

# In the first 4 years of this strategy...

## NSPCC Helpline

Over 120,000 children were the subject of a helpline contact.

## Childline

More than 400,000 children contacted Childline for the first time.

## Childline online

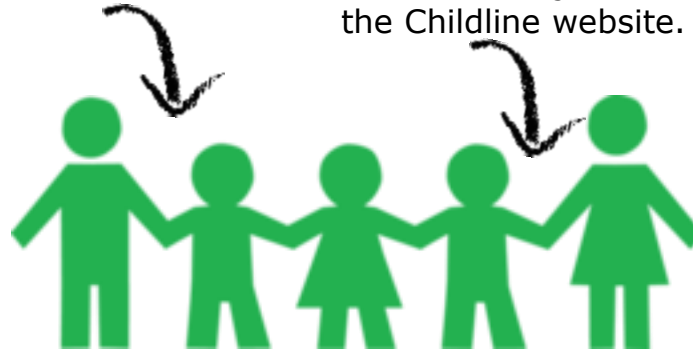
In 2019/20, over 17,500 children used the message boards or mood journals on the Childline website.

## Speak out. Stay safe

We delivered safeguarding messages to over 5.6 million primary school children.

## Direct Services

We worked directly with over 27,000 children and adults.



## Scale Up

More than 37,500 children and adults were reached through effective NSPCC-tested services scaled up to other organisations

## PANTS

Around 950,000 children had frequent conversations with their parent or carer prompted by the PANTS campaign.

In 2016 we set ourselves an ambition to make 5 million children safer in 5 years. We're proud to report that we've helped make over 6.3 million\* children safer in just 4 years.

## Keeping Safe

More than 17,500 primary school children received our Keeping Safe programme in Northern Ireland to prevent abuse and neglect.

## Together for Childhood

In 2019/20 alone, over 1,600 children attended activities and therapeutic services in their communities, to prevent abuse and neglect.

## Casework advice

We gave advice to professionals about more than 3,200 children's cases.

## O2 partnership

Over 1.6 million children were made safer online by their parent taking action as a result of using a partnership resource.

*\*Totals have been calculated to avoid double counting of children within or across our services. For more information see the document "How we are counting the children we've reached."*