**ICCO Global Creative Challenge 2020**

Brief set by The Communications and Marketing Team at the NSPCC

**Judge’s notes**: whilst NSPCC is a children’s charity based in the UK, please *do not factor this* into your idea. Please consider all the below as if it were a global campaign, to end cruelty to children around the world.

**Who we are:**

The NSPCC is the leading children's charity in the UK and the Channel Islands, specialising in child protection and dedicated to the fight for every childhood. We help children who’ve been abused to rebuild their lives, we protect children at risk, and we find the best ways of preventing child abuse from ever happening.

Abuse ruins childhood, but it can be stopped. That’s why we’re here. That’s what drives all our work, and that’s why – as long as there’s abuse – we will fight for every childhood.

Over the last 130 years our services have protected millions of children, while our lobbying and campaigning have prevented countless more from being abused and neglected.

**Our mission:**

Ending cruelty to children.

**Our brand pillars:**

* Protecting children who are suffering abuse today.
* Preventing abuse from happening to children tomorrow.
* Transforming society so child abuse becomes a thing of yesterday.

**The brief**

**What do we want to achieve?**

Our helpline is a free, confidential service staffed by child protection professionals that adults can contact via phone, email or web form. It is a service that the general public and professionals can call for advice and support about any child protection concern.

Current spontaneous and prompted awareness of the NSPCC helpline is at 6% and 47% respectively and of those aware, only 37% would be fairly/very likely to contact us.

**Currently, for every one child at risk that we know about, there are eight that we don’t.**

**Why now?**

Our research shows that the current crisis has increased the risk of abuse and neglect, with many children without their usual networks of support around them. That is why we need everyone to play a part in keeping children safe (See: <https://www.nspcc.org.uk/about-us/news-opinion/2020/2020-10-07--helpline-recovery-plan/>)

The Covid-19 pandemic has also changed everyone’s lives – and this has brought a whole new area of questions and concerns about children.

We have the expertise to help these people – both through our advice content, and through our practitioners. We need everyone to know this support is available.

**Who do we want to reach?**

1. Neighbours: now people are spending more time at home – and home isn’t safe for everyone – they now act as the eyes and ears to notice if anything is wrong. So they should call the helpline if they have any worry about a child.
2. Delivery people: now people are spending more time at home – and home isn’t safe for everyone – they now act as the eyes and ears to notice if anything is wrong. So the should call the helpline if they have any worry about a child. Please see our special training course available: <https://learning.nspcc.org.uk/training/free-course-workers-visit-deliver-people-homes>
3. Parents who are struggling with different situations at home: call the helpline for advice.

**What objectives sit underneath this?**

* Increase awareness, propensity to contact, and number of contacts to the NSPCC helpline – via phone, email and online form (irrespective of severity)
* Increase number of adults who see NSPCC as first point of call if they have any concern about the safety of a child
* People think: I know that if I’m even slightly concerned about the safety or wellbeing of a child, I should call the NSPCC.
* People feel: Confident that contacting the NSPCC if I’m worried about a child is always the right thing to do, no matter how small my concern.
* People do: Contact the NSPCC’s helpline, without hesitation, if I have the slightest concern about the safety or wellbeing of a child.

**How we would measure success:**

* Number of contacts to the Helpline – via phone, email and online form (irrespective of severity)
* Increase in spontaneous awareness (research)
* Increase in prompted awareness (research)
* Increase in propensity to contact (research)

**Details of how to report:**

The helpline telephone number is 0808 800 5000

More information on other ways to report, including online and by email is at: <https://www.nspcc.org.uk/keeping-children-safe/reporting-abuse/report/>

**Videos to watch, with case study and more information:**

* Video explaining the NSPCC Helpline: <https://www.youtube.com/watch?v=-icCAGIDMiA>
* Helpline video and case study: <https://www.youtube.com/watch?v=lSGeLoVY9AM>
* Understand the signs of child abuse: <https://www.nspcc.org.uk/what-is-child-abuse/spotting-signs-child-abuse/>

**What is the key message we want to get across?**

With the risk of abuse and neglect increased in lockdown – and children often out of sight of those that can keep them safe, we all have a role to play in protecting children. We want adults to understand the signs of abuse and know where to turn if they have concerns. Now more than ever – we need people to know that we are here to help with any worries about a child – no matter how big or small.

The NSPCC is here for anyone with a child safeguarding concern, every day. Now more than ever – we need people to know that we are here to help with any worries about a child – no matter how big or small. We’re here to help you in the following ways:

* Through our online hub of advice and support
* Through our practitioners who are on the phone, email and answering our online form

With backgrounds in jobs like teaching, healthcare and social work - they know how to spot the signs of abuse and what to do to help.

**Tone:**

Approachable, professional, practical; reassuringly and sensitively handled – not patronising or intimidating.

**Simple message:**

* **Talk to the NSPCC:**For advice and support about a child, or to report a concern, talk to us.
It’s free and you don’t have to say who you are.

**Further messaging or quotes:**

Children and young people are normally seen by lots of different adults every day, like neighbours, grandparents and teachers. But due to coronavirus we're self-isolating, social distancing and spending much more time at home. This means some families might need extra support with parenting. And if a child is experiencing abuse, there aren't as many opportunities for adults to spot the signs and help.

We know isolation can put some children at a greater risk of domestic abuse, neglect, physical abuse, emotional abuse and sexual abuse. It's everyone's responsibility to keep children safe, spot the signs of abuse and report concerns. We all need to play our part by checking in with families and reaching out for support and advice if we have any concerns.

**Key Helpline stats:**

* Recent data shows that in April, May and June there were more than 22,000 contacts to the NSPCC helpline from adults with concerns for the wellbeing of a child.
* The main concerns people have spoken to NSPCC helpline about during this period have been parental behaviour, physical and emotional abuse and neglect.
* There was a total of 72,812 contacts to the NSPCC helpline in 2018/19. On average the NSPCC helpline responds to 180 contacts a day.
* The most common reason for contacting the helpline was concerns around a parent’s, or other adults, health or behaviour (14,283, 20%). More contextual info can be found here: <https://learning.nspcc.org.uk/research-resources/2018/children-living-in-families-facing-adversity/>
* In 2018/19 nearly half of all contacts answered by the NSPCC helpline resulted in a referral. 49% (35,827) of all contacts to the NSPCC’s helpline resulted in a new referral or an update to an existing referral to external agencies like the police or social services.
* Before COVID-19, and over the past four years the service has seen some clear trends with peaks of demand at specific times of the year, this includes the summer period (July and August) and December. The summer peaks have been largely attributed to the school holidays and the visibility of more children to the public during this time.

**Existing barriers to contacting the helpline:**

* The top barrier for calling is the fear of being wrong. However, it doesn’t matter if you’re wrong – the NSPCC is a place where you can discuss your concerns without the fear of repercussions.
* Another common barrier is a fear of making situation worse

**New research**

A recent [*report*](https://learning.nspcc.org.uk/media/2246/isolated-and-struggling-social-isolation-risk-child-maltreatment-lockdown-and-beyond.pdf?_ga=2.154807736.100129001.1595596447-1850653974.1580128247) by the NSPCC underlines how the following factors have increased the risk of abuse and neglect:

* increasing parental and family stress
* reductions in protective services
* intensification of pressures on children’s emotional wellbeing caused by lockdown

**Calls to action for the Government**

The NSPCC is calling on the government to urgently commit to a children’s recovery plan which sets out how they will:

* deliver the long-term investment in children’s social care that is needed to provide high quality preventative and therapeutic services for children in every part of the country
* invest in rebuilding support for families with babies and young children who have missed out on the normal support from health visitors during the lockdown
* support multi-agency partnerships of the local authority, NHS and police to work with schools to review support for children known to the designated safeguarding lead, and identify those who continue to miss class with a plan to understand and address any barriers to a child’s school attendance
* ensure schools are ready to help all children who need it – particularly those who may have suffered abuse, neglect or other traumatic experiences during the lockdown
* support the NHS, including through the provision of additional investment, to develop a coordinated plan to respond to what is likely to be an increase in referrals into Children and Mental Health Services (CAMHS) arising from the coronavirus crisis.

**Existing assets:**

* Video explaining the NSPCC Helpline: <https://www.youtube.com/watch?v=-icCAGIDMiA>
* Helpline video and case study: <https://www.youtube.com/watch?v=lSGeLoVY9AM>
* Background only, longer version of video with old endplate: <https://www.youtube.com/watch?v=CfEChCsUuDk>
* A range of photography on the asset library of both practitioners and children could work.
* We have messaging relevant to the current scenario (some of which is used above) and the Covid-19, and keeping children safe messaging from the NSPCC website.
* It’s Your Call training: <https://learning.nspcc.org.uk/training/free-course-workers-visit-deliver-people-homes>

**Considerations**

* Remember that people find the topic of child abuse disturbing
* Education is key for campaign – people need to know what to look for (<https://www.nspcc.org.uk/what-is-child-abuse/spotting-signs-child-abuse/>)
* In terms of search terms leading to the helpline webpage, there is a high volume of demand across various search terms, with ‘child abuse’ driving the vast majority of traffic
* There is potential for confusion with Childline (a different service, also run by NSPCC: https://www.childline.org.uk) by being clear this is a service for adults. In research, 92% of respondents thought that children could call the helpline for help if they were being abused.
* Emphasise that it is you that can make the difference, and we are relying on them to tell us as soon as they have a concern about the safety of a child

**Further information:**

* NSPCC website: <https://www.nspcc.org.uk>
* Reporting abuse: <https://www.nspcc.org.uk/keeping-children-safe/reporting-abuse/report/>
* NSPCC Strategy: <https://www.nspcc.org.uk/globalassets/documents/strategy/strategy-2016-2021.pdf>
* Helpline research: <https://www.nspcc.org.uk/about-us/news-opinion/2020/2020-10-07--helpline-recovery-plan/>
* Spotting the signs: <https://www.nspcc.org.uk/what-is-child-abuse/spotting-signs-child-abuse/>