



**EAST AYRSHIRE CHILD PROTECTION COMMITTEE:
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 not met since the last meeting of EACPC but a sub group on Safer Internet Day met on 10th January and the next full meeting of the P E and I is scheduled for 2nd March. The range of work streams detailed below and in the following pages has been progressed.

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

During a three month trial period over the autumn of 2011, callers to SW will be asked where they found the telephone number. The findings will inform future distribution of public information.

2.4 Continue to increase children and young people's awareness on how to protect themselves

Internet Safety – Safer Internet Day was on 8th February 2011 and locally the focus was on raising awareness through **Respect and Protect** the leaflet for children and young people developed to support the recently launched Anti –Bullying Behaviour Policy.

Respect and Protect and the **East Ayrshire Children's Charter** are both on Glow for the month of February and will be again for November to coincide with anti bullying week. There is also a link to the CEOP pages on Internet Safety. Links to the Safer Internet Day were also placed on Dialogue Youth, the EACPC, Adult Protection Committee and Community Safety web pages. These were promoted to all schools, early years services, youth work services and community safety.

2.5 Ensure the public are aware of the CPC and the child protection activities of the CPC

Web Site - The **web site** Review Action Plan is progressing.

Infomercial – the University of West Scotland has positively responded to request for supporting development of a bespoke **infomercial** and a meeting date had been set for December but unfortunately this was cancelled and will require to be re-scheduled.

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, Community Learning and Development, 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.

2.6

% respondents stating very important or important	Under 8s	Youth Outreach	Focus Groups	Online and Hard Copy Questionnaires	Overall Responses
Being safe and protected. Base: 817	98% (230)	97% (32)	100% (66)	98% (474)	99% (802)
Additional help for children and young people who need it. Base: 774	98% (232)	91% (30)	100% (38)	97% (455)	98% (755)
Children and families getting help with their problems before these become big problems. Base: 763	100% (223)	97% (32)	94% (35)	95% (446)	97% (736)
% of respondents who have not seen the Child Protection Logo before Base: 737	92% (150)	36% (12)	37% (24)	81% (386)	78% (572)
% of respondents who would speak to a parent or carer if they were worried or had a problem Base: 853	69% (176)	29% (11)	56% (38)	77% (380)	71% (605)
% of respondents who would speak to an adult in a school if they were worried or had a problem Base: 853	27% (68)	8% (3)	18% (12)	14% (67)	18% (150)
% of respondents who would speak to someone else if they were worried or had a problem Base: 853	1% (1)	53% (20)	19% (13)	6% (32)	8% (66)
% of respondents who would speak to Social Worker if they were worried or had a problem Base: 853	3% (9)	11% (4)	7% (5)	3% (14)	4% (32)
% of respondents who know what Social Work does Base: 757	28% (44)	67% (22)	84% (54)	39% (197)	42% (317)
% of respondents who know what Social Workers do Base: 695	21% (27)	61% (20)	85% (55)	49% (227)	49% (329)

The large scale consultation with children and young people on the next Children and Young People's Services Plan secured over 900 responses. A summary report of findings was provided to the Officer Locality group meeting of 25th January. A comprehensive report is available on request.

The table above provides a summary of the responses which may be of particular interest to the EACPC. Highest responses in **green** and lowest in **red** for ease of reading

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

The **online survey** of P5 and S2 Pupils in the St Joseph's Learning Community took place over the last two weeks of October. Technical issues affected the response rate and the survey timescale was extended however St Joseph's was not able to participate and this reduced the overall response rate which was 54% compared to 75% last year.

A full report on responses is being prepared for the EACPC.

3. FORWARD PLANNING

A press release is being prepared for use in awareness raising campaign when the joint CP and AP public information cards are ready for distribution.

4. RECOMMENDATIONS

The East Ayrshire Child Protection Committee is asked to;

- (i) note the contents of the report.

Susan Taylor
Chair of East Ayrshire Child Protection Committee
February 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 materials for	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 materials for	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, 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 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 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	How are we going to do it?	When will we do it	Resources	How will we know when we	Progress
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achieve?		by?	Needed?	have done it?	
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	The second online survey of P5 and S2 pupils took place in October 2010. A report of responses is being prepared.
	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.

