. A poll of nearly 700 12-13 year-olds in the UK also revealed that that one in five of those surveyed said they'd seen pornographic images that had shocked or upset them and 12 per cent admitted to making or having been part of a sexually explicit video.

The FAPZ campaign (Fight Against Porn Zombies) used a series of animations looking at the implications of over exposure to porn on both boys and girls, which linked to a range of information and advice, to help young people understand the implications associated with replicating pornographic content in real life situations and to protect them from putting themselves in potentially risky situations.

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Parental concerns over children's online activity is supported by a survey conducted with 280 adults and children at last year's Urdd Eisteddfod in which almost 30% of parents said they had been concerned about something their children had seen online. Close to half also said they would not know where to find information about online safety.

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Fundraising



Working together to raise money for our work with children

NSPCC Cymru/Wales depends on the commitment and generosity of local volunteers and supporters giving us their time, energy and donations to enable us to deliver all the life-changing services outlined in this review. Hundreds of dedicated branch and district volunteers have given up their time to raise money, holding many diverse community based events ranging from coffee mornings, quiz nights, lunches, open gardens, shopping trips, golf events and balls. Many individual supporters have taken up the challenge of running, cycling, swimming and trekking for children.

We continue to receive much appreciated funds from legacies, wills and gifts in memory of loved ones, as well as working closely with a number of companies across Wales. Companies have supported us through Charity of the Year adoptions, sponsoring events, donating proceeds from the carrier bag charge and providing gifts in kind.

Our family of supporters continues to grow thanks to the progress of the NSPCC Wales appeal, led by Sir Stanley Thomas OBE OStJ. Pictured here is Mark Bailey, of Trade Centre Wales and Geraldine and Paul Twamley, receiving their NSPCC family badges and certificates from Sir Stanley and Paul Farthing, Director of Fundraising. Mark's wife Rhianon and Geraldine have both been active members of the appeal board, helping raise much needed funds through private events and generous personal donations.



Schools Fundraising in Wales

Schools fundraising had a very successful year in 2014/2015– with our team of school fundraisers jointly raising a fantastic £100,000 in Welsh primary schools. We had some fabulous “Buddy Workouts” with exceptional results in:

- Castell Nedd Primary School, Neath – raising £4,000
- Ysgol Santes Tudful, Merthyr Tydfil– raising £3,343
- St Clears Primary in Carmarthenshire and Evenlode Primary in Penarth each raising £3,000.

In January 2015 schools fundraising joined with the ChildLine Schools Service to form the new NSPCC Schools Service. In bringing these two services together and working with the whole school community of teachers, staff, parents, carers and children, we will be able to protect more children in Wales through our direct work in primary schools.



Bobble Hats Day fundraising initiative

Schools in Wales have supported the NSPCC over the last 30 years by running fundraising events and whilst the NSPCC Schools Service remains a free service to schools, we are hoping that many will continue to offer their support to fund our vital services.

We are also very grateful to the Welsh Government who, through the CFOG Grant, provide continued funding towards the NSPCC's ChildLine service in Cymru/Wales.

We are extremely grateful to our amazing supporters who have raised funds in a variety of ways to prevent abuse and protect some of the most vulnerable children in local communities across Wales and the Welsh Borders. Without the dedication and commitment of our supporters the difference that we make on children's lives would not be possible.

Want to support NSPCC Cymru/Wales fundraising in your area?

Whether you're an individual, community group or business, there are many ways you can help. **NSPCC Cymru/Wales Fundraising Support Team: Tel: 02920 108133 Email: walesappeals@nspcc.org.uk**



Big Packed Lunch fundraising initiative

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 10 8080

Prestatyn Service Centre

NSPCC Prestatyn
Trigg House
Warren Drive
Prestatyn
Denbighshire
LL19 7HT
01745 772100

Swansea Service Centre

NSPCC Swansea
Ty Findlay
Prince of Wales Road
Swansea
SA1 2EX
01792 45 65 45

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: **02920 334975**
Email: cpsuwales@nspcc.org.uk
www.thecpsu.org.uk
Twitter: **@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: **029 2010 8161**

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: **02920 108133**

Communications

For further media information, please contact the regional communications team:
Email: walesandsouthwestcomms@nspcc.org.uk
Tel: **029 2010 8134**



Follow our official NSPCC Cymru/Wales
Facebook page: facebook.com/nspcccymruwales

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



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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

NSPCC 
Cruelty to children must stop. FULL STOP.



Find out more about our work at
nspcc.org.uk