
Report To:	Community Health & Care Partnership Sub-Committee	Date:	8th January 2015
Report By:	Brian Moore Corporate Director Inverclyde Community Health & Care Partnership	Report No:	CHCP/02/2015/SMc
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Subject:	Speak Out Campaign		

1.0 PURPOSE

- 1.1 To inform members of the 2014 Inverclyde Child Protection Committee (ICPC) Public Awareness Campaign.

2.0 SUMMARY

- 2.1 The Speak Out Public Awareness campaign was delivered by Inverclyde Child Protection Committee in March 2013 and repeated, following a positive evaluation, in March 2014
- 2.2 The campaign was widely promoted within Inverclyde and achieved national as well as local media interest
- 2.3 A follow up campaign targeting young people directly is currently being planned for 2015.

3.0 RECOMMENDATIONS

- 3.1 Members are asked to note the contents of the report and note the Inverclyde Child Protection Committee's plan to deliver a public awareness campaign in 2015 which is targeted directly at young people with a focus on what they should do to help protect their friends.

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4.0 BACKGROUND

- 4.1 The Inverclyde Child Protection Committee has a specific sub group, the communications sub group, which progresses issues relating to public information on matters of a child protection nature and has traditionally undertaken an annual awareness raising campaign. The March 2013 "Speak Out" was developed in response to the findings of the child protection questions contained in the report of the 2011 Inverclyde Citizen's Panel
- 4.2 Child protection questions were also included in the Spring 2013 Citizen's Panel for Inverclyde. In this survey the proportion of respondents reporting that nothing would prevent them from reporting concerns of child abuse or neglect had risen from 49% in 2011 to 65% in 2013
- 4.3 The 2013 campaign was also subject to a rigorous external evaluation.
- 4.4 The following recommendations were contained within the evaluation report of the 2013 campaign:-
 - 4.4.1 The [Speak Out] materials are used to form the basis of a public awareness campaign in 2014 using a similar marketing strategy subject to available budget.
 - 4.4.2 Additional marketing options are considered to boost the reach of the campaign e.g. posters in train stations, buses or local supermarkets, adverts on local radio and increased use of social media sites.
 - 4.4.3 The need for a complementary campaign targeting children and young people directly should be considered.

5.0 PROPOSALS

- 5.1 The Child Protection Committee's Public Awareness 'Speak Out' campaign took place during March 2014 following the positive findings from an external evaluation of the 2013 campaign
- 5.2 The marketing approach taken was a 'blanket' advertising campaign, utilising a wider range of advertising options than had been used during the 2013 campaign including radio advertising and materials displayed in local sports, recreational and shopping facilities.
- 5.3 Routine monitoring of ICPC website visits indicated that the number of hits on the ICPC website was 11% higher March 2014 than the monthly average for 2013-14. The total number of hits during March 2014 was 5,447.
- 5.4 The campaign attracted national as well as local media interest with BBC Scotland recording a piece for radio and TV news. The campaign was also featured on the public messages page of the national Child Protection website, 'With Scotland'.
- 5.5 During the campaign Inverclyde Council sent out 37 tweets with messages in relation to the campaign using #speakout. In total there were 65 re-tweets by organisations including Children 1st and Children in Scotland. The tweet announcing the launch and displaying the campaign artwork was retweeted most often and this reached over 20,000 followers.

NEXT STEPS

- 5.6 A Child Protection Public Awareness campaign is being developed to run in early 2015 which will be targeted directly at young people with a focus on what they should do to help protect their friends.
- 5.7 This campaign will be developed with the direct involvement of local young people to ensure the design and marketing approach are appropriate for the target group.

5.8 The marketing experience gained by the CPC, supported by Corporate Communications, in delivering the 2013 and 2014 Speak Out campaigns, will inform the development of the young people's campaign.

6.0 IMPLICATIONS

Finance

6.1

Financial Implications:

One off Costs

The one off costs relate to the development of an advertising programme. Costs will be met from within existing resources.

Cost Centre	Budget Heading	Budget Years	Proposed Spend this Report £000	Virement From	Other Comments
Multiagency Child Protection Committee	Advertising	2014/15	5		

Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact £000	Virement From (If Applicable)	Other Comments
N/A					

Legal

6.2 N/A.

Human Resources

6.3 N/A.

Equalities

6.4 None at this time, although recognition will be given to the wider and associate equalities agenda.

Has an Equality Impact Assessment been carried out?

√

YES (see attached appendix)

NO – This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy. Therefore, no Equality Impact Assessment is required.

Repopulation

6.5 N/A.

7.0 CONSULTATIONS

- 7.1 Findings from the 2011 and 2013 Citizen's Panel informed the campaign messages.
- 7.2 Findings from the external evaluation of the 2013 campaign (involving street interviews with members of the public) informed the marketing strategy adopted.

8.0 LIST OF BACKGROUND PAPERS

- 8.1 Speak Out Campaign: Final Report July 2014.



‘Speak Out’ Campaign

Final Report

July 2014

**Report prepared by:
Communications Sub Group of ICPC**

Report available to download from
www.inverclydechildprotection.org

CONTENTS

	Page
Background	4
The Design.....	5
The Campaign	5
Impact	6
Next Steps.....	7

1 Background

The original Speak Out Child Protection Committee campaign (March 2013) was developed in response to the findings of the child protection questions contained in the report of the 2011 Inverclyde Citizen's Panel.

Child protection questions were also included in the Spring 2013 Citizen's panel for Inverclyde. In this survey the proportion of respondents reporting that nothing would prevent them from reporting concerns of child abuse or neglect had risen from 49% to 65%.

In the 2013 survey reasons given that may prevent a concern being reported were:-

- Not having enough evidence or information 18%
- Concerns about confidentiality being maintained 15%
- Fear of getting it wrong 14%
- Fear of retaliation from parents / families 11%
- Belief that nothing would be done 5%

The CPC endorsed the recommendation from the Citizen's Panel survey that addressing fears that may prevent members of the public sharing their concerns should continue to be the focus of public awareness activity along with continuing to publicise the range of options open to those who wish to report a concern about a child.

The 2013 campaign was also subject to a rigorous external evaluation¹. The following recommendations were contained within the evaluation report of the 2013 campaign:-

- 1 The [Speak Out] materials are used to form the basis of a public awareness campaign in 2014 using a similar marketing strategy subject to available budget.
- 2 Additional marketing options are considered to boost the reach of the campaign e.g. posters in train stations, buses or local supermarkets, adverts on local radio and increased use of social media sites.
- 3 The need for a complementary campaign targeting children and young people directly should be considered.

It was agreed by ICPC that the 2014 campaign should address recommendations 1 and 2 with a longer term plan to develop a campaign targeting children and young people to be developed during the 2014-15 financial year. It was also agreed that given the impact of the materials was externally evaluated in 2013 this exercise did not require to be repeated in 2014 as the same design was being used.

¹ Speak Out Campaign 2013 Final Report

2 The Design

As agreed the design used in 2013 was used for the 2014 campaign with minor amendments to update Police Scotland contact details and increase the prominence of the website and twitter hash-tag.

The final design is shown below



3 The Campaign

The campaign took place during the month of March 2014.

The marketing approach taken was a 'blanket' advertising campaign, with a combination of print, online, outdoor and radio advertising, to ensure the messages reached as wide an audience as possible.

Print advertising

- 845 Posters and 2940 postcards were distributed to public offices, GP surgeries and other venues where the general public spend time. A wider range of venues displayed the materials than in 2013 including libraries, local supermarkets, and local sports and recreation facilities.
- The campaign design was reproduced on the reverse side of till receipts from a local supermarket during the month of March
- Adverts were published in the Greenock Telegraph on the Monday and Friday of the main campaign week (10th and 14th March)

Outdoor Advertising

- The campaign advert was placed on x3 'six sheet' outdoor advertising sites in bus stops across the local authority area for two weeks from 10th to 24th March.

Online / Social Media advertising

- Inverclyde Child Protection Committee website was changed for the duration of the campaign to feature the campaign and associated material prominently on the home page
- The campaign featured on the online sites for Inverclyde Now and Greenock Telegraph
- The campaign featured on the council website and facebook page
- A variety of messages were sent at different times of the day and evening using Inverclyde Council's twitter account @Inverclyde throughout the duration of the campaign (37 tweets in all). The hashtag #speakout was used to encourage users to find out more about the campaign theme and messages and to link through to the website

Radio / Screen advertising

- A 60second infomercial was developed in conjunction with Your Radio. This ran 7 times per day for one week from 10th – 16th March. The infomercials repeated the main message of the campaign, illustrating this with a series of short fictitious examples of incidents or observations that could raise concerns, action taken and the outcome. (see appendix 1).
- Campaign material featured on Solas screens in GP surgeries

Media Engagement

- A press release was issued to local and National press at the start of the campaign

Awareness Raising with Young People

- Schools were supplied with small information cards to distribute to children and young people from P4-S4 encouraging them to speak to a trusted adult if they don't feel safe or are worried about the safety of a friend. In total approximately 6,200 information cards were distributed.

4 IMPACT

The following measures of the impact of the 2014 campaign are available:-

Website visitors (www.inverclydechildprotection.org)

Routine monitoring of ICPC website visits show that the number of hits on the ICPC website was 11% higher March 2014 than the monthly average for 2013-14. The total number of hits during March 2014 was 5,447. This is significantly less than the number of hits to the website during March 2013 (6,733) when the first Speak Out campaign ran.

Two reasons for this apparently reduced impact of the campaign are suggested

- The number of website visitors in 2013 may have been particularly high as the campaign coincided with a significant amount of wider media interest in child abuse issues linked to the 'Jimmy Saville' allegations.
- The campaign may have had less impact as it was a repeat of the previous year's message and design.

Media Coverage

The campaign attracted national as well as local media interest with BBC Scotland recording a piece for radio and TV news. The director of Inverclyde CHCP and the Head of Service for Education and Communities were interviewed as were members of the public who were shopping at the supermarket where the till receipts were branded with the campaign design. Footage from the local radio campaign was used within the report. The piece was aired on BBC Scotland's morning Radio show on 18th March 2014 and was shown on the BBC Scotland TV news on 30th March 2014.

The campaign was also featured on the public messages page of the 'With Scotland' website.

Twitter (# speakout)

During the campaign Inverclyde Council sent out 37 tweets with messages in relation to the campaign using the hashtag speakout. Each tweet / message reached at least 4,742 followers of Inverclyde Council. In total there were 65 re-tweets by organisations including Children 1st and Children in Scotland. The tweet announcing the launch and displaying the campaign artwork was retweeted most often and this reached over 20,000 followers.

5 Next Steps

As previously agreed it is intended that the 2014/15 campaign will be targeted directly young people with a focus on what they should do to help protect their friends. This campaign should be developed with the direct involvement of local young people to ensure the design and marketing approach are appropriate for the target group.

The marketing experience gained by the CPC, supported by Corporate Communications, in delivering the 2013 and 2014 Speak Out campaigns, will inform the development of the young people's campaign.

Appendix 1

ICPC campaign 2014

Radio scripts

VOICE 1

Speak out - with Inverclyde Child Protection Committee

There are children in our community who need help. if you have a suspicion about child neglect or abuse, don't leave it too late.

VOICE TWO

1. Anne spoke to the head teacher when she became concerned that her sons classmate only ate crisps for lunch every day. He followed this up and the family are now getting help to ensure they get the benefits they are entitled to, while the child now gets a free school meal every day.

2. Mary spoke to her health visitor as her neighbours young children wandered the street alone at night, and appeared to be left home alone at the weekend. The children were being emotionally and physically neglected, and went to live with their grandmother while services helped their parents sort things out.

3. Alison phoned the police when her niece broke down in tears and told her that her dad touched her privates and told her it was their secret. The police and social work are now investigating and the dad has moved into a friend's house for now.

4. Bob spoke to the duty social worker after his sons friend told him he was scared to go home because his dad would be drunk and might hit his mum. It turned out his family had a social worker who was able to speak to the friend, and check that everything was ok at home.

If you're worried about speaking out, how scared do you think HE/SHE IS/THEY ARE?

VOICE ONE

If you have a suspicion about child neglect or abuse, don't leave it too late. Call our social work service 01475 714100, out of hours call 0800 811 505 or in an emergency call the police.

For more information, check inverclydechildprotection.org, or search twitter with hashtag speakout