



## EAST AYRSHIRE CHILD PROTECTION COMMITTEE: 06 SEPTEMBER 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), and to seek approval of the development of internet use guidelines.

#### 2. PROGRESS

- 2.1 The full PE & I Group has met twice since the since the last meeting of EACPC.
- 2.2 **Continue to increase children and young people's awareness on how to protect themselves**

- **Promotional materials** are now available and distribution networks require to be updated due to significant levels of staff change and relocations. Distribution will be undertaken October and November 2011.

The local Young Scot booklet includes Child Protection information. The booklet will be distributed to all first year pupils and youth groups during September 2011.

- **Promoting safe and responsible use of the internet** was identified as a priority area in the 2010-11 Action Plan. This action has been partially concluded and is now recommended for amendment and inclusion in the Action Plan 2011-12.

The initial intention had been to develop an internet safety strategy. However, following on the work of the short life group which developed a questionnaire on internet use the group now seeks Committee approval to develop guidelines instead of a strategy as this will be a more helpful solution and can be delivered timeously. It is intended to seek the support of Respectme the national anti-bullying organisation which supported the development of Respect and Protect the local anti-bullying guidance.

Other work done over the year to increase children and young people's awareness includes: creating a link to CEOP on the CPC web pages, promotion of Internet Safety Day to all schools and youth services, distribution of CEOP information at youth events.

Internet Safety was the theme of The Youth Conference in April 2011. Evaluations indicated the young people in attendance found the event very informative and a follow up with 12% of attendees indicated that all had changes their internet behaviour as a result of the inputs. In addition a peer judged internet safety poster was created and selected, this is currently being printed and plans are being made for distribution across schools and public buildings.

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

### Web pages

Child Protection web page returns for the period 1st April - 31st July 2011.

month title	April	May	June	July	Total
CP Home Page	1,295	1,734	1,739	1,703	6,471
Stay Safe Online	99	129	99	122	449
Business Plan	40	58	51	47	196
Parent Handbook	363	318	180	378	1,239
The Committee	102	91	98	85	376
Victoria Climbié	42	42	76	55	215
Annual Reports	94	69	84	71	318
Online Reporting*	42	64	69	63	238
What to do if...	98	88	125	93	404
GOPR	98	60	77	75	310
Caleb Ness	53	141	62	61	317

\*Although the online reporting form has been removed this figure relates to the CEOP /IWF page.

Children's artwork created as part of the Respect Me work of Community Safety has been compiled into a slide show and will be placed on the CPC web pages, schools will be notified when this is available so that pupils and their families may view their work.

## 2.4 Work with communities to build capacity to work together to keep children safe.

The Avenue Childcare Service is a voluntary sector provider operating in North West Kilmarnock and offering full and part day childcare. The service receives considerable core funding from East Ayrshire to provide places for referred children. Service staff became aware of a number of young isolated parents in the community but had neither the finances nor the staff capacity to instigate support for this group. Officers facilitated a meeting with Stepping Stones for Families to explore the possibility of accessing the Early Years Action Fund (open only to large voluntary organisations) and an application has been submitted for one year funding for parent capacity building work. The outcome of the application will be known on 15<sup>th</sup> September.

Contact has been made with the Link Officer for Arts and Education with a view to developing a drama with children and young people which will raise their awareness of child protection issues and if then publicly staged will also raise broader community awareness. This could potentially be a useful vehicle to launch the CPC Business plan.

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

The annual report on the full range of consultation and engagement with children and young people over the period 2010/11 has been prepared for submission to the Officer Locality Group.

The request for views via the COGS model drew 12 responses from Youth Outreach, Mauchline Primary, Fenwick Nursery and Forge Ahead. A high number of responses

concerned environmental issues such as dog fouling, play areas. Police attitude and interaction with young people also featured highly.

### **3. RECOMMENDATIONS**

The East Ayrshire Child Protection Committee is asked to:

- i) approve the proposal to develop internet use guidelines (as detailed in section 2.2); and otherwise
- ii) note the contents of the report.

**Susan Taylor**  
**Chair of East Ayrshire Child Protection Committee**  
**August 2011**

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

## Progress Report

<b>KEY AREA: PUBLIC INFORMATION</b>					
<b>What do we want to achieve?</b>	<b>How are we going to do it?</b>	<b>When will we do it by?</b>	<b>Resources Needed?</b>	<b>How will we know when we have done it?</b>	<b>Progress</b>
<b>Increase the reporting of concerns about a child by the public and professionals</b>	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.
<b>Continue to increase children and young people's awareness on how to protect themselves</b>	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><b>Ensure the public are aware of the CPC and the child protection activities of the CPC</b></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 Revenues Wall Planner 2011. This will be distributed to around 65,000 households and businesses.</p>
<p><b>Further development, consultation and involvement of children and young people in policy development.</b></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 &amp; 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><b>Further develop means of engagement with young people in seeking their views and assessing the impact of these</b></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 &amp; Young People (C&amp;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 &amp; Young People Representation Forum and is a key member of the Public Engagement and Information Group.</p>