



EAST AYRSHIRE CHILD PROTECTION COMMITTEE: 03 JUNE 2011

PUBLIC ENGAGEMENT AND INFORMATION SUB GROUP REPORT

1. PURPOSE OF THE REPORT

- 1.1 To provide the East Ayrshire Child Protection Committee (EACPC) with an update of the progress achieved by the Public Engagement and Information Group (PE & I Group).

2. PROGRESS

- 2.1 The full PE & I Group has met once since the since the last meeting of EACPC and a short life Materials Distribution Group working group has also met on one occasion.

- 2.2 **Continue to increase children and young people's awareness on how to protect themselves**

Promotional materials are now available and distribution networks have been identified. Distribution will begin in June 2011.

Children's Web pages, development of web pages is now being pursued through a different route , it is intended that a sub group, including young people who have been trained as web journalists, will be able to take forward this task.

Promoting safe and responsible use of the internet has been identified as a priority area. The Scottish Action Plan on Child Internet Safety and Responsible Use and the subsequent progress report have both been placed on the CPC web pages. These have been drawn to the attention of Education establishments, Social Services and Community Learning and Development.

In addition a short life working group has been convened to begin the work of developing a local Safe and Responsible use of the Internet Strategy.

- 2.3 **Ensure the public are aware of the EACPC and the child protection activities of the Committee**

Assessing the effectiveness of public information remains a challenge. Over the period 7/9/10 to 5/4/11 a total of 111 calls to Social Services were monitored to gauge the most frequently cited source of information. The table below details the findings.

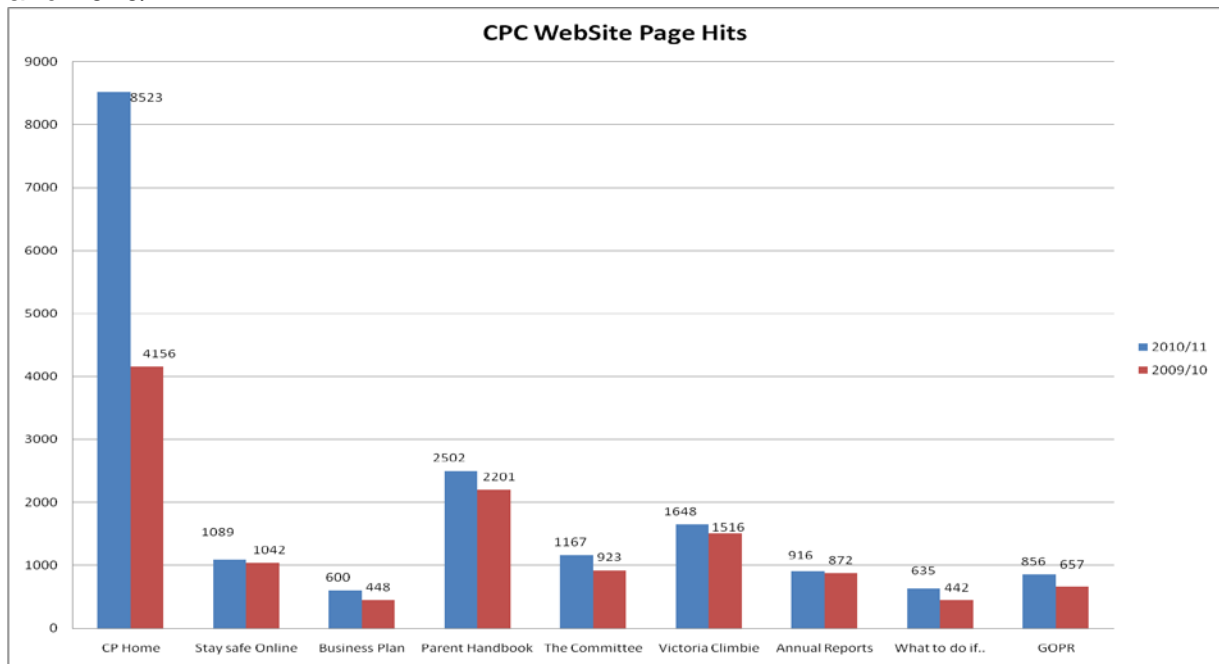
Approval and support is sought from the CPC for ongoing monitoring of calls to inform the future development and distribution of information materials. This would include recording of sources attributed to "other ".

Poster / leaflet	0
Web	0

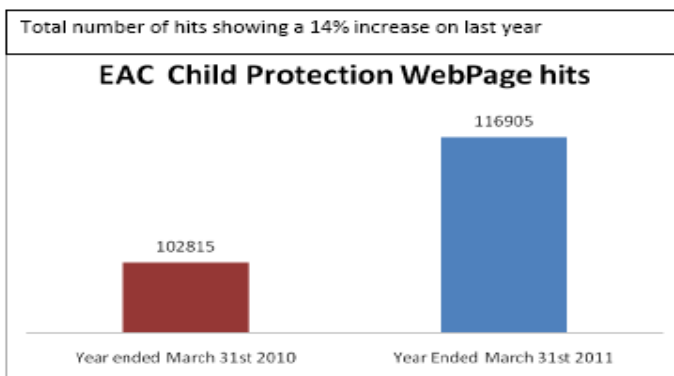
Local press	0
Telephone book	18
Word of mouth	21
other	72
Total	111

Web pages

The table below provides a comparison of hits to the specific pages of the web site in 2009/10 and 2010/11



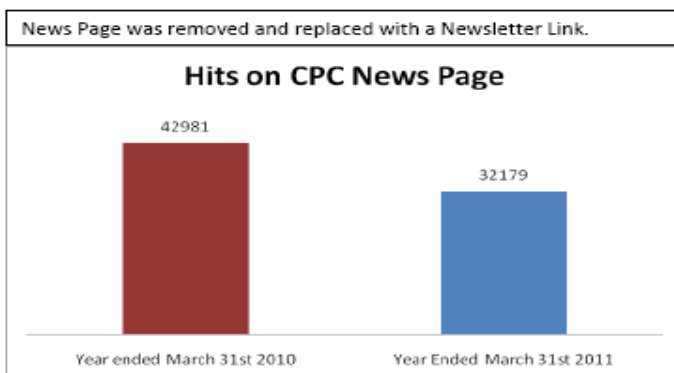
The table below provides an overview of webpage hits for the same period.



During 2010, we ran a website review exercise. The page was viewed 543 times with no returns submitted.

We created a page to mark Internet Safety day which took place on the 8th of February. This page was viewed 35 times in February and 51 times in March.

At the end of March 2011 there were 41 pages and 75 documents on the CPC website.



Issue 2 of the CP newsletter has been viewed 1203 times

2.4 Joint public information campaign

Community Safety and Adult Protection have both expressed an interest in using refuse lorries full size stickers to raise awareness of safety and protection issues including contact details. The costs for the 5 lorries(both sides) are in the region of £4000 . Costs to the CPC would be around £1,400 should a 3 way split be agreed. Approval is sought from the CPC to progress this.

Cost are also being sought for placing information on car parking tickets and supermarket till receipts, these will be brought to a future CPC.

2.5 Further develop means of engagement with young people in seeking their views and assessing the impact of these.

A second request for children and young people's views to be submitted via the C.O.G.S. process was issued on 23 March 2011. This was sent to all schools, CLAD, Social Services and Health. To date five responses have been received and a follow up reminder was sent extending the deadline to 3 June 2011. Responses will be reported to the Officer Locality Group: Children and Young People.

3. RECOMMENDATIONS

The Child Protection Committee is asked to:

- i) Approve the proposals set out at points 2.3 and 2.4
- ii) Otherwise, note the contents of the report.

Susan Taylor
Chair of East Ayrshire Child Protection Committee
May 2011

Report prepared by Dorothy McAvoy, Chair Public Engagement and Information Sub Group

Progress Report

KEY AREA: PUBLIC INFORMATION					
What do we want to achieve?	How are we going to do it?	When will we do it by?	Resources Needed?	How will we know when we have done it?	Progress
Increase the reporting of concerns about a child by the public and professionals	Public information will be distributed to local shops/businesses/multi agency establishments	June 2009 June 2010	Funding for posters and public information	Evidence of an increase in public information within the East Ayrshire Communities and multi agency establishments. Information from increase in numbers of referrals will indicate that the general public are becoming more aware of what to do if they have child protection concerns	Work continues to develop and agree a process to measure the impact of public information by determining where referrers found SW contact details and recording this information. Avenues for the development for a bespoke infomercial are being explored.
Continue to increase children and young people's awareness on how to protect themselves	Purchase and distribute promotional materials and distribute at appropriate events	2008 target achieved 2009/10 (Continuous action plan programme)	Funding for materials	Production of materials Widespread distribution of materials throughout East Ayrshire	A range of promotional materials has been identified for purchase. These reflect preferences of 2009 survey respondents. Safer Internet Day was promoted and awareness raised of Respect and Protect leaflets to support the Anti bullying Behaviour Policy. Respect and Protect and The EA Children's Charter are on GLOW , Dialogue Youth and the CP web pages.
	CPC logo and telephone numbers in school homework diaries;	August / October 2009 August 2010 (Continuous action plan programme)	Funding for materials	Diaries with information will be distributed to all children in the nine Learning Partnerships in East Ayrshire from August 2009	Due to unforeseen difficulties this did not happen for 2010.

KEY AREA: POLICIES, PROCEDURES AND PROTOCOLS

What do we want to achieve?	How are we going to do it?	When will we do it by?	Resources Needed?	How will we know when we have done it?	Progress
<p>Ensure the public are aware of the CPC and the child protection activities of the CPC</p>	<p>Annual publication of the East Ayrshire CPC Annual Report and Business Plan on the CPC website</p>	<p>2009/11 (Published Annually during month of August)</p>	<p>IT resources</p>	<p>The East Ayrshire CPC Annual Report 2008/09 and Business Plan update 2008/11 will be made available on the CPC website</p>	<p>The web site Review Action Plan is progressing; The online reporting facility has been removed, Content has been reviewed to ensure this is up to date,</p> <p>A joint CPC and APC spot has been purchase in the Council Tax ad Revues Wall Planner 2011. This will be distributed to around 65,000 households and businesses.</p>
<p>Further development, consultation and involvement of children and young people in policy development.</p>	<p>Roll out the “Continuous Opportunity for Gathering and Sharing” (COGS) model securing children’s views</p>	<p>2009/11 Commenced January 2009 rolling programme of reviews in accordance with Children’s Service Plan reporting timescales (6 monthly)</p>	<p>Staff time</p>	<p>Evidence of consultation taking place and impact on commissioning strategy</p> <p>Evidence of children’s views informing the Children’s Service Plan</p>	<p>The first reporting of children’s views through the COGS process has been reported to the August Officer Locality group: Children & Young People. A second call out for children and young people’s views will be made in Spring 2011</p> <p>A large scale consultation with children and young people has being undertaken to inform the priorities of the Children and Young People’s Services plan 2011-14.A summary report of responses has been provided to the OLG of 25 January 2010</p>

KEY AREA: LISTENING TO CHILDREN AND YOUNG PEOPLE AND OTHER MEMBERS OF THE COMMUNITY

What do we want to achieve?	How are we going to do it?	When will we do it by?	Resources Needed?	How will we know when we have done it?	Progress
<p>Further develop means of engagement with young people in seeking their views and assessing the impact of these</p>	<p>Undertake a broad online survey to ascertain the level of child protection awareness. This will commence in one of the nine learning partnerships then rolled out annually to all other eight learning partnerships</p>	<p>Commenced May 2009</p>	<p>Staff time to develop the online survey; develop for the web pages; collate the data</p>	<p>Analysis and publication of findings to inform future promotional materials</p>	<p>The second online survey of P5 and S2 pupils took place in October 2010. A report of responses is being prepared.</p>
	<p>Representation from the public information group will support the development of East Ayrshire Children & Young People (C&YP) Representation Forum</p>	<p>2008/09</p>	<p>Staff time</p>	<p>Evidence of support in the minutes of meetings. Views of young people reflected in practice/service planning and improvement</p>	<p>Dialogue Youth supports the Children & Young People Representation Forum and is a key member of the Public Engagement and Information Group.</p>