



PUBLIC ENGAGEMENT AND INFORMATION GROUP

Overarching Objective

“To engage and communicate with East Ayrshire’s Communities and to provide appropriate sources of relevant information to support the protection of children and young people”.

Audit of public information 2007-09

TARGET AUDIENCE ; GENERAL PUBLIC					
No	MEDIA	KEY MESSAGE	DISTRIBUTION	TIMESCALE	REVIEW
1	Poster	If you are worried about a child please talk to us on any of these numbers.	All council buildings, health service buildings, police buildings, independent sector early education and childcare services, voluntary sector youth services. Local Shops	2007-09 1000 posters distributed 100 distributed July 2009	Ongoing
2	Leaflet	It’s everyone’s job to protect children. What is abuse, what would cause concern	All council buildings, health service buildings, police buildings, independent		Ongoing

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		and what to do if concerned.	sector early education and childcare services, voluntary sector youth services.	July 2009	
3	Web site	Role of the CPC, what is abuse, how to report concerns, what will happen if concerns are reported. Local and national publications.			Ongoing
4	Article in Environmental Awareness booklet	Some children and families need support, tell us if you are worried about a child/children.	41,000 distributed to households	November 2008 November 2009	N/A
TARGET AUDIENCE ; CHILDREN AND YOUNG PEOPLE					
	MEDIA	KEY MESSAGE	DISTRIBUTION	TIMESCALE	REVIEW
5	Fold out pocket sized card "We can help you"	Children and young people have a right to be safe- who to contact if worried and need help.	150 at Annual Youth conference 1500 distributed to Primary 6 children	16 th April 2008 August/ Sept 08 and August / Sept 09	
6	Web link from Dialogue Youth to CPC web pages	Role of the CPC, what is abuse, how to report concerns, what will happen if concerns are reported. Local and national publications.			
7	Children's web pages on CPC web site	Content and format being developed by a group of children and young people.	Promoted via Dialogue Youth web site access by hits on the web pages.	Planned to go live October 09	annually
8	Leaflet – Children's Charter	Children have a range of rights. Adults work together to plan and deliver these.	20,000 through schools, early education and childcare establishments, youth	September / October 2008, annually to all ante pre school children, and as	2010

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			services, out of school care	required by services.	
9	Leaflet	How to stay safe while using the internet	Anyone know when and how many were distributed?		
10	Survey	The CPC wants to hear the views of children and young people to inform how it carries out it's work.	64 young people attending 3 youth services in East Ayrshire	October /November 2007	N/A
11	Online Survey	The CPC wants to hear the views of children and young people to inform how it carries out it's work.	Primary 5 pupils in 8 schools in the south of the authority and S2 pupils at Auchinleck Academy	May 2009	Annual survey
12	Insert homework diaries	Who to contact if worried.	Approximately 7500 distributed in the homework dairies for secondary school pupils	August 2009	Annually
13	Danger Detectives	An experiential learning opportunity about how to spot hazards and keep safe in different settings including the internet.	Approximately 1500 children attend the experiential learning events.	August / September 2008 August / September 09	Delivered annually to all primary 6 children.
14	Article in the Young Scot booklet	Who to contact if worried about abuse	3,600 Young Scot booklets distributed to S1 and S4 pupils	September 09	annually
TARGET AUDIENCE ;PARENTS AND CARERS					
	MEDIA	KEY MESSAGE	DISTRIBUTION	TIMESCALE	REVIEW
15	Parenting Handbook			November 2009	The Parenting Handbook is currently under review before the next print run.
16	Web link to CPC web	It's everyone's job to	4822 hits on Advice	Since June 2007	Ongoing via

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	pages from Childcare and Recreation Service (C.A.R.I.S)	make sure children are protected. Role of the CPC. What to do if concerned about a child.	Agencies section of CARIS	when link to CPC web pages was installed in Advice Agencies section of CARIS.	CARIS pan Ayrshire management group.
17	Web link – NHS Ayrshire and Arran web site	NHS Ayrshire and Arran Child protection website on ATHENA now has a link to East Ayrshire CPC web pages.	Via web pages	Link installed ??????	Ongoing review of web pages
18	NHS awareness raising posters.	It's everyone's job to make sure children are protected.	Posters and cards in public areas of NHS buildings.	Full campaign run on two occasions 3 years apart. Next run of campaign due.	3 yearly
TARGET AUDIENCE ;CHILDREN AND FAMILIES INVOLVED IN CHILD PROTECTION PROCESS					
	MEDIA	KEY MESSAGE	DISTRIBUTION	TIMESCALE	REVIEW
19	Protecting Children-Information for families involved in the child protection process	Folder containing Individual information sheets in relation the key stages of the child protection process	By social work to families involved in the child protection process	Since June 2007	
20	Have your say forms				The Having Your Say Forms are currently being revised.
21	Pilot evaluation forms	To gain the views of children and their parents/carer re their experience of the child protection system	With agreement each child and parent/carer following an initial child protection case conference	24.08.09 to 24.11.09	Review pilot December 2009
TARGET AUDIENCE ;STAFF					
	MEDIA	KEY MESSAGE	DISTRIBUTION	TIMESCALE	REVIEW

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22	Booklet	Multi agency child protection training calendar.	E-mail distribution to staff of constituent members of CPC. Also available web site.	Ongoing	Quarterly review.
23	Article in Eastwards Magazine	The importance of the role of corporate parenting. The roll out of protection training to all East Ayrshire staff. Increasing community awareness of child protection.	All Council buildings and households in East Ayrshire	Spring 2007	N/A
24	Booklet	Responsibilities and actions to take to keep children safe	Staff in public and voluntary sector services.	Autumn 2007	
25	NHS Ayrshire and Arran -wallet sized leaflets	It's everyone's job to make sure children are protected , what might cause concern and what action to take.	Wallet sized cards have been distributed to 11,500 staff as part of a campaign to raise awareness.	Full campaign run on two occasions 3 years apart. Next run of campaign due.	3 yearly.