



Impact Report 2018/19

The Lucy Faithfull Foundation and Stop It Now!





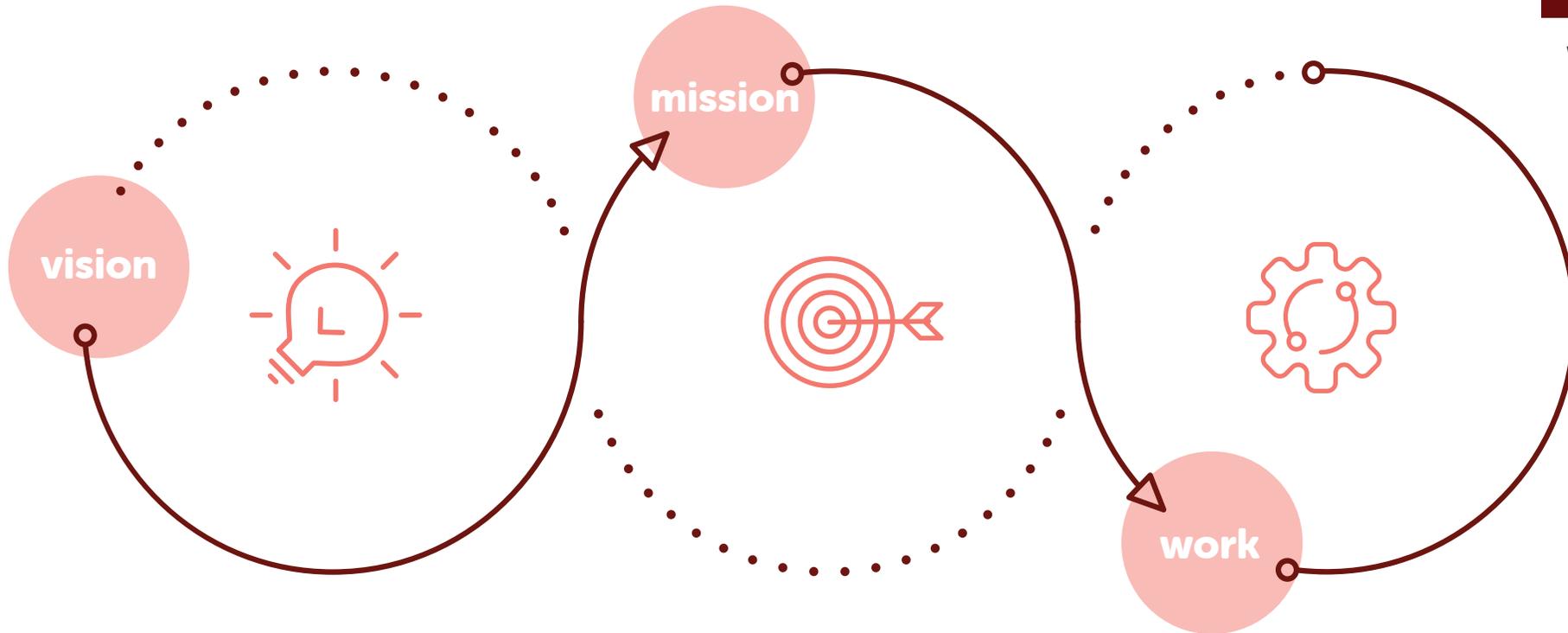
Contents

- 3 The Lucy Faithfull Foundation - our values
- 4 How we keep children safe
- 5 Keeping children safe from sexual abuse - the stats
- 6 Providing free and confidential advice through our Stop It Now! helpline, enabling callers to take positive, preventative actions to protect children
- 7 Helping people achieve positive change and offence-free living
- 8 Creating safer environments within families, in communities and online
- 9 Equipping professionals with knowledge and tools to better protect children
- 10 Influencing social and political attitudes about how children can best be protected
- 11 Join us and help protect children

The Lucy Faithfull Foundation - our values



Working to Protect Children



Our vision

Our vision is a world in which children's right to live free from abuse and exploitation becomes a reality.

Our mission

Our mission is to prevent the sexual abuse of children and young people by working with protective adults, those affected by abuse and those perpetrating it, including young people with harmful sexual behaviour. We are committed to using our expert knowledge to impact on public policy, and to educate families, professionals and the public. We help children and young people to stay safe in all our work.

We believe child sexual abuse is preventable, not inevitable.

Our work

Our work is complex. We work to prevent abuse before it happens – or to prevent it from ever happening again. To reduce the number of victims, we must engage with both potential offenders and those who have offended to address their thoughts and behaviours.

How we keep children safe



1

Providing free and confidential advice through our helpline, enabling callers to take positive, preventative actions to protect children



2

Helping people achieve positive change and offence-free living



3

Creating safer environments within families, in communities and online



4

Equipping professionals with knowledge and tools to better protect children



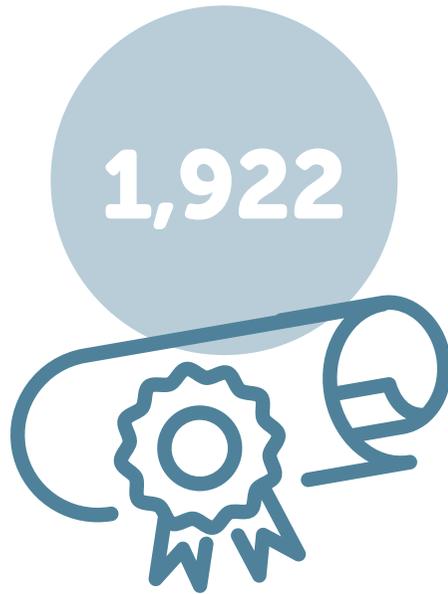
5

Influencing social and political attitudes about how children can best be protected

Keeping children safe from sexual abuse - the stats



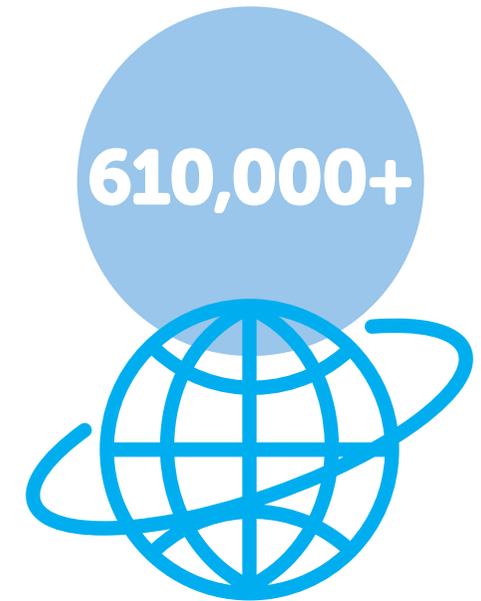
5,388 people received advice and support from our Stop It Now! helpline and messaging service



1,922 professionals attended our training events



1,418 people attended our public education sessions



More than 610,000 users visited our websites

Providing free and confidential advice through our Stop It Now! helpline, enabling callers to take positive, preventative actions to protect children

We helped
5,388
individual
people

Who made
8,795
calls and emails to
the Stop It Now!
helpline



We help people take action

The helpline is not simply a listening service. We advise callers about actions to consider, agreeing one or more protective steps the caller will take.



During the period 2018/19

.....
98% of callers were given one or more actions to protect a child – through reducing the likelihood of harm, and offending or reoffending.
.....

.....
94% of repeat callers tell us they had taken the actions they were given.
.....

“After speaking to the helpline today, I’m feeling much calmer. I needed help as I can’t do it on my own.”

Female caller

By preventing offending, we protect children

The helpline provides an invaluable service in the risk management (including by self-management) of adults arrested for the whole range of sexual crimes against children.

But a significant number of people who contact us with concerns about their own sexual thoughts about or behaviour towards children have no involvement with statutory agencies. In 2018/19, 338 people (14% of all callers concerned about themselves) sought anonymous help from us to manage or change their behaviour, without previous or current involvement of the police or children’s services.

By working with people who are concerned about their behaviour – prior to statutory involvement – we keep children safe from harm.

“Thanks for treating me with respect but not allowing excuses.”

Male caller

Helping people achieve positive change and offence-free living

We worked face-to-face with 227 adult internet offenders to prevent further offending behaviour

We worked directly with 30 young people who got into trouble online, as well as their families or care givers

68,395 users visited our online self-help website for people concerned about their online behaviour



The facts

- 95% made good or maximum progress on their ability to reduce their risk of re-offending
- 90% made good or maximum progress in understanding their own offending behaviour patterns
- 85% made a lot or maximum progress with their ability to manage inappropriate thinking
- 86% made a lot or maximum progress with their ability to begin making positive changes to their lives
- 93% felt more able to understand the harm to victims

"Thank you. I now feel I am on a positive path. Whilst having hurdles in the way, I feel more able to deal with them."

Inform Plus participant



The facts

- 100% of young people felt more confident in using the internet safely and responsibly in the future
- 93% were able to name three ways of keeping themselves safe online in the future
- 64% said they felt more confident in talking to their parents/carers about what had happened

"My son looked 'lighter' after just his first session. It was a sense of relief to know support is available."

Parent of a young person

Of their parents and carers:

- 100% said they had a better understanding of their child's previous behaviours
- 91% said they felt more confident that their child can use the internet safely and responsibly in the future
- 83% could name three ways helping their child to keep safe online in the future



The facts

Our communications campaign to deter pre-arrest offenders from accessing sexual images of under 18s online and drive them towards help available includes PR, digital communications and partner engagement. Calls from pre-arrest internet offenders have increased from an average of five to twelve per month, and website users report taking actions to change their behaviour including*:

- enlisting the support of a friend or family member
- stopping pornography use
- avoiding risky situations
- stopping all internet use
- installing controls and filters on devices
- using online self-help resources to help with desistance

* Self-reported behaviour change in an online survey

"Shame there wasn't a bit more advertising for it. I could have stopped earlier. I wanted help for year but was too frightened to ask."

Anonymous website user

Creating safer environments within families, in communities and online

We worked with 198 family members of people arrested for viewing indecent images of children



The facts

Of those who completed face-to-face courses:

94% said they felt confident or much more confident with regard to preventing relapse and/ or escalation and implementing strategies for reducing risk, e.g. knowing the warning signs to look out for, knowing what to do/who to contact, strategies for the future

92% said they felt less isolated

94% felt more positive about the future

"I feel empowered. I feel stronger and more able to cope. I feel informed, and I know the knowledge I have acquired will help my family in the future."

Inform participant

Family and Friends Forum

With funding from the Emmanuel Kaye Foundation, in September 2018 we launched an online forum for family members, recognising the benefit people get from peer support. Since its launch, 2,528 posts have been made by 238 active users. In addition, 3,343 individual users have visited the forum, making a total of 21,921 visits between them.

We trained 552 professionals in Safer Recruitment



The facts

78% said the training will make a great deal or a lot of difference to the way they do their job

"The materials are excellent for use with schools/ education establishments."

Safer Recruitment participant

Stop It Now! Wales delivered 98 public education sessions, reaching 1,418 people including parents and carers, children and young people, and those who work with children and families.

Evaluation shows participants felt much more confident about protecting children after the events.

94% of participants were able to say they would take preventative actions to keep their children safe and give examples of these.

The 'Child Sexual Abuse Prevention – What we all need to know' campaign

We ran a campaign aimed to equip as many adults in Wales as possible with the knowledge, skills and tools they need to ensure children and young people are safe, by: -

- Communicating advice and information on the preventative measures that adults can take to protect children through traditional media, social media and leaflets
- Delivering child sexual abuse awareness seminars to parents and carers
- Delivering child protection and safeguarding training to multi-agency professionals across each of Wales' six safeguarding board regions.



Evaluation was positive:

60 sessions reached 967 people

Parents and carers sessions:

- 94% said that they would be able to take preventative actions to keep their children safe and gave examples of these

Professionals sessions:

- 87% felt that the training would make a positive difference or a lot of difference to their role

Online activity:

- Global traffic to the Stop It Now! Wales webpages increased by 177% compared to the same period in the previous year (2,811 vs 1,016)

Helpline calls:

- Calls from Wales increased by 48% in the campaign period compared to the same period in the year before (182 vs 123).

Equipping professionals with knowledge and tools to better protect children

We provided 60 training events to 1,370 professionals including staff from Children's Services, local authorities and fostering agencies



The facts

75% say our training will make a great deal or a lot of difference to the way they do their job

87% say their knowledge of the topic improved

74% say their skills had improved

74% say their confidence had improved

98% would recommend our training to colleagues

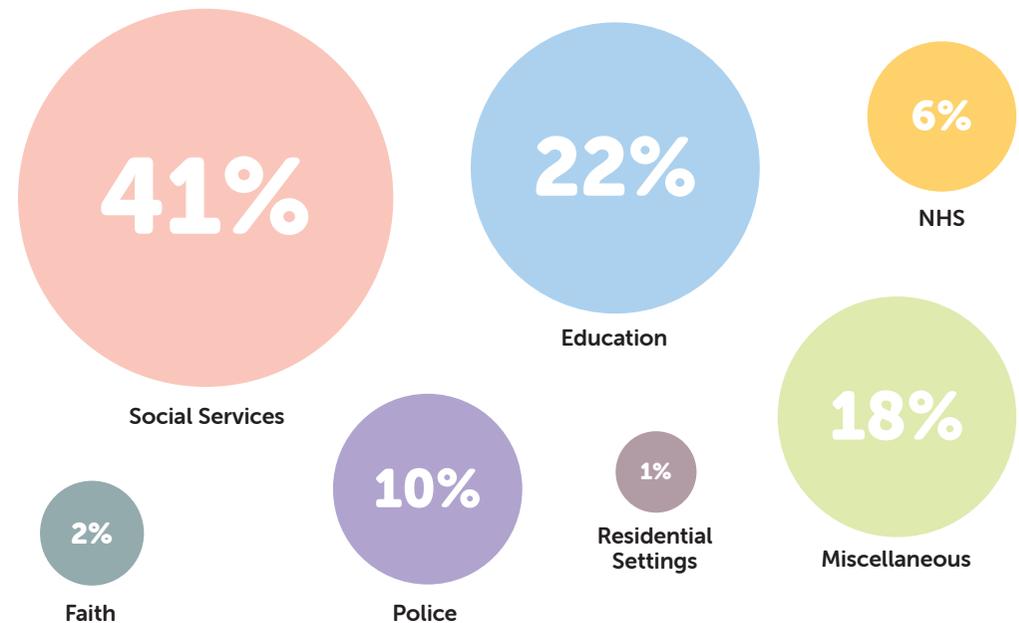
"The videos complimented the learning perfectly and will help me to remember what I have learned. It was brilliant training, very informative and useful."

Understanding sexual abusers participant; Children's services



Who did we deliver training to?

Our training programmes help organisations, professionals, frontline workers, volunteers and others working with children and families further their understanding of sexual abuse and sexual offending.



We provide multi-agency training and consultation services on all aspects of child protection, risk management, sexual offending and child sexual abuse and exploitation prevention

We work with local authorities, police and other law enforcement agencies, education settings including schools, colleges and universities, health services, faith communities, residential care units and many more.

We cover a range of subject areas

These include: understanding child sexual abusers, child sexual abuse and the internet, sexual exploitation of children and young people, young people who exhibit harmful sexual behaviour, and assessing the protective skills of mothers, partners and adult carers.



Influencing social and political attitudes about how children can best be protected

- We work with policy makers in England, Wales and Scotland to improve child protection practices and support evidence based practice and policy change.
- We share information, research and insights with professionals and others at symposiums and conferences – and are at the forefront of research and practice development.
- We engage with the press and drive public debate to influence social attitudes about how children can be best protected.
- We help protect children around the world through working with international partners – for example in Bulgaria, Israel, Brazil, China, Australia and India.

More than
610,000
users visited our
websites – and our
prevention information
leaflets will have
helped many
more.



To protect children from sexual abuse we need to talk to potential offenders

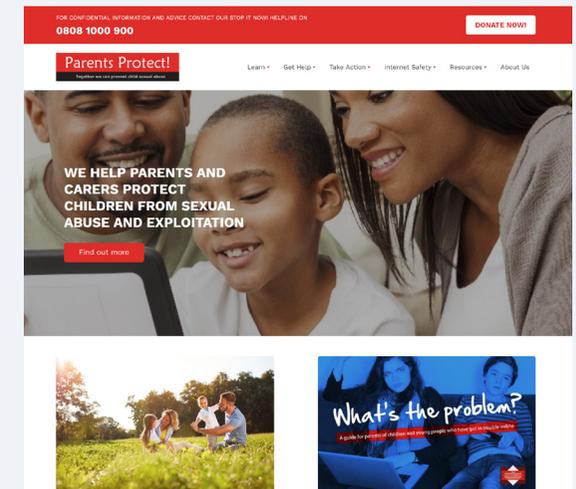
Tom Squire

Engaging with people who look at sexual images of children is vital if we want to prevent these awful crimes



▲ 'We need to support the families and loved ones of those who abuse children.' Abigail McKern portraying Helen in Channel 4's Married to a Paedophile. Photograph: Channel 4

Our clinical manager, Tom Squire, wrote an article for the Guardian



In 2018, our parentsprotect.co.uk website underwent a refresh

Join us and help protect children

“To prevent child sexual abuse my message to adults would be to please talk more openly about it. Educate yourselves and young people about the signs of grooming behaviour.

Take away the guilt that it could be the child or other family member’s fault. Stop adults holding back from speaking out about their concerns.

To perpetrators I would say to please think about the consequences of your actions before you decide to do this to a child.

And please listen to young people and children who have been sexually abused. Take them seriously. Hear their voices and listen.”

Charlene, survivor of child sexual abuse

The problem of child sexual abuse is not reducing in the lulls between the public scandals. But with the support of others, we can tackle it.

Our work is not always the most popular, we know this. But our work is effective. It protects children from harm.

We invite you to join us, and help us achieve our vision of a world in which children’s right to live free from abuse and exploitation becomes a reality.

It can cost as little as £36 per call to protect a child

We invite you to join us on our journey and to make real a world in which children’s right to live free from abuse and exploitation is, at last, their reality.

Visit

www.lucyfaithfull.org.uk/donate for details on how to donate.

Contact

Contact us on 01372 847160 or email supporters@lucyfaithfull.org.uk to discuss supporting our work.

With your help we could EXPAND

We help thousands of people each year. But we know many more need our help and support.

With your help we could REACH OUT

To protect children we need to know they are at risk. To ensure our Helpline is the place of safety so needed by families dealing with child sexual abuse issues, we need to make sure they know it is there for them during their time of crisis.

With your help we could ADVOCATE

State engagement with child sexual abuse is weighted towards intervention after a child has been harmed. Our priority is preventing it from happening in the first place. We want public policy, at home and abroad, to place prevention at the forefront.

With your help we could be RESPONSIVE

The world is changing, and with it so are the risks to children. We want to use our experience and expertise to help new generations keep safe in a rapidly changing environment.



Working to Protect Children

Find out more about our work to protect children at:
lucyfaithfull.org.uk

Visit our Stop It Now! campaign and helpline at:
stopitnow.org.uk

For prevention information visit:
parentsprotect.co.uk

 Facebook: [@stopitnowukandireland](https://www.facebook.com/stopitnowukandireland)

 Twitter: [@StopItNowUK](https://twitter.com/StopItNowUK)

 YouTube: [@stopitnowukireland](https://www.youtube.com/stopitnowukireland)

 Linked In: [the-lucy-faithfull-foundation](https://www.linkedin.com/company/the-lucy-faithfull-foundation)

Confidential freephone helpline: **0808 1000 900**

The Lucy Faithfull Foundation
2 Birch House, Harris Business Park, Hanbury Road
Stoke Prior, Bromsgrove, B60 4DJ

Telephone 01527 591922

The Lucy Faithfull Foundation is a registered Charity No. 1013025, and is a company limited by guarantee. Registered in England No. 2729957. Registered office: 2 Birch House, Harris Business Park, Hanbury Road, Stoke Prior, Bromsgrove, B60 4DJ.

Important note: The photographic content within this document is for illustrative purposes only. All persons featured are models @ iStock and Shutterstock.

Names of case studies have been changed to protect anonymity.

