



## Agenda Item 3 (iv)

### CHILD PROTECTION COMMITTEE: 26 AUGUST 2009

#### PUBLIC ENGAGEMENT & INFORMATION SUBGROUP REPORT

#### 1. PURPOSE OF REPORT

- 1.1 To inform the Child Protection Committee of progress in relation to the Public Engagement and Information sub group and to make recommendations accordingly. The subgroup has met on one occasion, on 23 June, since the last Child Protection Committee meeting in May.

#### 2. PROGRESS OF PUBLIC ENGAGEMENT & INFORMATION SUBGROUP

##### 2.1 Online Children and Youth Survey

The pilot online survey to address the Child Protection Business Plan 2008/11 objective '*Further develop means of engagement with young people and seeking their views*' has been undertaken.

A summary of findings and the report recommendations are detailed below. A draft report is appended.

Responses were received from 162 Primary 5 children and from 94 Secondary 2 young people giving a 59% response rate.

All children and young people who participated attend schools in the south of the Authority.

51% of respondents had seen information on Child Protection in East Ayrshire.

45 % of respondents had seen East Ayrshire's Children's Charter.

Fewer than 30% of children and young people associated illustrations of neglect with child protection. It is recommended that the Child Protection Committee gives consideration to mechanisms for raising awareness among children and young people of this aspect of the right and need for protection.

30% of respondents suggested use of the words "safe, safety, save" instead of the phrase child protection, it is recommended that future information materials reflect this.

60% of children and young people who responded indicated they had not seen the Child Protection Committee logo and 49% indicated they had not seen information

on child protection. It is recommended that a large scale distribution of materials is undertaken annually and that smaller scale distribution is undertaken on an ongoing basis at relevant events.

There was no clear favoured media for information; leaflets/posters/pens/etc all received similar responses around 50%, possibly because respondents could tick more than one media. It is recommended that variety of media is used to disseminate information.

The original small scale paper survey in November 2007 had a response rate of 64% while the pilot online survey response rate was 59%, giving a negligible difference. The children and young people undertaking the original survey were supported by Dialogue Youth staff which possibly accounts for the higher response rate. However this model of supported involvement has capacity limitations.

The online version has greater capacity not only for larger scale surveys but also for automatic collation of results and on this basis it is recommended that online surveys are conducted annually. This would also allow annual comparison and if undertaken for 3 years would also catch the original P5 children at S1 stage and the original S2 young people at S5 stage and allow for further comparison.

## **2.2 West of Scotland CPC Translation Project**

A proposal was previously disseminated to CPC Lead Officers in Scotland relating to a booklet 'Taking Care of Children: Information for Families Living in Scotland'. Costs for translating this paper would be reduced to approximately £800 each if all CPCs shared the cost.

The proposed languages are: English; Punjabi; Cantonese; Hindi; Polish and Urdu. The minority ethnic population in East Ayrshire is currently under 2%, group however members felt this leaflet would be useful for the agencies working with parents.

Community Safety has now agreed to fund East Ayrshire's share of the costs. Confirmation from other authorities is awaited.

## **2.3 Website Update**

Below is a brief extract of web hits for the April to end June 09

In this 3 month period, there was one online report submitted, concerning a social networking site, not specific to our area and passed to Strathclyde Police.

There are also two unexplainable spikes, Victoria Climbié report in May and the Caleb Ness report in June.

Dialogue Youth has identified a group of young people interested in helping to develop a section of the web site specifically for children and young peoples. The group will help devise the content and format of the pages. Drafts will be provided for CPC approval prior to going live. It is hoped the pages will be in place by mid October.

#### 2.4 HMle Follow Through Inspection

The members are aware of the timescale of the Inspection and working to ensure all specified actions from the Business Plan have been achieved or being progressed as agreed.

#### 2.5 Communication Strategy

Protecting Children and Young People: Child Protection Committee (Scottish Executive 2005) directs CPCs to develop a Communication Strategy.

A draft Strategy is appended for consideration by the CPC.

2.6

TITLE	April 2009	May 2009	June 2009	Totals
CP Home Page	342	323	396	1061
Stay Safe Online	076	88	67	231
Business Plan	34	28	67	129
Parent Handbook	178	172	202	552
The Committee	71	67	83	221
Victoria Climbié	81	219	97	397
Annual Reports	68	76	81	225
Online Reporting	58	62	81	201
What to do if...	57	74	85	216
GOPR	60	68	31	159
Caleb Ness	44	49	138	231

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## **Protection Information**

A Public Information audit has been undertaken, a draft report is attached. It is proposed to update the audit on an annual basis.

Adult information posters have been redistributed to public buildings such as Libraries; Leisure Services; Housing; Health; Police and Fire Services within East Ayrshire.

### **2.7 Annual Report 2008 / 09 and Business Plan 2008 / 2011**

Actions from the three year Business Plan have been achieved or are progressing.

## **3. RECOMMENDATIONS**

3.1 The Child Protection Committee is asked to:

- i) consider the draft reports at items 2.1, 2.7 and 2.8 ,
- ii) otherwise note the contents of the report.

**Susan Taylor**  
**Chair of Child Protection Committee**  
**21 August 2009**

**Report prepared by Dorothy McAvoy, Assistant Principal Officer (Early Education and Childcare)**