

Key achievements from our current strategy

Scale up

For the first time, in 2018/19 we reached **more people through the scale up of our services** than through all the direct services we deliver ourselves.

Direct services

We worked directly with over **21,700** children and adults, often through intensive programmes over long periods of time.

Speak out. Stay safe and Keeping Safe

We've run Speak out. Stay Safe assemblies in **78%** of all UK primary schools, and over **15,500** primary school children received our Keeping Safe programme to prevent abuse and neglect.

Childline

Over **334,900** children aged 12-18 contacted Childline for the first time.



PANTS

Over **639,000** children had frequent conversations with their parents prompted by the PANTS campaign.

Wild West Web

Over **46,000** people signed our petition in support of our Wild West Web campaign and the government announced plans to bring in a greater regulation to force firms to better protect children online.

NSPCC helpline

Over **94,500** children aged 0-4 were the subject of a helpline contact.

The Lighthouse

Opened in December 2018, this is the **first in the UK** for children and young people who have experienced sexual abuse.