

NSPCC



Together for the 5 million

With your support, we can
change children's lives.



EVERY CHILDHOOD IS WORTH FIGHTING FOR



Together for the 5 million



We know that the right support, at the right time, can turn a life around. Here at the NSPCC we have campaigned tirelessly on behalf of children who have been abused or neglected. It's taken many years to convince people of the nature and scale of child abuse and neglect.

Thankfully the problem is now well known, but we're here to end child cruelty, not simply draw attention to it. That means today is when the next challenge starts. Too many children are still being abused; emotionally, physically, sexually, online. But it doesn't have to be like this.

That's why, over the next five years, we will work harder than ever to make sure we achieve even more. **We want to make 5 million children safer by 2021.**

That's 5 million children, each with their own unique smile, their own dreams of what they want to do when they grow up. Children who we can be there for to help turn their life around or keep them safe.

I feel privileged to get glimpses of this happening when I talk to different people across the NSPCC who are working to help children every day. And now we want to make more life-changing stories happen.

Over the following pages we've outlined how we'll achieve this.

You'll hear about how we're investing in innovative services and solutions. You'll see how we're working with organisations and policy makers across the country and sharing our knowledge so that what we learn benefits children way beyond what the NSPCC can achieve on its own.

And you'll read about how we have identified five areas where we will demonstrate real, measurable progress over the next five years.

Most importantly you'll see how we can only achieve all this with your help. You can help us achieve something amazing: keep 5 million children in the UK safer.

We are determined to keep building a powerful movement to protect every child. But, as we depend entirely on the passion, the commitment, the time and the money of people making an active choice to join us, now, more than ever, we need you to join that movement. Together, we can change children's lives.

Peter Wanless
Chief Executive

Join us and change the lives of 5 million children

At the NSPCC we're a powerful force for change. A movement to end cruelty to children with a promise to be there for every child affected by abuse and neglect.

We provide services no one else does. We've pioneered a way of working which combines practice, policy and research to deliver the most effective services and help as many children as possible.

And thanks to our independence, and reliance on the generosity of the public to fund our work, we're free to ask tough questions and always act in the best interest of children.

We've changed laws. We've transformed attitudes in society. We've launched services that have stopped abuse from happening in the first place and we've helped children rebuild their lives when they desperately need us.

But we know we need to do even more. Abuse robs a child of a childhood in which they are safe and happy. Yet on average across the UK, two children in every classroom of every primary school have suffered abuse or neglect.¹

It doesn't have to be like this.

Over the next five years we want to push even further, to do more and make 5 million children safer.

We're in a unique position to do this but we will need every single person to play their part. Every day we don't act is a day too many. Another day that a child will suffer because we haven't put in place measures we know can keep them safe. We have this chance to make a massive difference. But we need your support.

Child abuse changes childhood, but so can we. Together by 2021 we can make 5 million children safer. But, more than that, we know that by working together, one day, we can change the future for all children.



¹ Radford et al (2011) *Child abuse and neglect in the UK today*

With your support we will...



make sure abuse is prevented by providing the right support for mums, dads and carers who are struggling

develop and implement a new and innovative approach to preventing child sexual abuse

give more children and adults a voice so they can speak out about abuse

make sure the right help is available at the right time for children who need us

make children safe from abuse online



"We have a unique chance to do something life-changing for children. By working together we can make 5 million children safer. But we have to act now."

Dame Esther Rantzen – Trustee of the NSPCC.
Founder and president of Childline



With your support we will make sure abuse is prevented by providing the right support for mums, dads and carers who are struggling



"She helped me understand that if there was something inside me that didn't feel right then I should speak out."

Kimberley

When parents are overloaded with problems such as money, alcohol or drug addiction, or mental illness it's difficult for them to give their children the best start in life.

Research tells us that domestic abuse, substance misuse and mental health problems are some of the most significant risks which can lead to child abuse and neglect. But we also know that, even when families are going through incredibly difficult times, with the right help, children can thrive.

So over the next five years we will build on services that we know work, providing support directly to mums, dads and carers and help, so they can look to the future with hope.

Here's how we'll do it

Helping parents cope with the pressures of a new baby

Pregnancy and the first few months of life are an important time for families. But it's also an extremely stressful time and parents can struggle with the new pressures of looking after their baby. That's why we developed [Baby Steps](#), our antenatal programme that continues after the baby is born to help parents prepare for their new role in caring and supporting their baby. It's designed to attract and engage 'hard-to-reach' parents, including parents in prison and parents from ethnic minorities.

The results from parents have been very positive. The programme has helped them have better relationships with their babies, both during pregnancy and after birth. It's also improved parents' emotional wellbeing so they can have a positive and healthy pregnancy.

We estimate that up to

1 million

children live in families where there's drug misuse.²

and up to

3.5 million

children live in families where there's alcohol misuse.³



We estimate that more than

1.75 million

children have been exposed to domestic abuse.⁴



Supporting parents and keeping babies safe through *Coping with Crying*

Every baby cries, but occasionally this may lead to a parent becoming angry and harming their baby. With as many as one in six parents approaching a medical professional for advice about their baby crying,⁵ we knew it was vital to provide them with support.

Between January 2012 and September 2015 [Coping with Crying](#) was shown to over 57,000 parents in 24 hospitals and birthing units and 19 community sites across the UK and it made a real difference. Parents that saw the film in the community were more likely to react positively towards their baby's crying and felt confident in seeking help and support when needed.

Help us be there to support families who desperately need us

By putting vital services in place and working with vulnerable families we can create a real change in society. By 2021 our ambition is that we will have launched new and effective services around the country, services that provide vital support for struggling families. But we can't do it alone.

You can help us to take the lead and make sure help is there early for vulnerable families who desperately need us. You can help us protect children like Kimberley.

Kimberley's story

How she got the courage to speak out about her dad

"I felt like my dad didn't care about me, all he cared about was the drugs. So I used to speak to Gemma, our landlady who worked in the shop next door – we'd talk through whatever I was worried about.

"With her support I told my school about what life was like with my dad. Anna from the NSPCC came and helped me understand that if there was something inside me that didn't feel right then I should speak out.

"One day I told her I didn't want to live with my dad anymore. I've lived with Gemma for over two years now and I really like it." *

* This is a true story but names have been changed to protect identity



² Manning, V. et al. (2009) *New estimates of the number of children living with substance misusing parents: results from UK national household surveys*

³ Manning, V. et al. (2009) *New estimates of the number of children living with substance misusing parents: results from UK national household surveys*

⁴ Based on the findings of Radford et al (2011) *Child abuse and neglect in the UK today*

⁵ Kaley, F, Reid, V & Flynn, E (2011) *The psychology of infant colic: a review of current research. Infant Mental Health Journal 32(5): 526-541*

With your support we will develop and implement a new and innovative approach to preventing child sexual abuse

The past few years have seen too many headlines about the disturbing revelations of sexual abuse. But this growing public awareness has not led to the action we need to prevent it from happening.

We know there are many tried and tested forms of keeping children safe and, with your support, together we can make sure that every child and parent in the UK receives the information they need to help prevent sexual abuse from happening.



Here's how we'll do it

Keep children safe by developing and launching NSPCC centres for the prevention of child sexual abuse.

These centres, the first of their kind, will help keep local children safe. Working in partnership with local areas they will help pioneer an approach that aims to prevent child sexual abuse from happening.

Helping young people to understand their harmful sexual behaviour

We estimate that around a third of child sex offences are committed by other children, yet there's currently no national strategy in place to address this issue.

So we're working directly with young people to prevent them from sexually harming other young people. We've launched services like [Turn the Page](#) which helps children and young people overcome feelings that have made them harm another child sexually. It means we can be there so children can find ways to move away from their sexual behaviour and have a positive future.

We estimate

1 in 20
children in the UK have been sexually abused.⁶



In 2012 we estimated the financial cost of child sexual abuse to the UK to be up to

£3.2 billion
a year.⁷



Creating a simple way to keep children safe with [The Underwear Rule](#)

The Underwear Rule has helped hundreds of thousands of parents teach their children that abuse is never OK. It's a simple way that parents can help keep children safe from sexual abuse – without using scary words, or even mentioning sex. It asks parents to talk **PANTS** to help children understand that their body belongs to them and that they have the right to say no.

And we know the memorable message works, with 63 per cent of parents who recalled the campaign speaking to their children about staying safe from abuse.⁸ We've also seen it work in action.

In 2015 a 60-year-old man was jailed for eight years after being found guilty of four counts of sexually assaulting a three-year-old girl. The girl's mother reported him to the police after she taught her daughter *The Underwear Rule* and the young girl told her about the abuse.

Help us prevent child sexual abuse

We're in the ideal position to make a very real difference in the fight to prevent child sexual abuse. It's an issue that has always been a central part of our work but we also realise that, over the next five years, we need to build on what we've already achieved.

We want more parents to teach **The Underwear Rule** to their children. We want to establish centres that provide direct services where they're needed. And we want to continue to fund groundbreaking research that gets to the root of the problem of why abuse happens.

Over the next five years we want to see more moments when children like Tia start to feel safe – and we want to make sure this abuse doesn't happen in the first place.

"If I hadn't had her support I wouldn't be where I am now."

Tia



Tia's story

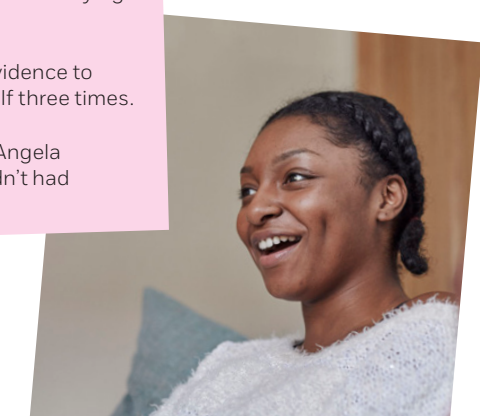
How she got the vital support she needed to rebuild her life

"Growing up, my dad was always in and out of prison. Things changed massively when I was 13. He got his own place and I started staying there at weekends. That's when the abuse started.

"I reported him to the police but there wasn't enough evidence to convict him. I began self-harming and tried to kill myself three times.

"But when I was 16 I started seeing a counsellor called Angela from the NSPCC's **Letting the Future In** service. If I hadn't had her support I wouldn't be where I am now." *

* This is a true story but names have been changed to protect identity



6 Radford et al (2011) *Child abuse and neglect in the UK today. Based on NSPCC research with 11-17 year-olds*
7 Saïed-Tessier, A. (2014) *Estimating the costs of child sexual abuse in the UK*
8 YouGov (March 2014)

With your support we will give more children and adults a voice so they can speak out about abuse



"I was tearful and broken up but knowing that she believed me really helped."

Charley

We estimate that more than half a million children suffer abuse or neglect in the UK each year. Yet the simple truth is not enough receive the help they desperately need.

This needs to change. It's vital we help children and adults identify, understand and speak out about abuse – and support adults to take action to protect children once they know about it.

Brad's story

How Brad helped change a child's life

"I went to a customer's house to install satellite TV. There was so much rubbish I had to clear a space to put my toolbox down. Then, all of a sudden, a toddler walked into the room. She had dirt on her bare legs and, as a dad, I knew that the dirt wasn't mud from playing out; it was a build-up of dirt.

"Knowing they had a young child in that mess was just unthinkable. As soon as I left the house I called the **NSPCC's helpline**. They acted straight away. It was such a relief to know that they were there to help."

Here's how we'll do it

Visiting every primary school in the country to let children know that abuse is never OK, through our **Speak out. Stay safe.** programme

In the average primary school class at least two children have suffered abuse or neglect. Yet many children who suffer abuse often don't know who to turn to. Through assemblies and workshops we help children understand abuse and teach them how to ask for help.

In 2014/15, we visited over 6,000 primary schools, reaching more than 400,000 children – teaching them how they can speak out and stay safe from abuse.

Transforming the **NSPCC helpline** so adults can help keep children safe

In 2014/15, the **NSPCC helpline** received over 150 calls a day from adults worried that a child was in danger. So we know our **helpline** keeps many children safe – but we also know we can do more. That's why we want to transform the service. Our vision is simple – we want adults to find it as instinctive to contact our **helpline** when they're worried about a child as it is to dial 999 for an emergency.

In five years' time we want to be able to answer an average of 230 adults a day who are worried a child is in danger – 50 per cent more than we answer now. It's a big goal but, with your support, we know we can achieve it.

For every child subject to a child protection plan or register, another eight have suffered maltreatment.⁹



⁹ Harker et al (2013) [How safe are our children?](#)
¹⁰ NSPCC (2015) ["Always there when I need you"](#):
Childline review: what's affected children in
April 2014 – March 2015

Giving children a voice when no one else is there to listen with **Childline**

Every day of the year, 24 hours a day, the NSPCC's **Childline** service is there for children and young people who desperately need us.

However, we need to keep pace with how children communicate. Two thirds of our counselling sessions are now delivered online.¹⁰ Our online counselling sessions tend to last much longer than sessions over the phone. That means right now we can only answer three out of every four children who contact us.

So, as the service and the number of children we support both continue to grow, we need your help to make sure we're there for every child.

Volunteer for **Childline**

Will you be there for a young person like Charley? Becoming a **Childline** volunteer means being there when a child needs you the most. Just four hours out of your week can help thousands of children and young people. You could be the person that helps turn their life around.
nspcc.org.uk/volunteer

Help children and adults speak out about abuse

We want to make sure **Childline** can answer every child who needs us, online and on the phone, so children like Charley have a voice. We want to visit every primary school and let children know how they can speak out and stay safe. And we want to make our **helpline** the 'go to' place for every adult worried about a child so that more people like Brad can help turn children's lives around.

Your support will give children and adults a voice and make sure there's someone to listen and act on their behalf.

Charley's story

How **Childline** helped her turn her life around

"My step-dad came to live with us when I was two. When I was four he asked me to perform a sex act on him. It carried on from there. I used to beg my mum to leave him.

"When I was 10 I tried to kill myself by taking an overdose and I got pregnant at 14 as a result of the abuse, but they paid for me to have an abortion.

"When I was 17 I ran away from home but I found the courage to call **Childline**. I spoke to a lady called Veronica. I was tearful and broken up but knowing that she believed me really helped. **Childline** saved my life."



With your support we will make sure the right help is available at the right time for children who need us

Research clearly shows that abuse and neglect can derail a child's development – and the effects can last long into adult life. The good news is, we know that providing support works.

Yet many children who have been abused cannot access even the most basic support. 98 per cent of professionals reported there was not enough therapeutic support for children who have been abused.¹¹ This is unacceptable – we need to close the gap between the availability of services and the need.

Here's how we'll do it

Helping children who have been sexually abused to recover through our [Letting the Future In](#) service

Sexual abuse can ruin lives. From depression and eating disorders, to post-traumatic stress, it can have devastating effects.

We work with children to help them understand and rebuild their lives. **Letting the Future In** helps children come to understand and move on from their past experiences through activities such as play, drawing and painting, and storytelling. An independent evaluation found that it works to help children who have been sexually abused.

98% of professionals reported there was not enough therapeutic support for children who have been abused.¹²



"The more I opened up, the better it felt."

Jamie



Join our *It's Time* campaign to demand that children who have been abused have the support they need to turn their life around

Every year, over half a million children are abused in the UK.¹³ Yet many children face unacceptable waits for support services – and others are turned away. In too many areas of the UK, the support that should be available simply doesn't exist.

It doesn't have to be this way. We have a choice about how a child's life is shaped after abuse. So we're calling for:

- increased funding for support services
- clear quality standards
- an investment in research to develop our understanding of what type of therapy works best.

It's time we demand that every child receives the support they need. Join the campaign and share your voice: nspcc.org.uk/time

Help us be there so children can get their lives back on track

We need to make sure that the right help is available at the right time for these children – and that this help is as easy as possible to access. So we can help them take the first steps to getting their lives back on track.

This isn't good enough. We will use our power to tell the government what needs to change, creating a movement that will show children we're there for them and provide them with the support and help they need so that they can continue to get their lives back on track. And we'll build on the success of our services like **Letting the Future In** so that they can look to the future with hope.

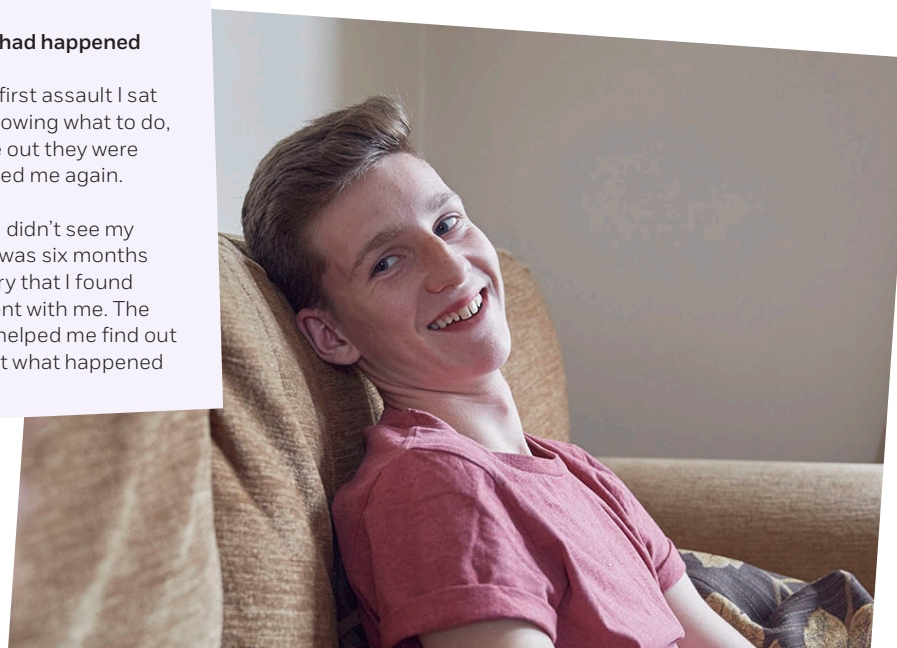
With your help we can give more children like Jamie the support they need to get their life back on track.

Jamie's story

How, with support, he realised what had happened wouldn't define him

"I was 15 when it happened. After the first assault I sat in the toilets for about an hour not knowing what to do, trying to control myself. When I came out they were there waiting for me and they assaulted me again.

"I totally shut down after it happened. I didn't see my friends, I would hardly speak or eat. It was six months before I got help and I was still so angry that I found it hard to talk, but Sue was really patient with me. The more I opened up, the better it felt. It helped me find out who I was and that I wasn't going to let what happened define me." *



* This is a true story but names have been changed to protect identity

11 Survey of 1,308 children's health, social care and education professionals assessing current provision of therapeutic services for children who have experienced abuse and neglect, November/December 2015. NSPCC
 12 Survey of 1,308 children's health, social care and education professionals assessing current provision of therapeutic services for children who have experienced abuse and neglect, November/December 2015. NSPCC
 13 Harker et al (2013) [How safe are our children?](#)



With your support we will make children safe from abuse online



"Speaking to *Childline* helped me come to terms with what happened."

Amy-Louise

Whatsapp. Instagram. Snapchat. The online world offers a bewildering array of opportunities for children. Yet we know there is a dark side to the web: from the sharing and viewing of child abuse images by adults, to bullying from other children.

All the evidence tells us that we need to do more to help keep children safe online. There were over 3,000 counselling sessions with young people who talked to *Childline* last year about online sexual abuse.¹⁴ And the Child Exploitation and Online Protection Centre estimates that 50,000 people in the UK looked at child abuse images in 2012.¹⁵

We're determined not only to promote safety to children and parents but also tackle online abuse itself and lead on the best ways to prevent it.

Here's how we'll do it

Helping parents understand the Internet and keep their children safe online

One of the things that parents tell us most scares them is that they feel powerless to keep their children safe online. Our [Share Aware](#) campaign gives parents straightforward, no-nonsense advice that will help them feel confident talking to their children about online safety.

And it's had a profound impact on parents. After seeing the campaign, 42 per cent of parents either immediately talked to their child about staying safe online, or made plans to talk to them soon.¹⁶

Preventing abuse from happening online

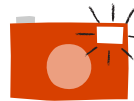
As well as promoting safety to children and parents we're also tackling online abuse itself and leading on the best ways to prevent it. We are:

Lobbying for change

We will lobby for greater progress on keeping children safe from abuse and we will demand technology companies and the government put effective controls in place for child online safety.

We know, when we get the backing of our supporters, how powerful our voice can be. Thanks to our [Flaw in the Law](#) campaign – which saw over 50,000 people join us¹⁷ – it's now illegal for an adult to send a sexual message to a child.

At least
70,000
online images of child
abuse were shared
in the UK in 2012.¹⁸



Developing services that keep children safe online

We'll continue to create tools like [Net Aware](#) to provide a simple guide for parents on the most popular social networks, apps and games.

Funding pioneering research

We're working to find the most effective ways to prevent people from viewing child abuse images, including funding research to find the best deterrents and developing services for those on the cusp of offending.

Help us keep children safe online

Online abuse is child protection's newest challenge and we have the power to demand real change.

We're determined to put in place measures to make sure that children are aware of all the potential risks the online world poses. And we will also make the internet a safer place for children like Amy-Louise by developing the best ways to deter people from viewing images online.

By 2021 we're confident that through all of our work the UK will remain the hardest place in the world to view images of child abuse.

Amy-Louise's story

Amy-Louise got her life back on track

"They set up a Facebook group called 'We hate Amy-Louise. For all those people who hoped she was dead already'.

"Before the bullying started I was happy but afterwards I didn't want to talk to anyone. I even cut myself off from my family.

"Speaking to *Childline* helped me come to terms with what happened. If I hadn't, I don't think I would be here now."



14 NSPCC (2015) ["Always there when I need you"](#); *Childline review: what's affected children in April 2014 – March 2015*.

15 CEOP (2013) *Threat assessment of child sexual exploitation and abuse*. Explanation: Although it is clearly not possible to establish a precise figure, CEOP estimates that there were around 50,000 individuals in the UK involved in downloading and sharing indecent images of children during 2012.

16 YouGov (February 2015)

17 NSPCC.org campaign page: nspcc.org.uk/fighting-for-childhood/campaigns/flaw-law/

18 CEOP (2013) *Threat Assessment of Child Sexual Exploitation and Abuse*



Five ways you can help us keep 5 million children safe

We're in a unique position to keep children safe – but we will need every single person to play their part.

Together we've changed laws. We've helped children rebuild their lives. We know we can do even more – but we can't do it alone.

.....
Here's how you can help make a life-changing difference for 5 million children:
nspcc.org.uk/fiveyears
.....



1. Donate

By giving just £5 every month you can play a vital role in helping us be there to keep 5 million children safe.



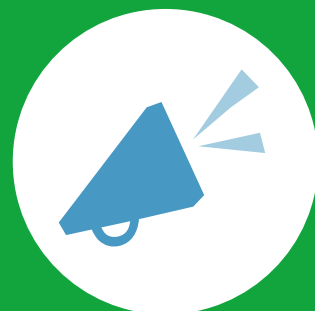
2. Fundraise

Whatever you take on, anything from a bake off to a dance off, we'd love you to fundraise for us and raise money for our vital work.



3. Campaign

If we see that children aren't being protected in the best possible way, we take action. And by sharing your voice you can help make 5 million children safe.



4. Volunteer

Whether it's giving your time to **Childline**, our **Schools Service** or at one of our events, by volunteering you could be the person that helps turn a child's life around.



5. Partner with us

Does your workplace support a charity? Let's work together to keep 5 million children safe. Why not tell them all about us?

"We know we can achieve something incredible for children who desperately need us. But we can only do it with your support, so please join us today."

Peter Wanless – Chief Executive

