

NSPCC
NORTHERN IRELAND



NSPCC Northern Ireland

A year in review

EVERY CHILDHOOD IS WORTH FIGHTING FOR



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EVERY CHILDHOOD IS WORTH FIGHTING FOR



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Foreword and Introduction



Welcome from
Neil Anderson

Welcome to NSPCC Northern Ireland's Year in Review 2013/14. The NSPCC in Northern Ireland draws from and contributes to the knowledge and expertise of a wider organisation, delivering essential

services for many thousands of children and families across the United Kingdom and Channel Islands.

At NSPCC we believe that every childhood is worth fighting for. This statement inspires everything we do. It drives us to think smarter, work harder and achieve more for every child who needs our help. Fighting for every childhood isn't an easy task but we've already won many battles and we're not fighting alone. We're helping children and families every day. We're listening to them, supporting them through the hardest times in their lives and standing up for their rights.

In Northern Ireland, the NSPCC is in the privileged position of being able to work ever more closely with local partners to ensure that our services are helping families under pressure and building a strong evidence base for what works in preventing abuse and neglect.

Abuse can be prevented and children can be protected. This is the thought that has inspired us over the past year, and will continue to do so in the year ahead. I know that for our committed supporters and volunteers in Northern Ireland, this is what motivates you too. The NSPCC depends on the energy and talent of members of the public who care enough about children to offer us their time, money and determination to improve children's lives. Our work is showing every day that we can do this and it is your help that makes it possible.

Thank you for reading our Year in Review. I trust that this document will contribute to a greater awareness and understanding of the NSPCC's work and the broad range of services we deliver in Northern Ireland.

Neil Anderson, regional head of NSPCC services for children and families in Northern Ireland.



Foreword by
Brenda McLaughlin

Reflecting on my first complete year representing NSPCC Northern Ireland on the Board of Trustees, I have been inspired by what we have achieved for children and young people through our local and national services. Our three local centres deliver a range of innovative services in partnership with colleagues in the statutory sector, helping many vulnerable

children and their families. The Young Witness Service continues to provide an example of best practice and is now being replicated across the UK. We have also seen innovative developments around keeping safe work within the primary school curriculum and through work with the sports sectors. Many of these initiatives are complemented by our policy and research work. It

is gratifying that many more parents have now spoken to their children about staying safe from sexual abuse because of our Underwear Rule campaign. Recent high profile cases have resulted in an increased awareness of child abuse, with more people contacting our expanding Helpline service than ever before. Our ChildLine Schools Service has reached over 18,000 children, teaching them what abuse is about and where they can go for help. These are just a few of the achievements featured in this review and they have only been possible through the dedication and passionate commitment of staff, supporters and volunteers, who do so much to raise the funds which allow us to provide services. I commend this Year in Review to you, setting out the work of NSPCC in Northern Ireland and thank you for helping us in our fight for every childhood.

Brenda McLaughlin, Northern Ireland Trustee

NSPCC Service Centres in Northern Ireland

NSPCC service centres in Belfast, Foyle and Craigavon deliver pioneering services and essential help to support the most vulnerable children and families across the five Health and Social Care Trust areas. Over the last year as part of the NSPCC evaluation process, the teams in each of our service centres have contributed to research which evaluates the effectiveness of the processes and outcomes of these services.¹

Each of the service centres deliver some of the following services throughout Northern Ireland, concentrating on the most important issues affecting children and groups of children who are most at risk in our society.

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 is a service for children (aged 8-14) whose parents live with mental health difficulties. The programme seeks to improve relationships between parents and their children and reduce levels of further abuse.

Caring Dads - Safer Children offers an innovative intervention programme to reduce the risk to children living with fathers who were abusive to their partners and increase awareness and application of child-centred fathering.

Domestic Abuse Recovering Together (DART) helps children aged 7-11 to improve relationships with their mothers where this has been adversely affected as a result of domestic abuse and to recover from the trauma associated with living with domestic abuse.

Assessing the Risk, Protecting the Child is a good practice guide for the assessment and treatment of known or alleged adult perpetrators not in the criminal justice system to help them understand and change their behaviour. We engage with the alleged perpetrator and their families. Most importantly we listen to the voice of the child to best understand their thoughts and wishes and effectively protect them from harm.

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. Practitioners work with families of children aged 4-10, for a period of 2-3 months using Video Interaction Guidance programme.

Video Interaction Guidance (VIG) involves filming interactions between children and their parents to highlight the positives from the parents and reflect upon effective parenting strategies.

Turn the Page is a therapeutic programme aimed at working with 5-17-year-old boys and girls who display sexually harmful behaviour towards other children. The service seeks to provide the best possible treatment to prevent sexual abuse before it happens.

Face to Face (Connecting with Children in Care) aims to offer short-term, solution focused therapeutic interventions to children and young people aged 5-18 years old who are living away from home or at risk of family breakdown and on the edge of care.

Letting the Future In is a post-disclosure therapeutic service for children and young people aged 4-18 who have been sexually abused. We use a wide range of age appropriate approaches including behavioural, talk-based and play therapy to help the child explore, express and manage their feelings. The programme also includes support for parents and carers of children/ young people referred to the service.²

¹ The NSPCC's Evaluation department has carried out a range of evaluations using quantitative and qualitative approaches. These evaluations involve randomised controlled trials and quasi-experimental designs, as well as surveys and in-depth qualitative work.

² Our teams in Foyle and Craigavon have contributed to a new study which will evaluate the effectiveness of this therapeutic service. The research includes one of the largest randomised trials of this type of therapy undertaken in the world.

Craigavon Service Centre



Our team in Craigavon provides well established and respected therapeutic services for those exhibiting harmful sexual behaviour and those who have been victims of sexual abuse. In addition we are currently providing a service to families where there is a risk of sexual harm. This involves working with the alleged abuser, the protective parent and the children. For the past six months, we have been piloting a specialist advice and consultation service for professionals in the Southern Health and Social Care Trust (SHSCT) area in relation to issues of sexual abuse.

Over the past year the team in Craigavon has provided a range of services and support to 226 children and adults across the Southern Health and Social Care Trust area and via outreach services in the Western Health and Social Care Trust. In addition, practitioners have attended approximately 268 child protection case conferences and case planning meetings to help influence and develop plans to safeguard and promote the welfare of the child.

It has been another incredibly busy year. In June 2013 we welcomed the then Health Minister Edwin Poots MLA to officially launch the newly refurbished and modernised service centre. The base has recently been officially designated as a sexual abuse advice and consultation centre. Staff are working hard to provide expert advice and consultation; and respond to enquiries from a professional network in matters relating to sexual abuse. As well as working with children and families directly, the team is committed to sharing the learning from services so that they can help many more children than they see face to face. Over the past year, staff delivered training

to social workers within the local Trust areas on harmful sexual behaviour. They have worked in partnership with the NSPCC Child Protection Advice Centre (CPAS) to develop a training package to help foster parents within Trust areas to care for traumatised children and training for safe caring. Practitioners have also delivered awareness raising sessions in St Mary's Training College in Belfast. In addition, the team has forged close links with the Youth Justice Agency, co-delivering assessments and therapeutic interventions in Harmful Sexual Behaviour.



Chief Executive Peter Wanless joined by former Health Minister Edwin Poots MLA, NSPCC Divisional Trustee Lady Brenda McLaughlin and Craigavon service centre manager Caroline Holloway, to launch Craigavon's newly refurbished facility.

Sexual abuse has a devastating impact on its victims and their families. I welcome the launch of this NSPCC service centre today and the important services and programmes that the NSPCC provides, in partnership with other agencies, to children and their families to help them survive and overcome the effect of abuse.”

Former Health Minister
Edwin Poots MLA

Table 1: Total children and adults supported in Craigavon (2013/14)

Craigavon service centre	Children and Adults we worked with directly in 2013/14	Total helped in 2013/14 (includes children who benefitted indirectly, as well as Children and Adults we worked with directly)
Assessing the Risk, Protecting the Child	48	58
Letting the Future In	98	100
Turn the page	77	78
Other	3	4
Total	226	240

Foyle Service Centre



The team of practitioners in Foyle deliver specialist services for children and families who have experienced sexual abuse; physical abuse in high risk families and for looked after children. They continue to deliver their programmes of work in the Northern sector of the Western Trust area and have endeavoured to extend the impact of their services through knowledge transfer and scale up partnerships in the Southern Sector. The centre has successfully bedded down referral pathways for the sexual abuse service and continue to build pathways to the other services which are currently running to capacity in the Northern Sector.

During 2013/14, the team in Foyle worked directly with 304 children, young people and families. Practitioners also attended approximately 236 external meetings of which 91 included child protection case conferences and case planning meetings, to help plan and improve developmental outcomes for children within the Western Trust area.

They have also represented the NSPCC on a regular basis on Family Support Panel meetings, Multi-Agency Risk Assessment Conferences (MARACs), Respond Evaluate Direct meetings, Safeguarding Panel meetings, Western Domestic Violence Partnership and subgroups. They have also contributed to the Safeguarding Board NI workshops in February on Engagement of Frontline staff on the issue of Safeguarding.

The team has worked with colleagues in Belfast to progress work on the new Domestic Abuse Recovery and Support (DARS) toolkit in partnership with the Department of Health, Social Services and Public Health (DHSPPS). The DARS toolkit will help health professionals across the statutory and voluntary sector to understand and treat the traumatic effects of domestic abuse, specifically in children and mothers. It will be rolled out across all five Trust areas via a training programme by staff in Foyle and Belfast.

It has been an exciting year for the Foyle team who celebrated the shortlisting for of a Children and Young People Now Award for the national Face to Face service. The service, which also featured in a case study in the Children and Young People Now magazine, has proven highly beneficial in enabling looked after children and children on the edge of care to recognise their increased vulnerability and keep themselves safe. Early evaluation findings indicate that the service had a significant positive impact on the emotional wellbeing of children and young people who used the service.

Whilst the team prioritise the direct delivery of services, they also work tirelessly to increase their local presence in Foyle by engaging directly with supporters and stakeholders. This included working with Seagate Technology and Matalan to share their learning and to support fundraising activities. Managers also continue to support staff in professional development, with a number of practitioners currently undertaking and completing their post-qualifying awards. Looking forward, the NSPCC in Foyle is not searching for new premises in Foyle. Staff are hopeful that they will be able to co-locate with the ChildLine service to an area which will be accessible to even more children and young people.

Table 2: Total children and adults supported in Foyle (2013/14)

Foyle service centre	Children and Adults we worked with directly in 2013/14	Total helped in 2013/14 (includes children who benefitted indirectly, as well as Children and Adults we worked with directly)
Caring Dads: Safer Children	69	88
DART - Domestic Abuse Recovering Together	84	84
Face to Face	54	54
FEDUP	20	22
Letting the Future In	64	64
Other	13	16
Total	304	328



Belfast Service Centre



The Belfast service centre continues to make an impact on the lives of vulnerable children, young people and families to prevent physical abuse, sexual abuse and neglect. Until recently the centre also worked with the Royal Victoria Hospital in Belfast to deliver the Preventing Non Accidental Head Injury Programme. We are delighted that following positive evaluation, the service has now been successfully mainstreamed to the Jubilee Maternity Unit in Royal Victoria Hospital.

This year practitioners worked directly with 256 children and adults to protect them from harm and prevent abuse. This benefited more than 500 children and young people across Belfast. They also attended approximately 168 external meetings, including case conferences, case planning and Looked After Children reviews.

A crucial role of the team's work is to share evidence based learning to make the greatest impact for children and families. They achieve this by building effective relationships and co-operation with partner agencies and stakeholders. This has included working with the Probation Board for Northern Ireland on the Assessing the Risk, Protecting the Child programme for alleged adult perpetrators. They have also worked with colleagues from the Child Trafficking Advice Centre to assist the Health and Social Care Board in the development of a Practice Network for frontline staff working with child victims of trafficking.

Additionally the Belfast and Foyle teams have been working in partnership with the Department of Health, Social Services and Public Safety (DHSSPS) to develop the Domestic Abuse Recovery and Support (DARS) toolkit to improve protection for victims of domestic violence. The project builds on existing domestic abuse services for children and families across the UK, and has influenced the on-going development of domestic abuse services within the NSPCC nationally.

Caring Dads Safer Children, our group work programme for domestically abusive fathers continues to run to capacity and is referenced by the Courts Service NI as a model of excellence. Our specialist staff have delivered training nationally to partner agencies to deliver the successful programme and looking forward we are hoping to provide similar opportunities to colleagues in Northern Ireland.

Recently several practitioners have successfully received official accreditation for the Video Interaction Guidance service, whereby referrals pathways continue to increase. Feedback from service users who have engaged in the programme have been positive and referral agencies have noted positive change in family relationships. The Belfast service centre manager encourages investment in staff through professional development with a number of other practitioners currently undertaking post-qualifying awards. The centre also received positive feedback from this year's work placement students who benefitted from the practice opportunities that challenged and developed their learning.

Table 3: Total children and adults supported in Belfast (2013/14)

Belfast service centre	Children and Adults we worked with directly in 2013/14	Total helped in 2013/14 (includes children who benefitted indirectly, as well as Children and Adults we worked with directly)
Assessing the Risk, Protecting the Child	25	41
Caring Dads: Safer Children	67	171
DART - Domestic Abuse Recovering Together	36	67
Family SMILES	72	105
IPIP (PPP) - Improving Parenting, Improving Practice - Positive Parenting Programme	5	9
IPIP (VIG) - Improving Parenting, Improving Practice - Video Interaction Guidance	49	115
Other	2	4
Total	256	512



Participation

Participation means we are getting our voices heard and are helping make changes for future services for young people

Young people's group in Craigavon

The NSPCC in Northern Ireland is constantly developing new ways to ensure that our unique engagement with children and young people gives them a platform to have their voices heard. We do this because we think that the consistent, child-centred and ethical involvement of children and young people can help us to create more effective services, activities and governance, which contribute to our overall aim of ending cruelty to children.

We believe that an important element of our work is to help children and young people gain knowledge and skills to develop their self-confidence and self-esteem. One of the ways that we do this is by putting them at the heart of the decision-making process. This included our colleagues from the Young Witness Service working with a team of local people from across NSPCC to develop the children's version of the Victim's Charter on behalf of the Department of Justice (DOJ) – a significant step towards making the courts more child-friendly.



The group also worked with DOJ to create information booklets and a pop-up court for children, young witness, their parents and carers to help them understand what happens before, during and after they give evidence in court. This isn't the only way that we are listening to young people. We involve them in all aspects of our work to help shape more effective services and activities, including consulting with the Foyle group on the development of new national materials. Group members from Craigavon helped us in the recruitment and selection process for senior corporate personnel.

Thank you to our young people in Craigavon for their continued enthusiasm in developing Our Journey, a workbook to be used in conjunction with the Letting the Future In programme. The team have also recently completed a 'roller coaster' mural in the centre to relay their messages that are detailed in the booklet.

Huge thanks to our young people who attended Family SMILES and the Assessing the Risk, Protecting the Child programmes and those from the local community who helped our staff transform the Belfast service centre to

make it a more welcoming and child friendly area. We were delighted to receive positive feedback from the groups and in particular that they felt that their participation was valued.



Our talented group of young people from across services have created wonderful artwork for our supporters and publications, including the annual review.

Externally, our groups also work together with organisations from the statutory, voluntary and community sectors to facilitate child protection consultations and discussions. Our young people in Foyle worked with the Safeguarding Board in NI to develop their strategic plan and the team in Craigavon facilitated discussions with NEXUS on their new child-focused counselling service.

The nature of our services means that safeguarding the welfare and safety of children, young people and those who have experienced abuse is our paramount consideration. Therefore it is not always appropriate to engage our service group on all activities. We work within our locality to establish links with school councils and youth forums to help us incorporate the child's voice into our internal and external work. Staff from Craigavon and the policy and public affairs team undertook a workshop with a local Young People's Forum for Social Action to inform our corporate response to the DHSSPS and DOJ joint Strategy into Stopping Domestic and Sexual Violence and Abuse.

The Policy and Public Affairs team have also worked on behalf of the Department of Justice to evaluate a Youth Engagement Clinic pilot scheme for young people interfacing with the criminal justice system. This will ensure that the voice of the child impacts the development and evaluation of government policy that affects them as a group.

We have really enjoyed working with children and young people from across Northern Ireland to help us improve the way we deliver our services and to understand what works best for them.

NSPCC Helpline

The NSPCC has provided a free 24/7 multi-channel helpline in Northern Ireland, as part of a UK-wide service for the last 25 years. Our helpline plays a crucial role in identifying children at risk by giving adults who are worried about a child a place they can contact to share their concerns, anonymously if they wish, by phone, text, or online 24 hours a day, 365 days a year.

This year our specially trained counsellors on the helpline have responded to 924 contacts from people worried about a child in Northern Ireland, a 23 per cent increase on 2012/13. Of the total, 388 were advice³ calls, 536 contacts (which involved 851 children) were so serious that we needed to refer them to police or social services.

- Almost half of these referrals (345) involved children who were only under 6 years old.
- 47% of the referrals are about neglect, 21% physical abuse, 14% emotional abuse and 11% sexual abuse.
- 210 callers told us they had been concerned for over a month before contacting the NSPCC, 107 of these being so serious we had to make a referral.
- 22% of people calling about referrals had waited over 6 months before getting in touch.

I'm really concerned about a child in our street. He's only a toddler and his mum is really rough with him. I've seen her hitting him and losing her temper with him. I saw it today but I didn't go out in the street. She has a temper and I think she has assaulted people in the past."

(A neighbour worried about a toddler.)

³ Advice contacts fall into three categories i) the person contacting the NSPCC is seeking guidance ii) the information provided does not need to be referred iii) there is insufficient information to make a referral.

I'm ringing about one of my young relatives. They told me that their father had beaten her sister for wetting the bed and he throws stuff at them and yells at them. Their mother doesn't live with them, and their dad has a new partner. He doesn't feed them and lies in bed until late afternoon during the weekend. I'm really concerned about their well-being and their safety.

(A caller concerned about two young relatives.)

We continue to work in partnership with statutory agencies to strengthen and support child protection enquiries. We have been working on the development of a physical helpline operation in Northern Ireland which will allow us to improve management information on local calls and help us to strengthen our response to major child protection enquiries. With a regional base we are aiming to develop bespoke NI wraparound services and to improve child protection planning provision.

During the year in review we developed dedicated helplines to provide 24/7 support on specific areas of child abuse, these included:

- A local Child Sexual Exploitation (CSE) helpline in response to the Operation Owl investigation. The CSE helpline available on 0800 389 1701 is staffed by professional child protection practitioners who provide 24 hour advice and support for anyone who is concerned about a child at risk of sexual exploitation and abuse.
- Launching a specialist national Female Genital Mutilation (FGM) helpline which provides 24 hour advice, information and support to improve the prevention and detection of safeguarding risks for anyone worried that a child may be a victim or at risk of FGM. The helpline has taken more than 200 contacts from across the UK since its launch in June, with 44 per cent of these being referred to child protection agencies.

We also published the second annual 'Helpline Highlight' report which details management information on helpline calls from Northern Ireland. The report explores the impact of the work of our helpline throughout 2012/13 and the role it has played in the wider child protection system to keep children safe.



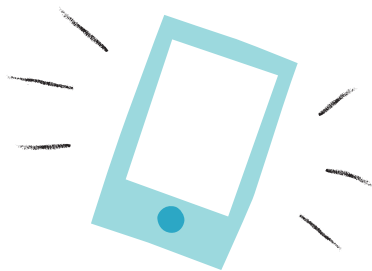
Helpline Highlight 2012/13
Presented by NSPCC Northern Ireland



ChildLine ensures that every child and young person has someone to talk to, and someone that will listen to them. This free and confidential service offers direct support for children and young people up to the age of 19. There are 12 bases throughout the UK and 167 dedicated trained volunteer counsellors operate out of our two regional bases in Belfast and Foyle.

This year ChildLine carried out almost 280,064 in-depth counselling sessions with children and young people. 29,303 of these counselling sessions were handled by bases in Northern Ireland.

As the internet increasingly becomes a part of children's everyday lives, a growing number of young people are contacting ChildLine telling us they are experiencing abuse via technology including cyberbullying, sexting and exposure to online pornography.



There was a 168% increase in contacts to ChildLine about online sexual abuse during 2013/14

The NSPCC has been campaigning to make young people and their parent/carers more aware so they can tackle online safety head-on. This has included awareness raising campaigns to tackle online bullying and grooming; we also launched ZIPIT, our first ever ChildLine app which helps teens to cope with the pressure of sexting and sending indecent images of themselves. Zipit has reached over 60,000 downloads.

I'm scared about the thoughts I've been having recently. All I think about is dying. Whenever I'm left alone I feel anxious because I hear voices telling me to hurt myself. I can't cope anymore - I really need help.

Anonymous caller to the Belfast Base

I have a lot going on at the moment so I'm feeling really depressed. Things at home are getting quite difficult and I'm having problems with this group at school. They keep calling me names and pushing me around. I don't know why they have chosen to pick on me but it's really upsetting. I don't know what to do. I feel alone.

Anonymous caller to the Foyle Base

ChildLine referred 1,975 children and young people to 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 the total, 36 referrals were made to agencies based in Northern Ireland – 86 per cent of which were to the PSNI.

This year ChildLine held 34,517 counselling sessions in 2013/14 with children who talked about suicidal thoughts – a 116 percent increase since 2010/11. Nearly 6,000 of these children had told a counsellor that they had previously attempted suicide, which is a 43 percent increase on the year before.⁴

ChildLine in Northern Ireland is now represented on the NI Government's Suicide Prevention Strategy Steering Group and various statutory and voluntary groups to ensure that we raise awareness of what young people are telling us so that we can work together to improve services.

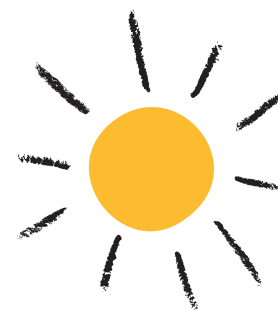
We continue to encourage looked after children to seek help through ChildLine when they need someone to speak to.⁵ We recognise the additional barriers this group faces in accessing ChildLine, so this year we have been working with the Lakewood Regional Secure Care Centre in Bangor to provide young people with a dedicated ChildLine mobile phone which will allow them to contact us directly for emotional support when they need it most.

⁴ On the edge: ChildLine spotlight report on suicide (NSPCC: 2014) available at:

<http://www.nspcc.org.uk/globalassets/documents/research-reports/on-the-edge-childline-suicide-report.pdf>

⁵ A child is deemed to be looked after when they live away from their parents, either with foster parents, other family members, in a care home, a residential school or secure accommodation.

ChildLine Schools Service



The ChildLine School's Service is a school-based preventative education programme. It helps children to recognise inappropriate and abusive behaviour, to use self-protection strategies and teaches them where to go to for help. Often children who suffer abuse don't recognise what is happening to them as abusive and wrong. The NSPCC believes that through the combined impact of reaching children directly, training volunteers and developing long lasting relationships in schools that this service has the potential to create societal change that will bring about a long-term reduction in child cruelty.

We work in partnership with primary schools to ensure we follow their safeguarding procedures and that teachers are present during the visit. We also ask for feedback from the head teachers, pupils and parents at each school so that we can continually monitor and improve the service. All staff and volunteers involved in delivering the programme have had appropriate safeguarding training which means they are aware of signs and symptoms of abuse and will take appropriate action if required.

The service is available for key stage 2 pupils across Northern Ireland. It is delivered in two stages via an assembly followed up with an interactive classroom-based workshop. The sessions are specifically tailored to the age group and are delivered in a fun and interactive way that children can understand.



This programme really enhanced the overall PDMU programme and added a dimension which is often difficult to cover well internally in school” “I really feel that our pupils are better equipped now to protect themselves and should they find themselves in an abusive situation will be able to tell an adult.

School teacher in Northern Ireland



Since its launch in 2011, the ChildLine Schools Service has visited 555 primary schools and 32,000 pupils in Northern Ireland. Last year alone our volunteers visited 322 schools and delivered workshops to 18,097 children across all five Education and Library Boards in Northern Ireland.

Table 4: Breakdown of children who received the school service in each of the Education and Library Boards.

Education and Library Board	Number of Pupils
Belfast	3294
North Eastern	4170
South Eastern	3720
Southern	3797
Western	3116
Total	18,097



I thought it was really good and it made people more aware of the dangers and how to speak about it if you have any problems.”

Child who attended a ChildLine Schools Service workshop



Thank you for telling me all about it in case my friends and family need you to help them.

Anonymous caller to the Foyle Base



It was very worthwhile and I can't praise the team highly enough for their preparation and professionalism. They had thought long and hard about their target audience and the material was very appropriate and relevant. Well done. Many thanks.

Principal, Northern Ireland



Young Witness Service

NSPCC in Northern Ireland is proud to lead the way for the rest of the UK in specialising in the support and protection of children and their families within the Criminal Justice System. The Young Witness Service, funded largely by the Department of Justice (DOJ) provides young witnesses with free, confidential support and advice to reduce pressure and undue stress, so they can give their best evidence to the court and prevent any further trauma caused by their experience.

Our fully qualified social work practitioners and volunteers have supported more than 4,000 child victims and prosecution witnesses in Northern Ireland

In recent years the service has been subject to a number of positive evaluations. We continue to evidence and share experiences and learning from our unique engagement with child victims and witnesses, to increase awareness and influence change to make the greatest impact.

This year 632 children and young people were supported in all courts throughout Northern Ireland, of these 328 were female and 304 male

The Young Witness Service is established as a key voice and source of information on issues relating to the treatment and experience of young witnesses. The team has been busy delivering training on the specialist needs of child witnesses to the Public Protection Service, Registered Intermediaries, PSNI and the Institute of Professional Legal Studies in Queens University Belfast. We hope to expand our multi-agency relationships to help them protect children more effectively.



Minister of Justice David Ford MLA

We have worked closely with DOJ to plan and implement the actions contained in the 'Making a Difference' five-year Strategy and we were delighted that Justice Minister David Ford MLA visited our YWS base in Foyle. During his visit we showed the Minister how live link technology is helping young and vulnerable witnesses to give their best evidence in a safe and secure environment with people to support them.

“Young Witness Service was the light at the end of a very dark tunnel. Apart from helping us all through the worst times, they helped and showed us a way forward with great positivity. They boosted me at my lowest parts and allowed me to think of the future rather than the past.”

A young person who was helped by the service

“Victims and witnesses of crime have a crucial role in the justice system. Improving their experiences of the system, and ultimately getting justice for victims, is high on my agenda”



Child Trafficking Advice Centre

The NSPCC's Child Trafficking Advice Centre (CTAC) is a specialist UK-wide service providing free advice and support to professionals working with children or young people who may have been trafficked or at risk of being trafficked into the UK. The team of experienced social workers and a police liaison officer work in partnership with the Home Office, UK Human Trafficking Centre and the Child Exploitation and Online Protection (CEOP) to offer an appropriate response to children who have been victims of human trafficking. They are also designated as a First Responder for the National Referral Mechanism (NRM) and have worked with the Home Office on the Review of the NRM to ensure a common child protection response from different agencies.

This service offers a telephone duty line, awareness raising presentations, individual case consultation, attends strategic trafficking meetings, child protection strategy and professional meetings together with preparing court reports on behalf of trafficked children and young people. The service is guided by a young people's advisory group which enables those with first-hand experience of being trafficked to assist in developing the team and other professionals' understanding of child trafficking.

CTAC has work on more than 1100 child trafficking cases since it was established in 2007. Over this past year the service received referrals about 186 children, a 40 per cent increase on the previous year.⁶ Almost a fifth of these concerns related to children that were being sexually exploited and 16 per cent were exploited for criminal activity. Of the total referrals, 46 per cent of were about children aged 16-17 years.

⁶ The majority of the referrals the service received related to Nigeria, Vietnamese and Romanian Children.



Artwork from CTAC's young people's advisory group)

CTAC continues to have an increasing presence in Northern Ireland and has a key role to play in ensuring that the agencies within the community they serve work together to protect trafficked children.

- In March 2013, they met with the Health and Social Care (HSC) Board and PSNI to review the existing Memorandum of Understanding (MOU) to raise awareness within their respective organisation's and within Trusts; and to share data and issues arising from the operation of CTAC in Northern Ireland.
- Good progress has been made in delivering on the aims of the MOU as the team have delivered awareness raising training to statutory and voluntary colleagues. In total this year they reached 2626 professionals from Northern Ireland and across the UK nations.
- The NSPCC has been working in partnership with the HSC Board to develop a Practice Network for frontline staff to help identify child protection concerns for children within their area and develop multi-agency approaches to provide services for separated children.

If you work with a child who may have been trafficked into the UK you can contact the NSPCC's Child Trafficking Advice Centre (CTAC) for specialist advice and information on 0808 800 5000 Monday to Friday 9.30am to 4.30pm or email help@nspcc.org.uk

Child Protection in Sport Unit



The Child Protection in Sport Unit (CPSU) provides a range of services to support partners in the sports sector to keep children safe from harm. The unit was founded in 2001 in response to a series of high profile cases of abuse of young athletes by those in positions of trust in the sports sector. Since then, the CPSU has gone from strength to strength and are now recognised as the source of expert safeguarding advice and a world leader by the United Nations and the International Olympic Committee.

Swim Ireland is delighted to have the support of CPSU (NSPCC) and Sport NI for the delivery and updates on our safeguarding workshops, this is invaluable for our clubs and education of those working directly with children.

Kate Hills, Swim Ireland
Children's Officer

CPSU has worked in close partnership with the Irish Sports Council's Code of Ethics team to ensure a consistent all Ireland multi-agency approach to safeguarding messages and training standards. This year 5,047 coaches and volunteers in Northern Ireland attended sport specific training. This will build awareness and help organisations to develop safeguarding policies and procedures to ensure that responsibilities for safeguarding are implemented in the sports sector. In addition, the CPSU (NI) has responded to 430 enquiries and advised appropriate action when concerns were raised, of the total, our senior consultant responded to 346 of these enquiries on the same day.

The team worked in collaboration with young people and sports coaches, clubs and organisations to develop a toolkit focusing on promoting positive parental behavior in sport. As part of this campaign, they produced a range of useful materials and launched the 'Magic Sports Kit DVD' which identifies how to avoid, reduce or deal with incidents of poor parental behavior in sport and encourages a child-focused approach in sport.



The Minister for Arts, Culture and Leisure, Carál Ní Chuilín MLA encouraging organisations to support ChildLine.



CPSU was delighted to support the Irish Football Association (IFA) and Jim Gamble, CEO of INEQE to produce the first ever safeguarding App for football. The app communicates up-to-date safeguarding information to parents, coaches and clubs throughout Northern Ireland in a way that is easy to access, simple to use and easy to understand using written, video and audio formats.

For further information please visit the website on <https://thecpsu.org.uk> which features a free resource library with video clips, practice briefings, template forms, policy statements and downloadable toolkits to help organisations to put the right safeguards in place to better protect children.

⁷ To learn more about this please visit:
<https://thecpsu.org.uk/resource-library/2013/my-magic-sports-kit/>

Professional Engagement (Training and Consultancy)

Our Professional Engagement (Training and Consultancy-Devolved Nations) team helps organisations across Northern Ireland to become safer places for children and young people. They deliver a package of learning, information, expert advice and support for specialist staff and mandatory safeguarding training for adult and professional audiences.

This year our consultant delivered 92 training sessions to 47 external organisations, reaching 1,300 individuals across Northern Ireland. The training aims to help them ensure they have effective child protection procedures in place, that their staff are aware of the harm abuse does to children, their responsibilities to safeguard children, and are confident in taking action to protect children. While our primary sectors are Early Years and local councils, we also work with Health and social care Trusts, voluntary and community groups, apprentice organisations, housing organisations and many others within the wider child protection system to keep children safe.

The participants' level of experience varied from skilled Safeguarding Children Nurse Specialists to newly appointed Team Managers. The course has been invaluable for bringing the team back to the fundamental principles of safeguarding supervision including practical steps to getting the basics right and we were consistently challenged to keep the child or young person at the centre of supervision. I would highly recommend this course to others.

Julie McConville, Head of Health Visiting and School Nursing

ArKe Sure Start has worked with the NSPCC over the past number of years and has found the service to be of an exceptionally high standard. Irene has worked closely with the project to develop 'fit for purpose' training in relation to safeguarding practice. This has included 'Using UNOCINI' and Designated Officer Training with feedback from participants being very positive re: content, relevancy and delivery. The commissioning process has been very efficient and the after service excellent. We continue to work closely with Irene to develop best practice in relation to safeguarding and child protection procedures.

Mia Murray, Manager, ArKe Sure Start

The team works to raise awareness of child protection and safeguarding issues for organisations and explore with them the steps that can be taken to improve policies, standards and practice. This could be through structural, policy or procedural changes, and may involve practice reviews or audits. Our senior consultant is a member of the Education and Training Committee for the Safeguarding Board for Northern Ireland (SBNI) and is working with the committee to develop a regional child protection training framework and strategy for member agencies who work with children and young people. The senior consultant is also part of a committee developing the SBNI regional conference for 2015.

There are opportunities to expand the service using associate trainers as the demand for training is steady and continually growing. The senior consultant will be developing the service in a more strategic direction over the next year; this will include training, consultancy and building relationships across other safeguarding services in Northern Ireland.



NSPCC Education Advisors

Our Professional Engagement (Training and Consultancy-Devolved Nations) team helps organisations across Northern Ireland to become safer places for children and young people. They do this by delivering a package of learning, information, expert advice and support for specialist staff and mandatory safeguarding training for adult and professional audiences.

We are currently working in partnership with the Department of Education on a five year preventative 'keeping safe' education project. The aim of the project is to build the schools' capacity to engage and embed effective preventative education in all aspects of school life.

The project will involve the development, roll-out and evaluation of a comprehensive and sustainable package of training, development and ongoing support for school leaders, teaching and non-teaching staff, and parents across primary and special schools.

The approach will be a whole school approach which will build on and reinforce the work of the ChildLine Schools Service, the fundraising team or other relevant initiatives including the Underwear Rule campaign.

We have been working to recruit a teacher to join the project for one year to develop a supporting suite of learning and teaching resources. These resources will assist school staff to incorporate the teaching of sensitive messages about keeping safe from all forms of abuse and bullying through the formal curriculum (lessons or assemblies) and the informal curriculum (daily interactions, language and actions modelled). Homework tasks will be developed to engage and involve parents and class assemblies will be prepared to showcase the learning that has taken place.

We will be using a Randomised Control Trial design to generate evidence of effectiveness. Data will be collected at a number of time points to evaluate the process recommended to schools and how effective the programme is in building the knowledge and skills of children, parents, teachers and other school staff.

The results of this exciting project will inform the development and roll-out of effective preventative education across all primary and special schools in Northern Ireland.



Policy and Public Affairs



The Policy and Public Affairs team aims to improve the lives of children through influencing public policy using local evidence-based research and practice. We have well-established relationships with the NI Assembly and government departments and with our colleagues in statutory and voluntary agencies. It is through these vital networks that we can drive change and influence legislation, policy and practice to ensure that children can be protected and abuse prevented.

It has been another busy year where we have prepared a range of submissions to government consultations, proposed legislative provisions and in response to inquiries. Where possible we continue to prioritise the voice of the child in the development and evaluation of policies that affect them as a group.

Research continues to be a key focus of the team's work and during 2013-14 we worked on our internal research processes and priorities in order to inform the development of an NSPCC NI research strategy. We also re-established the NI Policy Research Group, with the purpose of supporting the ongoing development of a research ethos within policy and practice-related activities in the NSPCC NI. We continue to seek to build on our existing research partnerships in NI and a further key priority has been to strengthen our collaboration with colleagues nationally in the dissemination of research evidence and service evaluations.

This year we published the second annual *How Safe Are Our Children* report which compiles and analyses the most robust and up-to-date child protection data that exists across each of the four nations in the UK.



We have worked on our own research agenda, including a collaborative study with Barnardo's NI, Queen's University Belfast (QUB) and the National Children's Bureau NI, which explores families' experiences of multiple adversities in NI. We look forward to publication of the report later in 2014/15. We are also progressing with QUB in the development of a study to examine good practice in Achieving Best Evidence (ABE) interviews with child witnesses in NI. We commissioned QUB to take forward this research during 2014/15.

We are pleased to note that there have been many positive developments in seeking to better protect children across in Northern Ireland.

- The investigation into child sexual exploitation was a challenging period. We provided written evidence to the Regulation and Quality Authority (RQIA) Independent Inquiry; and our team worked hard to secure the provision of a dedicated NI NSPCC Child Sexual Exploitation Helpline specifically to support the agencies' investigations.
- We have been working with multi-agencies on a range of Helpline developments here. In particular we worked with the HSC Board on sharing management data as part of regional child protection returns and helped them to develop the 'sources of help' cards for practitioners. Internally, the PPA team has been working with NSPCC national service colleagues and as a result of joint working, we are now establishing a locally-based Helpline team in Northern Ireland.
- Our team inputted into the development of the Multi-Agency Guidelines on Female Genital Mutilation. The team has also been working to increase the Child Trafficking Advice Centre's (CTAC) presence here and assisted in the formation of a regional network for practitioners working with victims, or potential victims of child trafficking.
- The team has progressed work with the Department of Culture, Arts and Leisure in the further roll out of recommendations from the Assembly Culture Arts and Leisure (CAL) Committee Inquiry into safeguarding across culture, arts and leisure sectors.
- Digital technology has become an extension of all of our lives and as an organisation we are working hard to focus on areas in which we can make the biggest difference and find solutions on how to keep our children safe online. We are represented on the Safeguarding Board for Northern Ireland (SBNI) newly established E-Safety Forum.



Local Campaigning

We campaign in Northern Ireland to raise awareness of the child protection risks facing children and young people. We deliver safeguarding messages, organise awareness raising activities and co-ordinate campaigns which encourage everyone to take responsibility for child protection. Our local campaigns manager develops new ways to engage with parents and professionals from the statutory, voluntary and community sectors to design and deliver campaigns in partnership, and we also share our learning and research. We believe there are many more adults who are in a position to make a difference to a child or a families' life by recognising and responding to signs of abuse or neglect earlier, signposting families to services within their communities.

Over the past year our local campaigns manager has reached almost 1,000 adults including professionals working in child protection in local communities, delivering family support in local communities as well as directly to parents. This has included delivering presentations to key organisations such as the SBNI and Trust Child Protection Panels, SureStart programmes and community groups. Another aspect of our local campaign managers work has been to hold focus groups in the development of the Underwear Rule campaign and the upcoming online safety campaign, both UK wide campaigns.

“I just wanted to say a big thank you to you for coming to our recent meeting. I thought you spoke really well and straight from the heart – I know you made a big impact and I hope it helps spur our members into action. It was lovely to meet you and to hear some of the stories first hand. Best wishes for all your continued good work in the community making such a difference to children’s lives.”

This year we helped launch the Underwear Rule campaign, to encourage parents and carers to speak to their young children about staying safe from sexual abuse. We worked with local community groups to develop materials which include a range of parental guidance leaflets and supporting age appropriate and child friendly tools and tips.

Participating in the consultation was a very positive experience for us and has led to our staff team thinking about how we deal with preventing sexual abuse. We are looking forward to sharing the campaign and its message with parents and the community.

A colleague from SureStart who took part in focus groups for the Underwear Rule PANTS campaign

The campaigns manager has also been working closely with the Policy and Public Affairs team to strengthen helpline services in Northern Ireland. In particular, we have been working with the Health and Social Care Board (HSCB) regularly sharing information about the Helpline. The HSCB are now using helpline management data as part of regional child protection returns. We have met staff from the HSCB's new regional after hour's service to ensure that our service fits well with the emergency response at night and weekends. We have also worked with the HSCB to produce 'Sources of Help' cards which contains key information for families in Northern Ireland to signpost them to sources of help.



Fundraising

The NSPCC 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. Over 90% of our funds come from voluntary donations, so we rely on public support to help us continue our work to fight to make sure that children are free from abuse, where abuse doesn't go unchallenged, where children are empowered to seek out help and where every call for support can be answered.

As always 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 Northern Ireland.

Our staff and stores are really motivated to help such a worthwhile cause and we try to make all our fundraising fun for everyone involved. It also helps us to promote the continued successful partnership between SPAR and ChildLine.

Bronagh Luke, Corporate Marketing Controller, Henderson Group

Schools Fundraising

The schools fundraising team works with thousands of children and young people across Northern Ireland delivering age appropriate assemblies to nursery; primary and post primary children. The team aims to raise awareness of about the work of ChildLine and the NSPCC and to provide school staff with our safeguarding resources and services. Alongside raising money for the NSPCC, we deliver important safeguarding messages that help to protect children and give them advice on how and where to seek help when they need it.

The Schools Fundraising team shared the NSPCC's safeguarding messages to over 21,057 primary school children across 88 primary schools in NI

WE NEED YOUR HELP! Can you help us be there for the children and families in Northern Ireland who need us the most? Fundraising is fun and there are lots of ways you can get involved:

- Get together with family and friends and organise a fundraising event.
- Get active and take part in a run, walk or cycle or take part in one of our exciting challenge events.
- Fundraise in your workplace
- Make a donation
- Leave a gift to NSPCC Northern Ireland in your will

For further information please contact the NSPCC Northern Ireland Fundraising Team on 02890351135 or e-mail northernirelandappeals@nspcc.org.uk



Would you like to join our fight for every childhood?

It's with the support of our amazing volunteers that we are able to help more children in Northern Ireland, learn more about our volunteering opportunities

The **ChildLine Schools Service** is protecting a generation of children against abuse, one primary school at a time. As a volunteer, you'll visit local schools giving assemblies and classroom workshops to 9-11 year olds. You'll help them to understand abuse, and give them confidence and courage to speak out and seek help if they ever need it.

"Together we can and will succeed in empowering a speak-out generation that will inspire and educate generations into the future. I am privileged to be part of your work and together we continue to walk the talk towards realising the vision towards all children able to say Now I Know"

Judith Smyth from Newcastle, Co. Down who gives her time to volunteer for the ChildLine Schools Service

ChildLine helps children and young people 24 hours a day, every day of the year. We train our volunteers to develop the skills needed to offer comfort, support and practical advice to the many young people and children who call us for help. Just four hours out of your week can help thousands of children and young people.

"We worked through her feelings and explored what we could do to make her feel better. The young person told me how nice it was to talk to someone who cared about her, that she would work through her plan, and let us know how she got on. I love working for ChildLine and look forward to coming here every week."

Neil McConnell who has volunteered for ChildLine in Foyle for over two years

The **Young Witness Service** supports children in Northern Ireland who have to give evidence in court. As a volunteer for the service - working with social workers and other trained staff - you will be provided with all the support and training you need to play your part.

"My role involves supporting the young person who is required to attend court throughout the entire trial, and it is very satisfying to see the difference the Young Witness Service makes during what is a very stressful experience for the young people and their families. I also really enjoy meeting with other NSPCC staff and volunteers within the service, it really is a great team to be part of."

Janet Davies, aged 65 has volunteered for our Young Witness Service since 2011.

Give your time and talents and volunteer at one of our fundraising events. Volunteering is fun and there are lots of ways you can get involved. If this sounds like something you'd enjoy then get in touch with our team to find out about all our upcoming events near you.

"It's really rewarding knowing how the money we raised was spent but additionally I have such a laugh participating in fun and sociable fundraising events. I can also choose how much time I wish to dedicate and which events I can help with depending on my commitments as a mum of young kids, which really helps."

Bangor woman Melissa Haddock has been a volunteer with NSPCC's North Down Fundraising Committee for over four years.

Find out more about volunteering for us at
nspcc.org.uk

Key contacts for NSPCC services in Northern Ireland

Regional Office*

First Floor, Unit 7
Jennymount Business Park
North Derby Street
Belfast, BT15 3HN
Tel: 028 90351135
Email: help@nspcc.org.uk

Foyle service centre

1 Waterside Centre
Glendermott Road
L'Derry, BT47 6BG
Tel: 028 20441753
Fax: 028 20441751

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.

NSPCC's Child Trafficking Advice Centre (CTAC)

Information and advice for professionals on child trafficking.
Tel: 0808 800 5000

Belfast service centre

Jennymount Business Park
North Derby Street
Belfast, Co Antrim, BT15 3HN
Tel: 028 20441650

Young Witness Service

17-21 Bishop Street
L'Derry, BT48 6PR
Tel: 028 71279555

NSPCC Helpline

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

Fundraising

NSPCC Belfast
Regional Office
Tel: 028 90351135
Email: northernirelandappeals@nspcc.org.uk

Craigavon service centre

10 Carn Drive
Craigavon
County Armagh, BT63 5WJ
Tel: 028 20441690

Child Protection in Sport Unit

Tel: 028 20441587
E-mail: pstephenson@nspcc.org.uk
www.thecpsu.org.uk
Twitter @TheCPSU - <https://twitter.com/TheCPSU>

Child Sexual Exploitation Helpline

If you are worried that a child is at risk of sexual exploitation in Northern Ireland please contact our 24 hour helpline for confidential advice.
Tel: 0800 389 1701

Communications

For further media information please contact the regional communications team:
Tel: 028 20441572 / 028 20441564
Email: nicomms@nspcc.org.uk

* You can contact our regional office for information on any of the NSPCC services in Northern Ireland



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





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