

**NSPCC**  
SCOTLAND



# NSPCC Scotland

A year in review 2013 - 2014

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**

# NSPCC



**When you think a child  
needs your help.**

Help. Talk it over with us.

**0808 800 5000**

[help@nspcc.org.uk](mailto:help@nspcc.org.uk) [nspcc.org.uk/helpline](https://nspcc.org.uk/helpline)

EVERY CHILDHOOD IS WORTH FIGHTING FOR





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# Foreword and Introduction



Welcome from  
Matt Forde

**Recent months and years have seen child abuse, quite rightly, brought to the forefront of the public consciousness and, while there is no doubt we are making progress, the road ahead is long and filled with challenges. For this**

**reason, we remain committed to ensuring that childhoods here are the best that they can be, by continuing to develop our work supporting vulnerable children and families and learning how we can make the greatest impact for those who need us most.**

Throughout the year we spoke out on the big issues; highlighting the sobering lessons from the terrible revelations of the Jimmy Savile case, but also offering practical help to parents to keep their children safe through our 'Underwear Rule' campaign. We supported families through our targeted services, listened to children through ChildLine and helped them protect themselves through our Schools Service.

Reflecting on the year that has passed serves only to spur us on to bigger and better in 2014/15 – more children reached, supported, protected and empowered. Over the coming year we will continue to deliver, strengthen and develop our services. Our ambition is to end the abuse of children in all its forms; this should be a priority for everyone in Scotland. We have to root out the causes that allow children to be abused. Children living in an environment blighted by poverty, social isolation, and the ills that inequality creates means that abuse is still happening on a devastating scale; this is something we cannot – must not – accept.

This is not something we can achieve on our own, and we remain committed to working with local partners. People in local communities, staff working in services, and those active in children's organisations are doing immensely important work to protect children here. By learning from their experience, listening to children, sharing expertise and delving into the latest thinking we can achieve a greater impact for children and a better future for Scotland.

Through our staff, volunteers and many supporters we will seek to embed ourselves in communities, complementing ongoing work to improve children's lives and support vulnerable families. We want our voices to echo those of Scotland's children - influencing government and society so that the children of tomorrow have the care and protection they need.

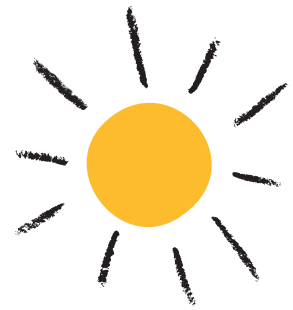
We must work hand in hand with parents, teachers, schools, local authorities, the health service and communities across Scotland to ensure that we really know what children need, and can provide them with tailored and accessible services.

We know that statutory services are working flat out and austerity policies mean that resources are scarce, yet more children than before are coming into services. Where the system is running fast to stay still, learning through research and testing new approaches is inevitably difficult – this is where NSPCC can really make a difference. As a voice for ending cruelty to children, we will tirelessly champion change, commit to research, innovation and learning to help the common effort to protect children.

Together we can build a better future for children – a better future for Scotland.

**Matt Forde**, National Head of Service

# ChildLine Schools Service



The ChildLine Schools Service is a pioneering programme for primary six and seven children. The Service is designed to give children the knowledge to prevent abuse. It does this by helping younger children understand and recognise abuse in all forms, by giving them the confidence to talk about abuse, and showing them who's ready to listen and offer support.

We know that many primary school children are suffering abuse and neglect, yet they can wait months - or even years - before contacting ChildLine or getting any kind of help. We truly believe the ChildLine Schools Service has the power and potential to change this.

Our specially trained local volunteers deliver the Schools Service through assemblies, which are later reinforced by interactive classroom workshops. The curriculum guided format helps children to understand and identify different forms of abuse in an age-appropriate and engaging way that is sensitive to children's varying abilities and learning styles.

Assemblies introduce children to ChildLine and start age-appropriate discussions about abuse and neglect. Children are then encouraged to consider different sources of help such as teachers, family, friends and ChildLine. Buddy, the ChildLine mascot, is used to give children the message that they should always speak out if they have concerns or worries. A short film is then played to demonstrate exactly what happens when a child contacts ChildLine.

One to two weeks after the assembly, Schools Service volunteers return to deliver a smaller interactive classroom workshop. Our volunteers work closely with children to reinforce the key messages and children work in small groups on exercises relating to sexual abuse and neglect. Children are provided with their own 'Buddy Kit' where they can write or draw the people that make them feel safe and happy.

We want every child in Scotland to have the opportunity to receive this service and are on schedule to be able to reach all Scottish primary schools biennially by 2016. We will continue to work alongside our colleagues in local authorities and children's service providers to share learning and expertise from our Service delivery across Scotland and help inform and improve the services we deliver.

## Key statistics

- Since its launch in 2012 the Schools Service has been delivered to 890 schools, reaching over 44,776 pupils in Scotland.
- In 2013/14 year we delivered assemblies and workshops to 602 schools, reaching over 28,986 children across Scotland.

## Our accolades

We were recently awarded the nationally recognised 'Volunteer friendly award'. We pride ourselves on the effective supervision and support of our local volunteers, who are integral to the Schools Service's success.



That was great - I am sometimes frightened about things on the internet but I feel safer now - I know I can tell adults things if I am scared."

Child who attended a ChildLine Schools Service workshop



"Absolutely fantastic presentation and approached the subject in a creative way."

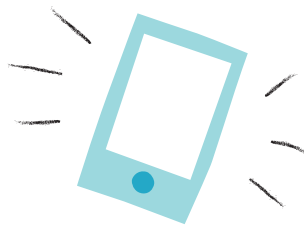
"As a result of the activities, I think the children would be a lot more confident in identifying abuse if it was happening. They would be more likely to identify it as abuse and know that it is not ok."

"It is taught in such a sensitive and informative way by those delivering it. It is important for children to be aware of the different types of abuse and what the word 'abuse' means."

School teachers



# ChildLine Scotland



ChildLine is the NSPCC's free, 24 hour helpline and online service offering direct support to children and young people up to the age of 19<sup>1</sup>. There are 12 bases throughout the UK, two of which are located in Scotland – Glasgow and Aberdeen. ChildLine counsellors are trained staff and volunteers who are experienced in listening and talking to children and young people. There are **280** ChildLine Helpline volunteers in Scotland supporting the service as counsellors, switchboards and administrative support.

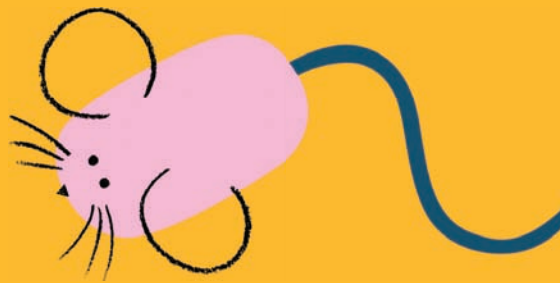
During 2013/14 ChildLine carried out **280,064** counselling sessions with children and young people who contacted the service about a personal concern. ChildLine bases in Scotland handled 51,682 counselling sessions during the year.

The top 5 concerns counselled by bases in Scotland are as follows:-

| Primary concern                         | % of All Counselling Contacts in ChildLine bases in Scotland |
|---|--|
| Low Self Esteem/Unhappiness             | 14%  |
| Family Relationships                    | 13%  |
| Bullying and Online Bullying            | 10%  |
| Self Harm                               | 8%   |
| Sex/Relationships/Puberty/Sexual Health | 7%   |



<sup>1</sup> Calls to ChildLine are confidential, but if a child or young person is in immediate danger the counsellor will let the caller know if they have to break confidentiality and refer on to the appropriate service.



ChildLine received **23,927** landline calls from postcodes in Scotland during the year in review<sup>2</sup>.

Since the introduction of on-line services, an increasing proportion of ChildLine counselling is carried out online, through email and 1-2-1 chat<sup>3</sup>. This year counselling sessions handled by Scottish bases were broken down through the following contact channels:

- 35% by phone
- 33% by email (Personal in box)
- 32% by 121 chat (online)

Many children and young people also use the notice boards on the ChildLine website to post about issues and give and receive peer support on their problems.

ChildLine referred to 1,975 different agencies throughout the UK. Referrals are made when the child or young person is in immediate danger, or they asked to be referred. Of the total referrals made 240 were made by ChildLine bases in Scotland, the highest proportion of these were made to the police (77%).

All ChildLine volunteer counsellors undergo extensive training in listening and communicating with children and young people so that they can give comfort, support and advice. Advanced training sessions are offered throughout the year on topics relevant to the type of calls counsellors are receiving. This year advanced training was delivered to volunteers in Scotland bases on issues which included the following:

- Forced marriage
- Working with boys
- Homelessness
- Domestic violence
- Internet safety
- Sexuality
- Working with suicidal callers
- Self-harm
- Bereavement
- Substance use
- Sexual health
- Sexual abuse
- Autism
- Personal in box training

<sup>2</sup> This figure represents only a small proportion of actual calls from Scotland as location is only recorded if the caller chooses to disclose this information. Due to the way calls are routed, a high proportion of calls answered by ChildLine bases in Scotland will be from young people in Scotland (calls from Scotland are routed to nearest available Scottish base), but will also be from young people located elsewhere in the UK.



#### Quotes from young people counselled by ChildLine bases in Scotland<sup>4</sup>:

I want to stop self-harming but I don't know how to. I started because it helped me to control my anger but now I can't control how much I cut. I'm worried because I've let it become such a part of my everyday life and it's getting more and more difficult to hide the wounds. I don't know what to do – I need help (Girl 12 – 15).

I haven't felt like myself for ages. Silly things get me down and I can't pick myself up for the rest of the day. Half the time like I'm in a daze and not really there, or I spend time worrying about stuff that hasn't happened. I wish I could clear my head of everything because I don't want to feel like this anymore. I want to be happy (Girl 16 – 18).

I need advice. My parents recently split up and I feel like I'm getting caught in the middle of it. I'm constantly being shouted at for taking sides when I'm not, I want to stay out of it all. I don't know how to deal with the situation. I'm fed up of getting trapped in their arguments – it's so awkward (Boy 12 – 15).



<sup>3</sup> Online counselling sessions cannot be calculated geographically

<sup>4</sup> 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.

# Services for children and families

We are delivering cutting edge services to protect children and prevent abuse. Some are modelled on international programmes proven to dramatically reduce the risk of child abuse. Our focus in Scotland is on the following distinct areas of work:

- Protecting babies
- Preventing child neglect
- Helping children in high risk families

This year we've worked directly with 170 children and adults, indirectly helping a further 116 children and adults by proxy.

- **Improving Parenting, Improving Practice (IPIP) - worked directly with 78 children and adults, and indirectly helped a further 58 children and adults.**

We want to see more children get the level of parental care that they need to thrive. IPIP supports and challenges parents who are struggling to care for children aged four to ten years.

- **Minding The Baby - worked directly with 31 children and adults, indirectly helping a further 16 children and adults.**

Babies are most vulnerable in the first few months of their life. Minding the Baby is offered to young, first-time mums who are struggling with problems such as depression, homelessness, poverty or violent relationships.

The main focus of the service is to develop secure attachment relationships between mum and baby, and increase a parent's ability to reflect on their child's needs and development.

I worked with a couple who had both been in care. Their baby was looked after by a foster carer from birth but the parents had visits with the baby. I worked with them to improve their communication with their baby, taught them how to hold their baby and how to read to the baby. Thanks to the work I've completed with them, they have both grown in confidence and have the baby overnight more often.

Quote from Minding the Baby practitioner







“When I first found out I was pregnant, I was scared and anxious. Never did I imagine that a bad situation could turn out to be such a positive one, and we have PUP to thank for that. I never expected to be called Mum, but it's the best feeling in the world.”

Parents under Pressure  
service user

- **New Orleans Intervention Model - worked directly with 37 children and adults and indirectly helped a further 29 children and adults.**

The New Orleans Intervention Model (NIM) is a cutting-edge intensive assessment and treatment programme designed to allow families where maltreatment has taken place to be reunited - based on the child's safety and best interest.

- **Parents Under Pressure - worked directly with 16 children and adults and indirectly helped a further 13 children and adults.**

Parents Under Pressure™ is an intensive 20-week home visiting programme which aims to help primary carers who are in drug and alcohol treatment to improve their parenting skills and bond with their baby.

We want to tackle and reduce the harm caused when parents misuse alcohol or take drugs as early as possible in children's lives.

- **Non Accidental Head Injury - 1,537 forms returned across the five hospitals from Apr 13 to Feb 14.**

This is first educational programme of its kind in the UK to educate parents about dangers of shaking a baby straight after their baby is born.

We are working with a number of hospitals in Scotland to deliver the programme to new parents.

We have made a DVD about non-accidental head injuries to inform parents about:

- the dangers of shaking a baby;
- how to soothe their baby, and
- how to cope with feeling stressed and tired.

Midwives and maternity staff show this film to parents of new babies in hospitals, or at home, soon after their child is born.

After the film, they discuss and answer questions, provide a leaflet with further information and ask parents to sign a statement that they've seen the DVD.

# Policy and Public Affairs



We influence Scottish policy developments and political processes. The policy and public affairs team maintain regular contact with Members of the Scottish Parliament and Scottish Government officials, undertake research on priority areas and input to relevant Scottish parliamentary business and Scottish Government initiatives.

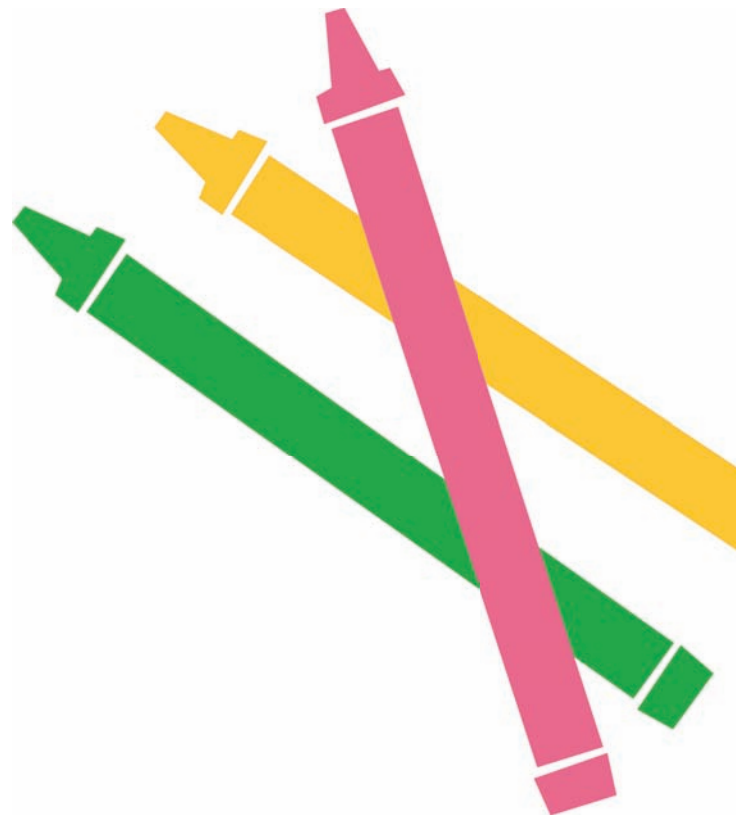
We use the information and learning gathered through our direct services with children and families to inform national decision-making and encourage wider change which we believe will help prevent cruelty to children.

#### Key highlights during 2013/14 include:

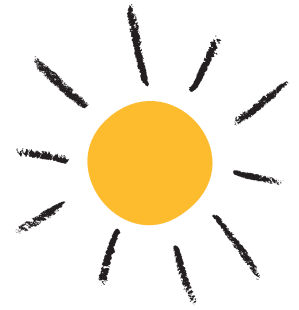
- Participating in a joint event with UNICEF, Barnardo's Scotland and Save the Children at the SNP conference in October 2013, on putting children at the heart of Scotland's aspirations. The event was addressed by the Minister for Children and Young People.
- Contributing to Scottish Labour's Social Justice Sounding Board events on child poverty and educational attainment.
- Publishing research in partnership with Barnardo's Scotland on families' experiences of multiple adversities. Prior to publication we shared preliminary findings with the Scottish Government's Ministerial Advisory Group on Child Poverty.
- Attending a Scottish Government summit on children's online safety.
- Providing written input into several inquiries and consultations, including:
  - Children and Young People (Scotland) Bill;
  - Scottish Parliament Petitions Committee inquiry into child sexual exploitation;
  - Health inequalities and the early years;
  - Draft Human Trafficking (Scotland) Bill;
  - Violence Against Women and Girls strategy.
- Appearing in front of several Scottish Parliament Committees, including giving evidence on:
  - Decision-making for looked after children in Scotland;
  - Teenage pregnancy;
  - Female Genital Mutilation.

- Working with other NSPCC colleagues from across the four nations of the UK to publish our How Safe are our Children? report. This includes the most robust and up-to-date child protection data which exists nationally.

We want to move child welfare up the policy agenda and place it at the heart of national decision-making. We will continue to focus on the importance of prevention and early intervention, especially for our youngest and most vulnerable children. In particular, we want to highlight the specific contribution that health visiting can make to improving outcomes for young babies and their families.



# Child Protection Advice and Services (CPAS)



CPAS was introduced in Scotland in January 2013 and has become the main contact for Child Protection Committees.

We work with organisations through consultancy and training. During 2013/14 we delivered bespoke child protection training courses to 18 organisations. We also delivered courses from our National Training Programme covering Introduction to Child Protection, Designated Child Protection Officer Training and Training for Trainers.

Our training programmes were delivered to a variety of audiences including CPC multi-agency groups, Care Inspectorate and Education as well as to staff and volunteers from statutory and non statutory organisations. Our consultancy work helps organisations to develop robust

child protection policies and procedures to support them in keeping children safe.

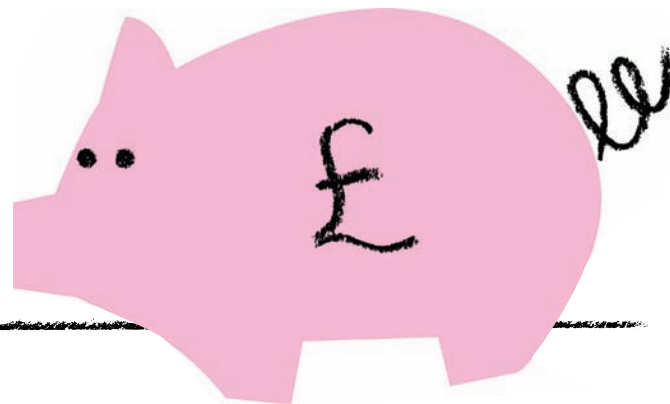
We now sit on the working groups of the Scottish Government for Child Sexual Exploitation and Public Awareness. We are invited to present at conferences and events around Scotland such as Edinburgh City Internet safety day. Our joint delivery of Neglect within Primary School was delivered in partnership with WithScotland, Childline Schools service and Edinburgh University in Aberdeen and further plans are being made to deliver this in Perth and Kinross and East Dunbartonshire.

We share learning from our research and disseminate information about the NSPCC's work including our national campaigns such as the Underwear Rule campaign.





# Funding our work



NSPCC Scotland depends on the generosity of local people to enable us to deliver the crucial and life changing services for local children and families you have read about throughout our Year in Review. Across the NSPCC over 90% of our income is donated by the general public. We work with the public, corporate partners and volunteer supporters to raise money through activities, networking and events. We also work together with trusts, grants and key donors to secure funding for services.

Throughout the year we received generous support from the public across Scotland through our successful events. Key highlights include:

- The ChildLine Ball, Aberdeen and Glasgow
- Edinburgh Fine Wine Challenge
- Carols by Candlelight
- Forth Rail bridge abseil
- Glasgow committee Ladies who Lunch event
- The Edinburgh Marathon

Next year we will continue to draw on the support of volunteers and have a number of exciting events planned. We are especially pleased to announce that we will be one of the nominated charities for the Kiltwalk in 2015.

If you would like to help make a difference to the lives of local children and young people please contact the NSPCC Scotland Fundraising Team for information on ways you can get involved - 0141 212 3879 or [scotlandevents@nspcc.org.uk](mailto:scotlandevents@nspcc.org.uk)

In 2013/14 we received a range of grants to further develop our work with children and young people in Scotland. We would like to thank the following funders:

- The Big Lottery Fund
- The Northwood Charitable Trust
- The Volant Charitable Trust
- The RS Macdonald Trust
- The RBS Community Grant



# Volunteer Profile



## Sarah Paterson | ChildLine volunteer counsellor | Aberdeen

My role as a ChildLine volunteer counsellor involves answering calls and online contacts from children and young people in desperate need of support, protection and advice. I've been volunteering with ChildLine in Aberdeen for a year now. I was inspired to apply after attending a volunteer recruitment presentation. Upon hearing more about the difference the ChildLine service makes I knew instantly that I had to get involved. I'm not ashamed to say that as a teenager I struggled with depression and bullying issues. I received counselling and found that the support gave me the strength to overcome these issues. So ChildLine for me is a way of giving something back; to offer the support that had once changed my life.

The most important part of the role is active listening, it is so important to simply listen to the children and young people who contact us. For a young person who feels as though they have no one in their life that they can turn to, we offer them the opportunity to feel safe and supported.

I also feel as though I am personally gaining valuable experience through my volunteering. I have completed training courses which has not only given me the skills required to best-support the children who contact the helpline, but transferrable skills I can use as I pursue a career in counselling.

One of the things I like most about volunteering for ChildLine is that no two shifts are the same and every call is different. Children and young people contact us for various reasons. From bullying and friendship issues, to physical abuse and neglect. An example of a common concern is with family relationships – where tensions can build at home and there are sometimes arguments amongst family members leaving the young person feeling isolated and worried. We'll offer that child space to share their worries and discuss possible coping strategies with them. There are certain types of contact that are considered high risk, including self-harm and suicide, but I feel confident in dealing with these issues as ChildLine offers full training and ongoing support. There are supervisors on hand during every shift you're never on your own.



# Get in touch

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## Scotland National Office

You can contact this number for most enquiries

0141 212 3844

[Scotland@nspcc.org.uk](mailto:Scotland@nspcc.org.uk)

## Media Enquiries

0141 212 3847

[scotlandcomms@nspcc.org.uk](mailto:scotlandcomms@nspcc.org.uk)

## Fundraising

[scotlandevents@nspcc.org.uk](mailto:scotlandevents@nspcc.org.uk)

0141 212 3879

## HelpLine

If you are worried about a child, even if you're unsure, contact our professional counsellors 24/7 for help, advice and support.

Call 0808 800 5000 or email [help@nspcc.org.uk](mailto:help@nspcc.org.uk)

## ChildLine

If you are a child or young person and need to talk,

call ChildLine on 0800 1111,

for free confidential support and advice

or visit [www.childline.org.uk](http://www.childline.org.uk)





# LEARN THE UNDERWEAR RULE



**P** RIVATES ARE PRIVATE

**A** LWAYS REMEMBER YOUR BODY BELONGS TO YOU

**N** O MEANS NO

**T** ALK ABOUT SECRETS THAT UPSET YOU

**S** PEAK UP, SOMEONE CAN HELP



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





©Registered charity number 216401. NSPCC, charity registered in Scotland, charity number SC037717  
Photography Tom Hull, the children pictured are volunteers, models and NSPCC staff.

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