



EAST AYRSHIRE CHILD PROTECTION COMMITTEE: 07 DECEMBER 2010

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 for forward planning changes.

2. PROGRESS: REVISED GROUP STRUCTURE AND MEMBERSHIP

- 2.1 The PE & I Group has met twice since the last meeting of EACPC and is progressing a range of work streams as detailed below.
- 2.2 The meeting on 23 September 2010 was the first full meeting of the combined Adult and Child Public Engagement and Information Group, where membership and joint working arrangements were discussed. The finer detail of this was agreed at a follow up one off meeting on the 7 October 2010.
- 2.3 Membership of the group is now as follows: -

Dorothy McAvoy, Assistant PO Early Education and Childcare (Chair)
Elaine Wright, Child Protection Coordinator
Donna Sinforiani, Adult Protection Coordinator
Caroline Gordon, Public Relations Officer
Ann Williams, Community Safety Coordinator
Margaret Gardiner, Senior Practitioner Dialogue Youth
Ian George, Resource Worker Adult Protection
Carol McConville, Quality Improvement Officer
Susan Smith, Team Leader Health Visiting AAPCT
Lynn McPherson, Commissioning and Compliance Officer Social Work (temporarily with a view to identifying most relevant representative)
Carolyn McGill, Social Worker Learning Disabilities Team

- 2.4 The current Adult Protection planning and reporting timeframe is October to October, a proposal to re-align this with the Children's Service Planning and Child Protection Planning timeframe will be discussed at the next Adult Protection meeting.

3. PROGRESS: SPECIFIC WORKSTREAMS

- 3.1 Increase the reporting of concerns about a child by the public and professionals

- 3.1.1 During a three month trial period over the autumn of 2010, callers to Social Work were asked where they found the telephone number. The findings will inform future distribution of public information.
- 3.2 Continue to increase children and young people's awareness on how to protect themselves
- 3.2.1 **Proximity Marketing** was trialed at the recent East Ayrshire Council firework display. 642 bluetooth enabled phones were identified, 28 responded to the message alert with 13 accepting and 15 declining the message. The high noise level may have affected the level of responses. A further trial the next day at the Grand Hall found 480 phones with 22 accepting the message and 68 declining. A number of issues were identified and it is proposed to further trial this medium in Kilmarnock town centre over the course a working day.
- 3.2.2 **Internet Safety** - A working group has been established to consider issues of **internet safety** and work is underway to determine how best to raise children's awareness particularly in relation Social Networking sites. The possible use of GLOW is being explored. A questionnaire is being developed to identify the number of adults with learning disabilities using the internet, if they are blocking their profiles and if they know where to get help or report concerns. The group's initial finding is to promote use of Zip it, Block it, Flag it.
- The Library Service will run two internet safety courses in Jan/Feb 2011 with a view to developing a rolling programme of courses across the year.
- The P E and I Group also recommend the Pan Ayrshire message focuses on internet safety.
- 3.3 Ensure the public are aware of the CPC and the child protection activities of the CPC
- 3.3.1 **Web Site** - The **web site** Review Action Plan is progressing.
- 3.3.2 **Infomercial** – the University of West Scotland has positively responded to request for supporting development of a bespoke **infomercial** and a meeting date has been set for December to pursue this.
- 3.3.3 **Translation Leaflet** - 6 copies of **Taking Care of Children** booklet , one in each community language , will be provided to schools, early years establishments, Social Work Teams, health Visitors, Police, Fire, CLAD, Housing, Advocacy Services and the Interpretation Service. A PDF of the documents will be placed on the web pages and a letter sent to GPs, Benefits Agency, Jobcentreplus and private landlords drawing their attention to this.
- 3.3.4 **Payslip Inserts** - The East Ayrshire **payslips** of Nov 30th will include joint Adult and Child protection information.
- 3.3.5 The **East Ayrshire Council digital television** channel goes live in December 2010. This will include a child and adult protection page.
- 3.3.6 **Social Networking** - The use of **social networking** sites for promoting adult and child protection messages has been explored but put on hold until a Corporate Strategy and policy has been developed.

3.4 Further development, consultation and involvement of children and young people in policy development

3.4.1 The first reporting of children's views through the **COGS** process has been reported to the OLG: CYP.

3.4.2 Responses from the VOXUR sessions **of Children's Service Plan consultation** indicate that 80% of the 50 children involved did not recognise the child protection logo. An awareness raising session with all school Child Protection Coordinators is planned for early in the new year.

3.4.3 The CSP consultation included a number of focus groups involving hard to reach and vulnerable children. The relevant child protection findings of these and the large scale consultation will be reported to the Child Protection Committee in the new year.

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

3.5.1 The **online survey** of P5 and S2Pupils in the St Joseph's Learning Community took place over the last two weeks of October 2010. Technical issues affected the response rate and the survey timescale has been extended. Initial responses show 61% of children recognising the logo and 75% saying they like the logo. 51% had seen child protection information and 56% had seen the Children's Charter. 44% related neglect issues to child protection compared to 29% last year.

3.5.2 Community Safety is rolling out the **RESPECT campaign** to all P7s . This currently asks children if they recognise the logo (higher positive response in Auchinleck Learning Community schools) .It will now be further developed to include a neglect scenario informed by the findings of the Action for Children Seen and Now Heard Survey.

4. **Forward Planning**

4.1 The joint group recommends and seeks East Ayrshire Child Protection Committee approval for the following: -

- That all paperwork pertaining to the work of the group is jointly badged with both logos;
- Promotional campaign materials will be jointly badged except where a campaign has a single focus;
- That a single joint report be presented to the meetings of the Adult and Child Protection Committees;
- That a joint communication Strategy is developed when the existing Child Protection Strategy is due for review in April 2011;
- That a joint information audit tool is developed and implemented as of April 2011;
- That a shared "drive "is established to facilitate the work of the joint Adult Protection and Child Protection P E & I group.

4. Recommendations

4.1 The East Ayrshire Child Protection Committee is asked to:-

- i) Consider and approve the recommendations from the joint group in respect of forward planning
- ii) note the progress of the PE & I Group

Susan Taylor
Chair of East Ayrshire Child Protection Committee
7 December 2010

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. A short life group is being convened to consider the use of Proximity Marketing. A report will be submitted to the next EACPC.
	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	Child Protection information page to be included in almost all secondary school homework diaries 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
Ensure the public are aware of the CPC and the child protection activities of the CPC	Annual publication of the East Ayrshire CPC Annual Report and Business Plan on the CPC website	2009/11 (Published Annually during month of August)	IT resources	The East Ayrshire CPC Annual Report 2008/09 and Business Plan update 2008/11 will be made available on the CPC website	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,
Further development, consultation and involvement of children and young people in policy development.	Roll out the "Continuous Opportunity for Gathering and Sharing" (COGS) model securing children's views	2009/11 Commenced January 2009 rolling programme of reviews in accordance with Children's Service Plan reporting timescales (6 monthly)	Staff time	Evidence of consultation taking place and impact on commissioning strategy Evidence of children's views informing the Children's Service Plan	The first reporting of children's views through the COGS process has been reported to the August Officer Locality group: Children & Young People. A large scale consultation with children and young people is being undertaken August to November 2010 to inform the priorities of the Children and Young People's Services plan 2011-14. The consultation will be structured to ensure relevance for the EACPC.

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
Further develop means of engagement with young people in seeking their views and assessing the impact of these	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	Commenced May 2009	Staff time to develop the online survey; develop for the web pages; collate the data	Analysis and publication of findings to inform future promotional materials	Work is underway for the second online survey of P5 and S2 pupils due to take place in September 2010.

	Representation from the public information group will support the development of East Ayrshire Children & Young People (C&YP) Representation Forum	2008/09	Staff time	Evidence of support in the minutes of meetings. Views of young people reflected in practice/service planning and improvement	Dialogue Youth supports the Children & Young People Representation Forum and is a key member of the Public Engagement and Information Group.
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