

NSPCC



Our impact

How you're making a difference
to children's lives



EVERY CHILDHOOD IS WORTH FIGHTING FOR

Introduction...

Our impact



Child abuse is preventable, not inevitable. Together we are working to protect children, prevent abuse, and transform society so it's safer for all children.



In 2018/19, we helped make over 1.4 million children safer.

But, of course, what we do is not just about statistics and large numbers. Behind those numbers are real, individual children who we have helped – who are safer as a result of our work. And we couldn't have reached those children without the unrelenting support of the public, who we receive around 90 per cent of our income from.

So, we wanted to share a closer look at how we're fighting for every childhood – by focusing on four examples to build a picture of how we're making an impact on children's lives.

For each example we'll look at:

- the overarching problem we wanted to address
- how and why we focussed in on that problem
- the solution we put into practice
- some of the results from that solution
- what's next.



Making an impact on children's futures...

Letting the Future In



1. Overarching problem



1 in 20
children have
been sexually
abused

Without the right support, abuse can affect a child's life for years to come. But it doesn't have to be this way – if a child gets the right support at the right time, they can rebuild their life. Abuse doesn't have to shape their future.

2. Key focus

Our research showed us that there are not enough therapeutic services to help children recover from sexual abuse. We also found there was a lack of evidence for what works best when helping children who have been abused, and the quality of services that do exist is inconsistent.

3. Solution

Letting the Future In is our therapeutic service for children aged 4-17 who have been sexually abused. We developed it, not only to help children recover, but to work out what works best and share these learnings – so more children can be helped.

"We give young people the time and the protected space to open up at their own pace about their experience of abuse. With one girl that I worked with, some of the sessions took place in almost complete silence but I was there to support her."

NSPCC practitioner, Letting the Future In

We work with each child – helping them to explore and express their thoughts, feelings and experiences. When a child's finding it hard to find the words, we use activities like play and art to help them open up and express themselves. This can take anything from a few months to over a year, depending on what's right for the child. We also work with their parents or carers – supporting them to help their child recover.



*** One of our Letting the Future In practitioners, Chris, talks about the impact of the service.**



Letting the Future In

4. Results

Our evaluation of Letting the Future In was the largest study of sexual abuse therapeutic work in the world. All 200 children we asked told us they left the sessions feeling more confident, and less guilty, depressed, anxious and angry.



Children left the sessions feeling more confident, and less guilty, depressed, anxious and angry.



"I had a very hard time moving on from the past, however, thanks to you my feet are firmly on the ground and my eyes are staring at the stars."

Teenage girl, helped by Letting the Future In

5. What's next?

Now that we know Letting the Future In is effective in helping children recover from sexual abuse, we're sharing what we've learned with other organisations so that many more children can be reached. We're training and supporting a range of different people so they can run the service too.

So far, we have licensed eight organisations to deliver the service themselves. We want the number of organisations using Letting the Future In to grow and grow each year, so we can help more children recover.



Making an impact 24/7...

Childline



1. The overarching problem



1 in 5
children in
the UK have
suffered abuse
or neglect



1 in 10 children
struggle with
mental health
issues

All children need someone to turn to, but they might feel like they can't talk to their parents, or there's no one they can trust. Without a safe space to speak out, children can suffer in silence for weeks, months, even years.

2. Key focus

Childline was launched by Esther Rantzen in 1986. The principle behind the service was simple but revolutionary – a confidential, free helpline for any child to call. Over the years, the service has grown and developed into a place that any young person can turn to, whatever their worry – over the phone or online.

3. Solution

Every day of the year, 24 hours a day, Childline is there for young people – online and on the phone. Our team of over 1,400 experienced, volunteer counsellors at bases across the UK make sure children have access to confidential support when they need it most.

When the service launched, the majority of young people called Childline about sexual abuse. But, over time, Childline has evolved into a place that any young person can turn to about any issue. Last year, a third of Childline counselling sessions were about mental and emotional health and wellbeing. And, with mental services under strain, Childline is a lifeline to many young people.



On average, a child contacts our Childline service every 25 seconds.



*** Find out more from Sarah, one of our volunteer Childline counsellors.**

"We are here to listen, because sometimes there is simply no one else. That would be difficult for anyone. But when that child is only 10 or 11, that's really, really hard."

Lauren-Leigh, volunteer Childline counsellor

4. Results

Since its launch, over 4.5 million children have contacted Childline

**Over
250,000
Childline
counselling
sessions
last year**

**In 2018/19,
our Childline
website
received**

**over 3.3
million
visits**

As technology has evolved, Childline has used technological developments to help put the needs of children first. It's possible for young people to get in touch in whatever way they feel most comfortable – with almost three quarters of counselling sessions now taking place online. We've also created a Childline app, we release advice videos on YouTube every week, and much more.

"No matter how much the world is changing and crumbling around me, Childline is always there for me."

A young person who contacted Childline

"I was depressed and suicidal. After talking to Childline I told people about the fact I nearly took my own life. Things are sorted now and I know what to do in this type of situation. I just really want to thank Childline for saving my life."

Girl, 12

"I phoned three times, the first time I hung up, then you listened, when no one else did, you made me feel like I mattered, you changed and saved my life, thank you so, so much."

Dean, a boy who called Childline

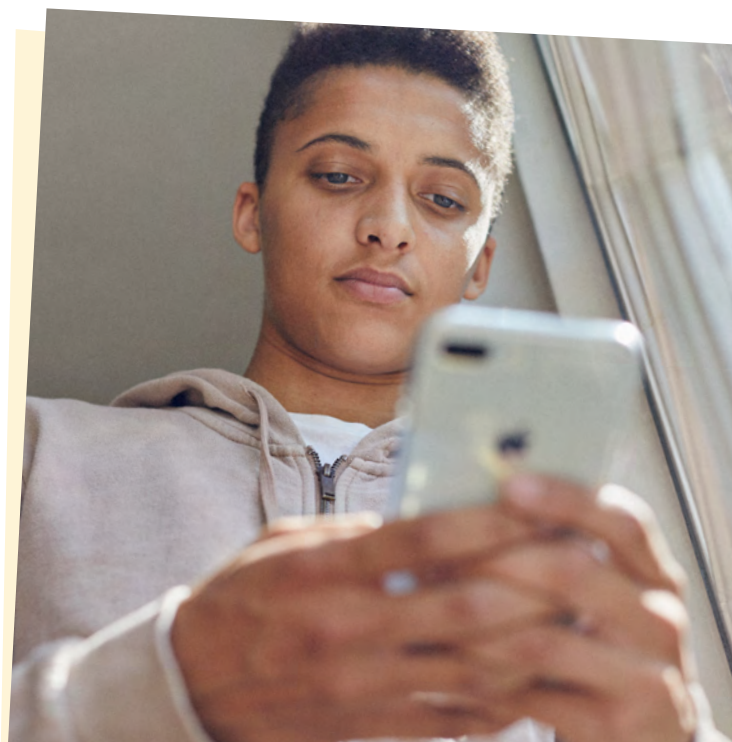
5. What's next?

Right now, we can only respond to three out of four children who need our help. So we are working towards more children being able to speak to a counsellor when they need to.

And, with online counselling sessions taking more than twice as long as counselling sessions on the phone, we know we need to find innovative ways to give

young people the time and space to talk.

We've been working to address issues like pressure at peak times, and ensuring our staff and counsellors have the best possible training and support.



Making an impact in schools...

Speak out. Stay safe.



1. The problem



In the average primary school class, at least two children have suffered abuse or neglect.

But many primary school children who suffer abuse don't realise what's happening to them is wrong. We discovered that, when children were finding the courage to speak out and contact our Childline service, many were telling us that their abuse had been going on for years.

2. Key focus

We saw a real need to reach these children earlier – educating and empowering them to speak out. We know that the best way to

reach children is by speaking to them directly in schools, so we developed our *Speak out. Stay safe.* programme.

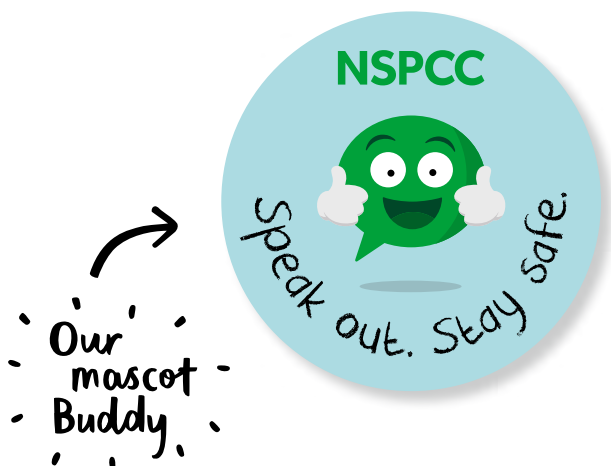
3. Solution

Our trained volunteers visit primary schools – teaching children how to recognise abuse and how to get help from a trusted adult or Childline.

It's all done through age-appropriate assemblies and workshops, with the help of our mascot Buddy, and colourful easy-to-understand materials.



* Hear from Michelle, one of our *Speak out. Stay safe.* volunteers.



Speak out. Stay Safe.

4. Results



We visited 8,000 schools and spoke to nearly 1.8 million children in 2018/19.

Our Speak out. Stay safe. programme has received positive feedback from children, parents, teachers, and also Childline counsellors, who have spoken to children who've called Childline after learning about it through their Speak out. Stay safe. assemblies and workshops.

We've also had instances where children have disclosed abuse after learning that what's been happening to them is wrong. Luke* had been sexually abused by a

"My daughter came home empowered and enlightened because of your assembly and your powerful message. She was singing the Childline number all evening and talking about Buddy. Thank you for taking your important message to the children. It's truly amazing and effective work that you do."

Tosin, parent

boy while staying at his dad's house. His mum, Caroline*, remembers him finally feeling able to open up the night after the NSPCC visited his school.

"The NSPCC came into my school today. It was really good to hear about Childline and to know that I can talk to you about anything. I have been getting bullied at school so I have been feeling quite sad. Knowing that Childline is always here for children really helps."

Boy, age 11

"The children gained so much from it. The word which kept coming into my mind throughout the day was 'empowered'. It was something that they could do for themselves, in a very secure, confidential and safe environment."

Rachel, primary school teacher

"Speak out. Stay safe. helped my son find the words to tell me and make the abuse stop. It's so crucial that the service continues."

Caroline*

5. What's next?

Our ambition is to visit every primary school in the UK at least every three years, so that each primary school child hears our safeguarding messages at least twice.

With your support we can keep reaching more children and empowering them to speak out and stay safe.

*Names have been changed to protect identities.



Making an impact at home...

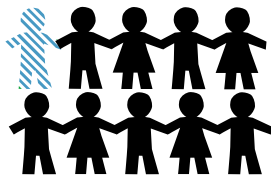
Talk PANTS



1. The overarching problem



1 in 3 children
who have been
sexually abused
by an adult did not
tell anyone what
had happened
to them



Over 90 per cent
of children who
have been sexually
abused were
abused by someone
they knew

Parents play the most important role in keeping their children safe. But when it comes to sexual abuse, they told us they found it difficult to talk about, and there was a lack of free guidance to help them.

2. Key focus

We wanted to empower parents to talk to their children about staying safe from sexual abuse – making it as easy as the green cross code, and not just relying on teaching children ‘stranger danger’.

Studies show that children are more likely to disclose abuse when they have a close and trusting relationship with their parents. Talking PANTS helps to build that environment where children feel safe to talk about their worries and have opportunities to tell.

3. Solution

Talk PANTS teaches children important messages to keep them safe – without any scary words, or even mentioning sex. PANTS stands for:

Privates are Private

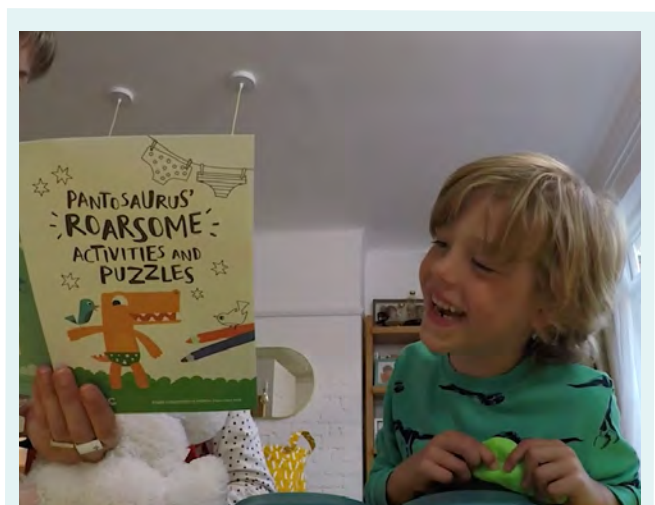
Always remember your body belongs to you

No means no

Talk about secrets that upset you

Speak up, someone can help

We’ve created a guide to help parents find the right time to talk, and icebreakers featuring our friendly pants-wearing dinosaur, Pantosaurus. Our sing-along video, game, and activity pack make talking PANTS easy and fun.



*** Watch our film to see Talk PANTS in action**

Talk PANTS

4. Results



We've helped to make over **600,000** children safer through talking **PANTS**

Over **800,000**

views of our Pantosaurus videos on **YouTube**

We've had an overwhelmingly positive response to the campaign – with hundreds of thousands of parents sharing the vital PANTS messages with their children.

"I felt so proud – so relieved that I hadn't scared or somehow corrupted her, but finally taken an important step to help her keep safe. I felt like a better parent."

Carol, mum to six-year-old Mabel



There have even been cases where children have come forward and spoken out about abuse, after learning how to Talk PANTS.



5. What's next?

We want to get everyone talking PANTS. So we're continuing to find new and exciting ways to get parents and children talking and learning the PANTS messages.

We're working in communities to empower more

parents, and have created different versions of the guide – for example, for children and parents with learning disabilities.

With your support, we can reach more families and keep more children safe.



NSPCC

Together we can help children who've been abused to rebuild their lives. Together we can protect children at risk. And, together, we can find the best ways of preventing child abuse from ever happening.

We change the law. We visit schools across the country, helping children understand what abuse is. And, through our Childline service, we give young people a voice when no one else will listen.

But all this is only possible with your support. Every pound raised, every petition you sign, every minute of your time, will help make sure we can fight for every childhood.

[nspcc.org.uk](https://www.nspcc.org.uk)

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Photography by Tom Hull and Ross Bolger. The children and adults pictured are volunteers and models. J20181043.