



Stop it Now! UK & Ireland Helpline and Campaign Report 2002-2012

Together we can prevent child sexual abuse

10 Year Anniversary Edition



2002 *10 Years* 2012
Campaign & Helpline



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Stop it Now! UK & Ireland
Helpline and Campaign
Report 2002-2012

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Welcome from Baroness Valerie Howarth

Child sexual abuse is a serious problem affecting large numbers of our children and young people. With help, abused children can overcome their experiences, but many remain profoundly affected for the rest of their lives. However, the harm caused is preventable - adults who care for children, and even those who harm them, can act now to stop sexual abuse.



It gives me great pleasure to introduce the Stop it Now! Helpline and Campaign ten year report which details the incredible achievements and success over the last decade.

The work of Stop it Now! has been and continues to be at the forefront of activity in the UK to protect children from sexual abuse. The Helpline leads the way in preventing offences from happening – dedicated, experienced and knowledgeable operators have taken over 30,000 calls from people concerned about sexual abuse. In each case, the caller is given advice and actions they can take so they can protect a child. 38% of callers are people struggling with their own thoughts or feelings towards children.

A further 27% of callers are people concerned about an adult they know. The remainder are parents and carers concerned about the sexual behaviour of a child or young person (6% of callers), professionals seeking advice (13% of callers) and adults concerned about a child or young person who may have been abused (5% of callers). The Helpline conducts very low levels of publicity due to lack of money for this advertising. Call volumes would undoubtedly be greater if more publicity was possible.

The associated campaign has reached hundreds of thousands of protective adults over the years through general awareness raising activity ranging from distributing leaflets and posters to working with the media and creating online resources for anyone to access. In addition, direct work has been done with others. We have delivered public education seminars and workshops to parents, carers and other protective adults which give them the information and support they need to help them protect children and young people from sexual abuse. We have also trained those who work with children and families in a professional or voluntary capacity, so they can respond to sexual abuse issues and embed preventative strategies into their work. We have also worked with and lobbied politicians and key decision makers, with a view to putting the prevention of child sexual abuse on the political agenda and ensuring policies are put in place that are best placed to protect children.

I would like to thank our funders and supporters from over the years, and you will find a list of these on page 56. We are particularly indebted to the Offender Management and Public Protection Group of the National Offender Management Service, in the Ministry of Justice, for their on-going financial and moral backing of the Helpline. In the current funding climate, this support is incredibly important.

The Stop it Now! strapline is 'Together we can prevent child sexual abuse' and I hope that in reading this report you agree that we can all work together in this endeavour.

A handwritten signature in cursive script that reads "Valerie Howarth".

Baroness Valerie Howarth of Breckland OBE

President of Stop it Now! UK and Ireland | Vice Chair of Trustees, Lucy Faithfull Foundation

Welcome from Donald Findlater



Stop it Now! believes that all adults are responsible for protecting children from sexual harm. Adults are best placed to do this if they understand the risks, including how abusers operate, and crucially, know where to seek help if they have concerns. Our campaign provides this essential information and our confidential Helpline gives people a safe place to speak honestly and openly as well as to access sound information and practical advice about how they can protect a child.

In Part One you will find statistics, case studies and information relating to the thousands of people the Helpline has assisted over the years. But the Helpline does more than help these individual callers protect children: its influence extends to identifying trends in concerns and gaps in services which we can then respond to. For example, in response to calls to the Helpline, The Lucy Faithfull Foundation has led development in tackling Internet offending involving indecent images of children. In 2005, with support from the police, we launched 'Inform Plus' and 'Inform' courses for those who had committed offences online and for their families and friends (see page 32). In 2008 we worked with a software company to develop computer monitoring software for use on the home computers of those who offended on the Internet. Following a pilot with two police forces, the software is now used by police across the country as part of the management of registered sex offenders (see page 34).

Media coverage of high profile child sexual abuse cases - including Jimmy Savile and others - remind us not just about how many children are affected by sexual abuse, but also how many adults around them don't notice the signs or know where to go for help. In Part Two you will read about the work of the Stop it Now! campaign.

We have been fortunate to receive government funding towards our work across the nations in recent years. The Governments of Scotland and Wales support delivery of our vital preventative work in their nations and the Ministry of Justice continues to support our Helpline. The Department for Education had been grant funding Stop it Now! England and its Parents Protect! work. Unfortunately, in March 2013 it decided not to award a further grant to continue and develop this work. Parents Protect! aims to prevent abuse from happening in the first place; work that tens of thousands of parents and carers in recent years have found invaluable. Media coverage has dramatically increased public appetite for our Parents Protect! seminars, but the 'no funding' decision means we are now striving to find alternative funding in a very challenging economic climate.

Organisations across Europe, and beyond, are looking to the UK – and specifically to Stop it Now! – for inspiration and guidance on the prevention of sexual violence towards children. A comprehensive, public health approach to prevention is seen as best practice and is being used as a template by others from around the world.

I would like to thank all those who have supported and worked with us over the last ten years – and look forward to reflecting on further progress in the prevention of child sexual abuse in another ten years.

A handwritten signature in blue ink that reads "Donald Findlater".

Donald Findlater

Director of Stop it Now! UK & Ireland

2002 *10 Years* 2012
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Stop it Now! is run by The Lucy Faithfull Foundation and supported by an alliance of voluntary and statutory sector partners including the NSPCC, Barnardos, Action for Children and the National Association of People Abused in Childhood.

In this report we have included examples of calls made to the Helpline to illustrate the kinds of issues calls to the Helpline can feature, how we approach them and (if known) the outcome. All of the examples draw on features from a number of calls; identifying details have been changed to preserve confidentiality.

1992 *20 Years* 2012



Working to Protect Children

Important note:

The photographic content within this Report is for illustrative purposes only. All persons featured are models © iStockphoto.



10 things you need to know about us

- 1** Stop it Now! has been at the forefront of work to protect children since 2002
- 2** **The Stop it Now! Helpline has taken over 30,000 calls from 14,500 people**
- 3** All callers are given advice, information and a number of actions to take away which help them protect a child
- 4** **38% of callers are people concerned about their own behaviour, 27% are adults concerned about the behaviour of another adult, 6% are parents and carers concerned about a child or young person's sexual behaviour. A further 5% of callers are adults concerned about children who may have been abused. Professionals asking advice comprise 13% of callers**
- 5** Calls to the Helpline increase year on year and are now averaging around 350 a month
- 6** **Callers find out about the Helpline from Police (29%) or by visiting one of our websites (21%). Helplines such as the NSPCC and Samaritans also signpost callers. Members of the public tell others about the Helpline after hearing about it or having found it useful themselves**
- 7** Stop it Now! has had a campaign presence in all UK Nations over the last few years. These have been supported by the Governments of England, Scotland and Wales as well as sector partners and Local Safeguarding Children Boards
- 8** **The campaign has reached hundreds of thousands of people with prevention messages through seminars, training, online resources and printed materials**
- 9** Stop it Now! is a project of The Lucy Faithfull Foundation and is supported by an Advisory Council made up of voluntary and statutory organisations
- 10** **People say about us: 'Over the last 10 years Stop it Now! has been a key player in developing innovative practice and thinking, particularly in relation to the primary prevention of child sexual abuse. Long may its influence and presence continue'**
NSPCC

'The overwhelming desire of all survivors is that children do not suffer as they did. Stop it Now! is integral to that goal and we are pleased to stand beside them and their dedicated team'

National Association of People Abused in Childhood

1

The Helpline

1.1 How it began

A survivor of child sexual abuse within her family in the USA, Fran Henry, learned first-hand from her experience the complexities that surround child sexual abuse. She realised the necessity of such abuse being brought into the open and addressed, and for adults other than professionals to take responsibility for protecting children. Fran founded Stop it Now! (USA) with the aim of giving all adults access to a safe and confidential place in which to discuss their concerns and receive the advice and support needed to keep children safe. The launch of their Helpline aimed to provide such a place for adults, including those who had abused children or young people or those who were at risk of abusing.

Led by The Lucy Faithfull Foundation, Stop it Now! UK & Ireland has built on this visionary concept. The Helpline began in June 2002 and by the end of December 2012 had provided information, advice and support to 14,524 callers, including people who contacted our anonymous email service and our Internet-related Services (see page 10).

We work with children's charities, survivor organisations, statutory agencies and Government departments across the UK and Ireland, alliances which are crucial not only to the credibility and effectiveness of the Helpline, but also to the underpinning campaigning work of Stop it Now! at local, regional and national levels.

The need for the Helpline has been demonstrated by the increase in calls and emails over the years, and by the feedback from callers, many of whom report that they do not know what they would have done without us, having nowhere else to turn.

The Helpline has received funding over the years from the Home Office, the Ministry of Justice and The Lucy Faithfull Foundation; with funding currently coming from the Offender Management and Public Protection Group of the National Offender Management Service in the Ministry of Justice. However, due to public sector funding pressures, this amount was reduced in 2012. In contrast, funding from The Lucy Faithfull Foundation has increased substantially over the years in order to maintain the service. However, this is unsustainable and going forward, additional funding is needed to meet the needs of increasing numbers of people who contact us for help.

1.2 How the Helpline works

It is ultimately the responsibility of adults to protect children from sexual abuse. The Stop it Now! Helpline is available for adults to call and is confidential, meaning people can choose to talk through their concerns anonymously.

The Helpline's principal target groups:

Adult abusers and those at risk of abusing: to encourage them to recognise their behaviour as abusive or potentially abusive and to seek help to change.

Family and friends concerned about an adult displaying worrying sexual thoughts or behaviour towards a child: to encourage them to recognise the signs of abusive behaviour in those close to them and to seek advice about what action to take.

Parents and carers concerned about a child or young person with worrying sexual behaviour: to encourage them to recognise the signs of concerning or abusive behaviour and to seek advice about what positive action they can take.

Additional groups included due to caller demand:

- ➔ **Adults concerned about a child or young person who may have been abused**
- ➔ **Professionals calling for case advice**
- ➔ **Adult survivors of child sexual abuse**

The Helpline's main objectives are to:

- ➔ **Assist** callers to identify the nature and seriousness of their concerns
- ➔ **Provide** information and support to callers to help them clarify their thinking
- ➔ **Explore** options available, including referral to our own follow-up service or to another agency
- ➔ **Advise** callers about further actions to consider
- ➔ **Agree** one or more protective actions the caller will take

The Helpline is overseen by Lucy Faithfull Foundation (LFF) managers experienced in working with child sexual abuse. There is further access to qualified LFF practitioners experienced in working with abusers, family members and victims of abuse. Their professional backgrounds include Probation, Police, Psychology and Social Work. They provide advice and support to Helpline callers through call backs and a face-to-face service (see page 30). First line operators include full time and sessional staff trained by LFF to work on the Helpline.

Our confidentiality policy is explained to callers at the beginning of their call. For those who prefer to email, details of the policy are clearly displayed on our website and in our literature. Callers are told:

“The Helpline is confidential. We will not ask you for your name or any other details, but if you do give us any information that identifies a child who has been, is being, or is at risk of being abused, we will pass this on to the appropriate agencies. We will also pass on details of any criminal offence that has been committed.”

1.3 Helpline activity

1.3.1 Calls and 'new' callers

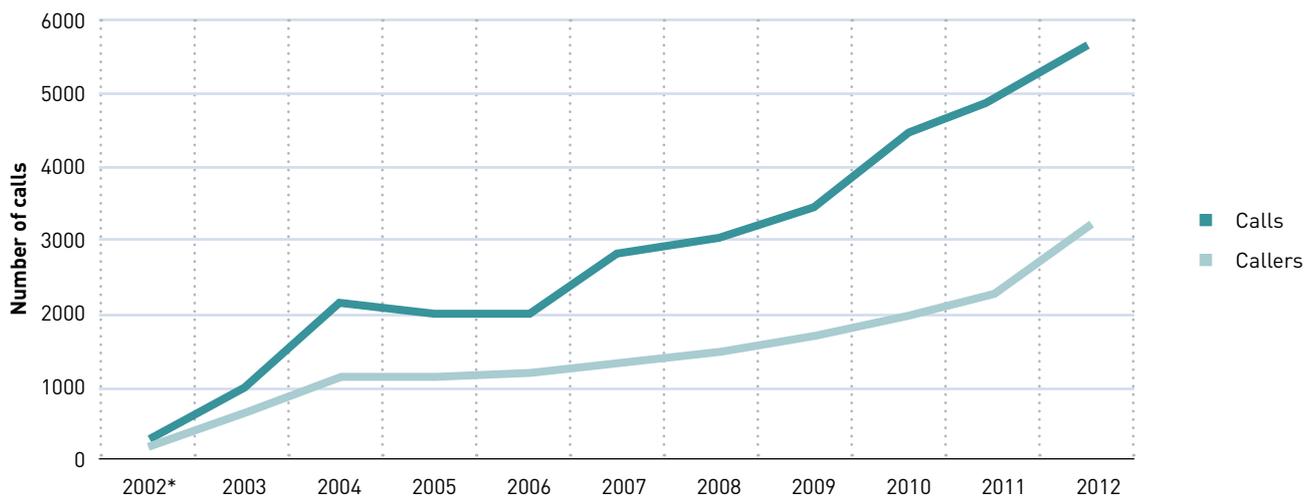
Some callers ring the Helpline only once. Others make further calls over an extended period of time. For example, a caller struggling with inappropriate thoughts about children or worried about a family member may need more support and call the Helpline more often than a professional calling for advice.

We count the overall number of calls and also the number of 'new' callers so that we know how many individuals have contacted us.

1.3.2 Overview of the 10 years

A total of **31,314** calls were handled by the Helpline between June 2002 and 31st December 2012, from **14,524** callers.

Graph 1 **All calls and new callers to the Helpline, 2002-2012**



*The number representing 2002 comprises figures from June to December.

The graph above demonstrates the increase in calls to the Helpline and in new callers. Table 1 below shows that 38% of callers were people concerned about their own behaviour. 27% of callers were adults concerned about the behaviour of another adult. 6% of callers were parents and carers concerned about a child or young person's sexual behaviour. A further 5% of callers were adults concerned about children who may have been abused. Professionals asking advice comprised 13% of callers.

Calls to the Helpline significantly increase in the immediate aftermath of high profile sexual abuse cases, such as the very high profile case of Jimmy Savile.

Table 1 **Calls and callers to the Helpline by caller group, 2002-2012**

Principal Target Groups	No. of calls	% of all calls	No. of callers	% of all callers
Adults concerned about their own behaviour	17,051	54%	5,539	38%
Family, friends and adults concerned about the behaviour of another adult	7,425	24%	3,883	27%
Parents and carers concerned about a child or young person's sexual behaviour	1,380	4%	831	6%
Additional Target Groups	No. of calls	% of all calls	No. of callers	% of all callers
Adults concerned about children who may have been abused	1,195	4%	754	5%
Professionals	2,168	7%	1,918	13%
Survivors of child sexual abuse	807	3%	599	4%
Other callers*	1,288	4%	1,000	7%
TOTAL	31,314		14,524	

*The 'other callers' category includes those with general Internet concerns, requests for general information and calls from children.

Table 1 gives a breakdown of calls and callers into types of caller. It shows that the bulk of calls come from the Helpline's principal target groups, with adults concerned about their own behaviour being the main type.

In 2005 we identified that 17% of calls came from individuals outside our three principal target groups. Consequently, four additional target groups were added to our database and to quarterly reports to the Ministry of Justice. These groups are listed in the table above. Over the ten years, these additional groups comprised 29% of callers.

1.3.3 Caller groups

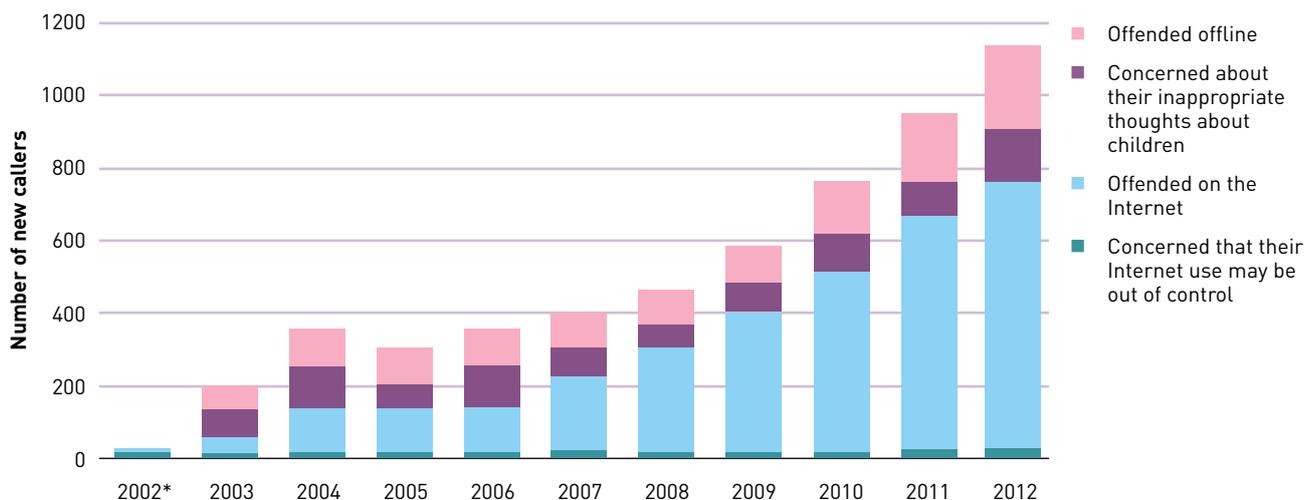
Group 1: Adults concerned about their own behaviour

This group includes adults who have committed sexual offences against children and those concerned that they might. Included in this group are adults who commit offences using the Internet (online) and those who commit sexual offences in the home or community (offline). This caller group has the most contact with the Helpline – adults who are concerned about their thoughts, feelings and/or behaviour towards children. On average, each person called 3 times.

Over the ten year period, the Helpline received **17,051** calls from **5,539** adults concerned about their sexual thoughts, feelings and/or behaviour towards children.

The number of calls received from women in this group represents 2% of calls. 55% of these calls were about the women's inappropriate thoughts towards children, and 29% related to online offending.

Graph 2 **Adults concerned about their own behaviour – number of new callers by year**



*The bar representing 2002 comprises figures from June to December.

Year on year, the number of new callers has risen steadily, with the 2012 figure having increased more than fivefold compared with 2003.

Contributing significantly to this increase is the number of people calling who have offended online; for example, in 2012 740 new callers in this group contacted the Helpline in comparison to 48 new callers in 2003. Primarily this is a result of our increased profile with the Police and Probation. Police give our Helpline number to arrested offenders to help them to manage their future behaviour. People have also contacted the Helpline because they are concerned about their Internet use being out of control. These callers comprise 3% of all callers in this target group, and the number of new callers in 2012 concerned about their Internet use was the highest received in a year since the Helpline was established.

Of the 5,539 callers in this target group, 61% (3,398) were concerned about their Internet behaviour and the remaining 39% (2,141) were concerned about their 'offline' thoughts and behaviour towards children. Of these 'offline' callers, 58% had previously abused one or more children and wanted help to manage their behaviour. Police and Probation's knowledge of the Stop it Now! Helpline has undoubtedly contributed towards the noticeable increase since 2010 in callers to the Helpline who have offended offline.

We have spoken with 894 adults who were simply concerned about their inappropriate sexual thoughts involving children. 42% had not yet abused a child but were troubled by their sexual thoughts and wanted help to manage them. This highlights how the Helpline is reaching people who have not yet offended but who believe they are at risk of doing so. The Helpline is providing a crucial service in the prevention of child sexual abuse – working to prevent abuse from happening in the first place.

Thank you to everyone at Stop! I could not have got to this point without your help.

Internet offender released from prison

The following call examples demonstrate the type of call the Helpline receives from people in this caller group, with an example of a man who hasn't been arrested but is troubled about his thoughts towards children, a man who has been arrested for accessing indecent images of children on the Internet, and a man who had abused his own daughter but not been reported or arrested.

Call Example 1

CALLER: **JOHN**
HELPLINE OPERATOR: **BRIDGET**
SOURCE OF HELPLINE NUMBER: **METRO NEWSPAPER**

Call Details:

John, a middle aged man, contacted the Helpline with concerns about his feelings towards his friend's teenage daughter, Laura. During the past few years, John has developed a close relationship with Laura's mother who has been through a difficult divorce. He described his relationship with Laura's mother as platonic; neither is interested in a sexual relationship.

He thinks Laura sees him as a father figure, but he has begun to develop sexual feelings towards her. He is appalled by his thoughts and has never acted on them.

John recently started seeing a therapist but has not spoken about his feelings for Laura because he fears repercussions. He uses the sessions to help manage his feelings of depression which he believes are partly related to his current situation.

John does not have any children of his own and does not come into contact with any during his working hours as an office manager. He wants help to manage his inappropriate thoughts.

Discussion and Advice:

- ▶ We said that John had taken proactive steps by contacting the Helpline and by referring himself to a therapist. We encouraged him to continue seeing the therapist to discuss his mental health and general sexual concerns, and that he be as honest as possible with the Helpline about his attraction to Laura.
- ▶ We discussed the importance of John never being alone with Laura or putting himself in situations that were risky. Was it possible to meet her mother by herself, or outside of the home, or to consider ending the relationship altogether?
- ▶ We discussed the importance of John not reinforcing his inappropriate thoughts with masturbation. We explored a number of techniques that John might try to manage his fantasies such as removing himself from the risky environment and distracting himself with tasks that were mentally absorbing. We discussed the negative consequences for Laura should he act on his thoughts and suggested John reflect on these.
- ▶ John was close to his sister, so we suggested he consider telling her about the situation.



Actions agreed with John:

- ▶ To implement immediate child protection measures by never allowing himself to be alone with Laura.
- ▶ To focus on managing his fantasies using the techniques discussed.
- ▶ To continue to use the Helpline.
- ▶ To consider disclosing to his sister and to pass the Helpline number on to her if he does this.
- ▶ To continue accessing help from the therapist.

Outcome

John called the Helpline five times over a four month period. He began to spend less time with Laura's mother and saw Laura less often. In order to occupy his mind he started an adult education class through which he met some new friends. He found this helped to increase his self-esteem and in the management of his fantasies. He continued to use his therapist for support. He also disclosed to his sister. Although initially shocked, she was able to offer support.

Call Example 2

CALLER: **TERRY**
HELPLINE OPERATOR: **SUE**
SOURCE OF HELPLINE NUMBER: **POLICE**



Call Details:

Terry rang the helpline as he was arrested the day before for possession of indecent images of children. He was interviewed in the presence of a solicitor and released on bail for 3 months. He had been viewing adult pornography and clicked on successive links which led him into viewing child pornography. He felt this was wrong, but curiosity drove him back and it became a habit. He had been looking at girls in their early teens. He started viewing pornography after his wife became ill with depression, but he said he did not want to use that as an excuse. He wanted help in understanding why he was drawn to look at these images and to keep going back. Terry said that he would never dream of looking at children in a sexual way in real life.

Terry has two sons aged 12 and 9 years old, and the Police have said he cannot currently live at the family home. He is worried about work as he is in full time employment and has told them he is under investigation for something else. His work does not involve any contact with children but his wife is a teaching assistant.

Discussion and Advice:

- ▶ We discussed his general welfare and to consider seeing his GP if he was feeling depressed or anxious.
- ▶ We spoke about his wife and how she was coping. We encouraged him to understand that she would need support as well. We explored whether he could speak to other close relatives or friends so he and his wife could both receive support from others, not just each other.
- ▶ We discussed how his arrest might affect his wife's work.
- ▶ We discussed how his children were coping and what they had been told.
- ▶ A discussion took place about how Children's Services would become involved and what that could mean.
- ▶ We provided him with details of two books he might want to buy which could help him to start managing his Internet behaviour.
- ▶ Terry mentioned he had seen in a leaflet that there was a course he might be able to go on to address his Internet offending. We briefly discussed Inform Plus and a call back was arranged so he could find out more.

Actions agreed with Terry:

- ▶ To call and speak to somebody on a specified date about the Inform Plus course.
- ▶ To encourage his wife to ring the Helpline for support.
- ▶ To ensure his own self-care and well-being.
- ▶ To think about the child protection measures that might be needed, and to have a related discussion with his wife and Children's Services.
- ▶ To buy and read the recommended books 'In the Shadows of the Net' and 'The Porn Trap'.
- ▶ To continue to use the Helpline.

Outcome

Terry obtained the two recommended books which he found helpful. Following his call back he decided the Inform Plus programme could help him further. His wife also contacted the Helpline and they both attended a face-to-face meeting before enrolling on the Inform Plus and Inform programmes. Children's Services allowed Terry to return home on the proviso that he could not be alone with the children. Terry received a Community Order with Sex Offenders Registration. When Terry bought a new computer he decided to have Securus (see page 34) installed, as one of his relapse prevention strategies.

Call Example 3

CALLER: **STEPHEN**
HELPLINE OPERATOR: **ALEX**
SOURCE OF HELPLINE NUMBER: **WEBSITE**



Call Details:

Stephen told us he had sexually abused his daughter, Deborah, for a number of years when she was an adolescent. He explained that she is now an adult and had recently disclosed the abuse to her mother. Stephen admitted to his wife that the allegations were true and his wife was extremely angry. He feared for the future of their marriage and his relationship with his two other adult children, should this information be disclosed to them. Stephen was extremely distressed and tearful during his initial call and said he was having suicidal thoughts.

When asked if he had sexually abused other children, Stephen said he had 'touched' a teenage relative. The girl had told her parents at the time but Stephen had denied it when challenged. He said it was an isolated incident.

Stephen also disclosed that he was sexually and physically abused by staff at a children's home when he was a child.

Discussion and Advice:

- ▶ We discussed how he was feeling and it appeared that much of Stephen's distress reflected his self-disgust and shame that he had not learnt from his own experience of victimisation and instead had perpetuated abuse within his family.
- ▶ We talked about sexual interest in children and he stated that he had no contact with children now, neither through his employment or his personal and family life.
- ▶ Discussions also focused on what may be involved in the criminal justice process should Deborah wish to report the offences to the Police.

Actions agreed with Stephen:

- ▶ We suggested he make an appointment with his GP regarding his stress and anxiety and that he call the Samaritans for support and advice if he feels suicidal.
- ▶ We arranged a call-back with a specialist practitioner to discuss his behaviour and the support that he needs to address his past offending behaviour.
- ▶ We said his wife and daughter could call us independently for help and support too.

Outcome

Stephen maintained regular contact with the specialist practitioner over the subsequent few months. His wife and daughter also called the helpline and received on-going support from a different practitioner. Stephen gave permission for the content of his calls to be shared with his family members as appropriate. He made an appointment with his GP and was prescribed anti-depressants; and over the following weeks his suicidal feelings abated. We worked with him on strategies that he could use to ensure he did not reoffend. His wife confirmed that he had no contact with children currently.

Deborah did not wish to pursue criminal proceedings against her father. Instead she wanted her mother and siblings to know about her abuse and for her father to take responsibility for his past behaviour, thus freeing her from her burden of secrecy and guilt. Staff on the helpline encouraged the family to think how best to inform Deborah's brothers of her abuse and to identify their desired outcomes from this process.

Stephen agreed to leave the family home and found private accommodation a few miles away, allowing Deborah to return home to be with her mother. They subsequently informed Deborah's brothers about Stephen's abusive behaviour towards Deborah, and they responded in a balanced and mature way, prioritising their sister's needs whilst not disowning their father.

Having established a climate of openness, family members now have the opportunity to decide what next steps they wish to take individually and as a family. Stephen in particular continues to use the call-back service for support and guidance.

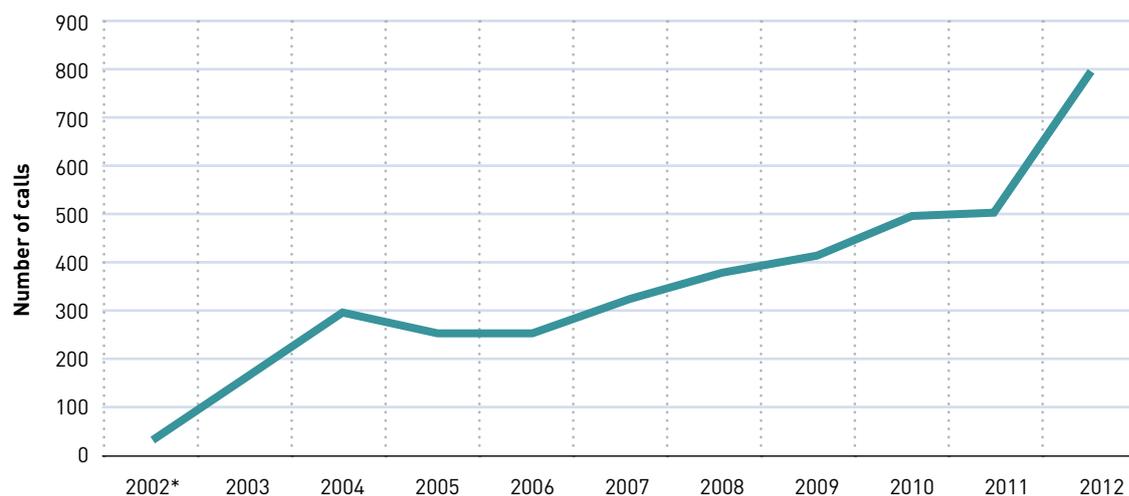
Group 2: Family and friends concerned about another adult's behaviour

Included in this group are adults who have noticed a change in another adult's attitudes or behaviour that concerned them, and adults whose partner, family member or friend has been arrested or is under investigation for online or offline offending. People in these situations often find it difficult to discuss their concerns with anyone, whether a family member, friend or professional, for fear of potential repercussions. The ability to call the Stop it Now! Helpline in confidence relieves that pressure and enables them to receive on-going support and appropriate advice on how they can keep children safe.

The majority of callers in this group heard about the Helpline from the Stop it Now! and Parents Protect! websites, the Police, or a family member or friend.

A total of **7,425** calls were made to the Helpline by **3,883** new callers in this group between June 2002 and December 2012, representing 24% of all calls and 27% of callers.

Graph 3 Family members and friends calling the Helpline for the first time, by year

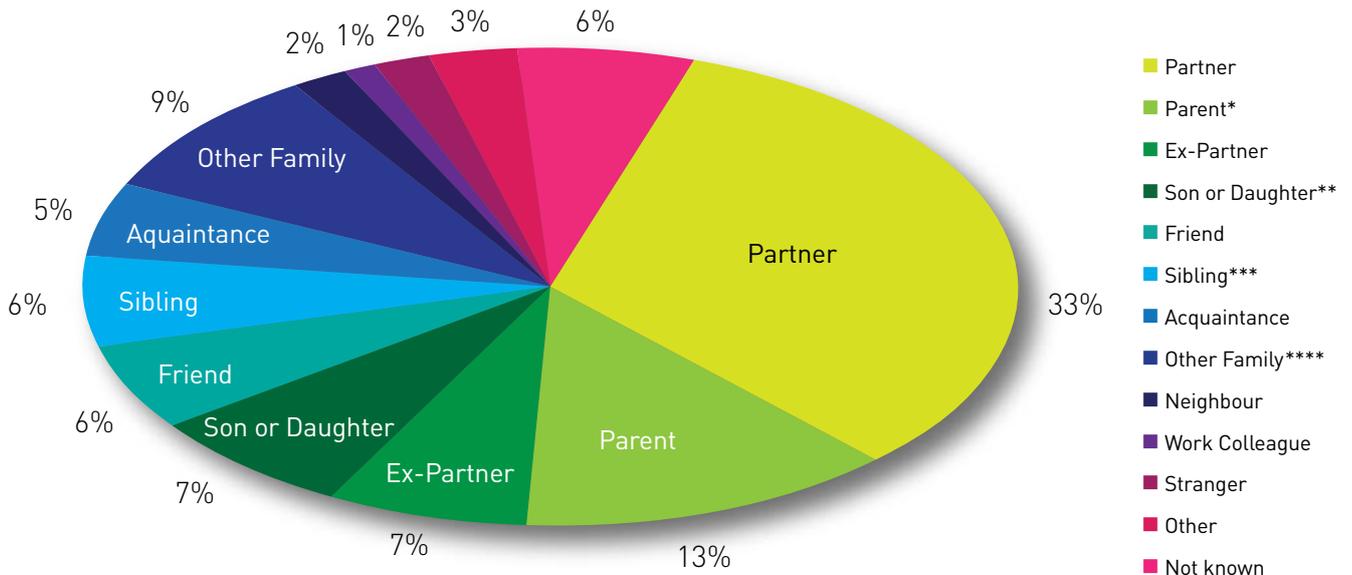


*The number representing 2002 comprises figures from June to December.

Graph 3 above shows a steady increase over the ten year period. The number of new callers in 2012 was 785 compared with 151 in 2003 – a rise of 420%, demonstrating how much this caller group has grown.

79% of callers in this group were women. All callers were asked what their relationship was to the person whose behaviour they were concerned about, which is reported in the pie chart on the following page.

Graph 4 Relationship of caller to person who is causing concern



*Parent includes natural and step

**Son/daughter includes natural and step

***Sibling includes natural, step and in-law

****Other family includes natural, step and in-law grandparents, in-law parents, uncles, aunts, nieces, nephews and cousins

Partners and parents made the largest number of calls. This is encouraging, as it demonstrates that family members can identify worrying behaviour and that they will seek advice regarding how to deal with the situation with a view to protecting children.

Thank you so much for listening and not judging me.

A woman who called the Helpline after her partner disclosed to her his prior convictions for indecent assault against a child and viewing indecent images online

The graph below provides a breakdown of the types of concerns family members and friends had about another adult when they called the Helpline.

Graph 5 Types of concerning behaviour reported by family members and friends



*The bar representing 2002 comprises figures from June to December.

Since 2007, those calling about an adult who has offended on the Internet has increased greatly. Many callers phoned as a result of the Helpline number being passed to them by the Police or by the offender. There was a significant change in caller profile in 2012, with a growing proportion of callers worried about an adult who had offended offline - numbers doubled in 2012 (217 new callers) in comparison with the previous year (109 new callers). These caller numbers demonstrate that more people feel able to call the Helpline for information about how to prevent further risk to children, as well as receive support for themselves.

Since 2007 the Helpline has also seen an increase in callers concerned about another adult's offline behaviour, which has not come to the attention of the authorities. In 2012 this figure more than doubled compared with the previous year, with 78 new callers in 2011 rising to 184. The increasing number of callers from this group is encouraging; it indicates a heightened vigilance by the public and a determination to get advice and help that protects a child.

Thank you. You have clarified my thinking and calmed me down.

A woman who used the Helpline several times after her husband was arrested for viewing indecent images of children online

The following call example illustrates the type of call received by somebody concerned about the behaviour of another adult.

Call Example 4

CALLER: **MARION**
HELPLINE OPERATOR: **JENNY**
SOURCE OF HELPLINE NUMBER: **FRIEND**



Call Details:

Marion called with concerns about her sister Julie's husband, Tom. She is concerned about his behaviour towards his sons - her nephews - aged 13 and 10, but has no specific evidence of abuse and doesn't know what to do. Marion has noticed that Tom always insists his 10 year old son sits on his knee, despite his son's apparent reluctance. Marion also feels Tom is more tactile with his sons than she feels he needs to be. She has also noticed her older nephew become increasingly withdrawn, and Julie recently commented to Marion that her youngest son has become quite 'clingy' and started wetting the bed.

Marion told the Helpline operator that two years ago Tom was accused of acting sexually inappropriately towards two 12 year old boys during a trip away with a local football club. However, no formal complaint was made.

Discussion and Advice:

- ▶ Marion's fears of hyper-vigilance were discussed, as her ex-husband abused her own daughters. However, it was acknowledged that there did appear to be a number of causes for concern in this situation with her brother-in-law.
- ▶ Marion was reluctant to press her fears and suspicions too persistently with her sister, as she did not want to ruin her close relationship with her sister and nephews. She thinks her regular presence in the home provides a measure of protection.
- ▶ The potential role of Children's Services was discussed. Whilst better to involve statutory agencies before harm is done, Marion was concerned that there may be no real substance to her concerns and that she may make matters worse.

Actions agreed with Marion:

It was recommended that Marion should ideally involve her sister in the decision-making around what to do - child protection measures needed to be put in place to keep the children safe.

It was agreed that Marion should write a chronology of all of the concerning incidents she has witnessed, and to continue to monitor the situation.

Marion was advised to pass the Helpline number to her sister, so she could also seek advice and support.

It was suggested that, where possible, Tom should not be allowed unsupervised access to his sons. Marion was also asked to consider whether he has access to any other children.

Marion was advised to visit the Parents Protect website for more information around how she and other family members can protect the children in the family from sexual abuse.

Outcome

Marion contacted the Helpline again advising that she had spoken to her sister about her concerns. Whilst defensive and upset at first, her sister admitted to being worried about her husband's behaviour toward her sons.

Both Marion and Julie accessed the Parents Protect website which provided some ideas and guidance as to how to monitor the situation and safeguard the children. Julie had also talked to the boys about keeping themselves safe, advising them that they could talk to her if they had any concerns.

Group 3: Parents and carers concerned about a child or young person's sexual behaviour

This group of callers consists of parents, carers and other adults who have phoned the Helpline with concerns about the sexual behaviour of a child or young person. Approximately one-third of all sexual offences in the UK are committed by people under the age of eighteen¹, the majority of whom stop offending over time. These young people need to be made aware of the inappropriate nature of their behaviour and what they require will range from basic education around sexuality and relationships, to extensive intervention to address more deep-seated issues.

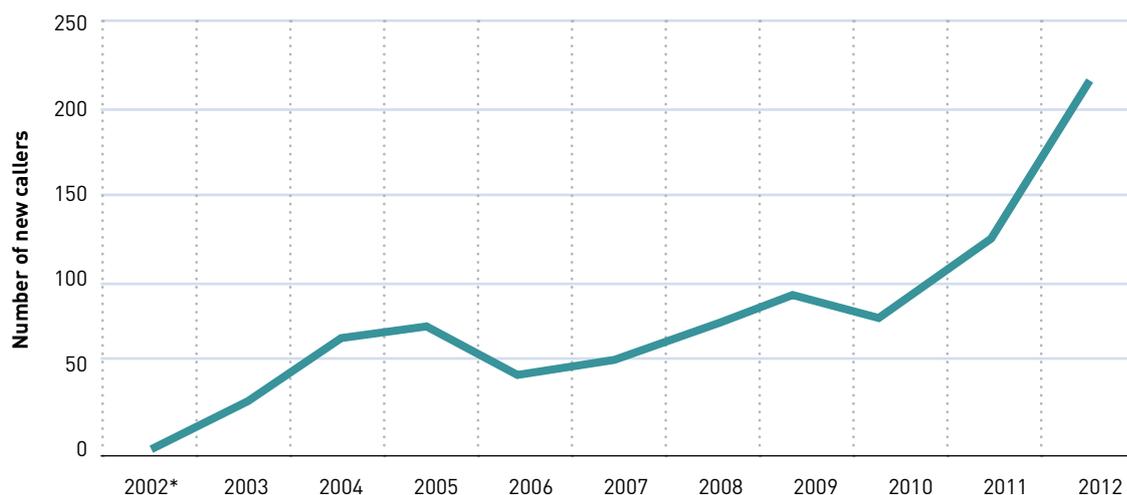
Parents and carers may be afraid to take action that involves statutory agencies for fear of potential repercussions – a fear that if they report, the child or young person could be labelled for life as a 'sex offender', or that others may judge them to be 'bad parents'. The Helpline allows concerns to be discussed confidentially, enabling callers to explore the options available to them and take action.

Whilst most adults in this category call because of concerns about one child's harmful sexual behaviour towards another child, those calling about young children are often confused or uncertain about age-appropriate sexual behaviour in children. Helpline staff give advice on appropriate responses by adults and materials that parents and carers might find useful.

The Helpline has handled **1,380** calls from **831** adults in this group, representing 4% of all calls and 6% of callers.

The smaller number of calls from this group may reflect how difficult it is for adults to distinguish between behaviours that are harmful and abusive, and behaviours that are age-expected and for people to face that they need advice about their children's sexual behaviour. A large number of callers in this group heard about the Helpline from the NSPCC as well as the Stop it Now! and Parents Protect! websites.

Graph 6 **Parents, carers and other adults concerned about the sexual behaviour of a child or young person, by year**

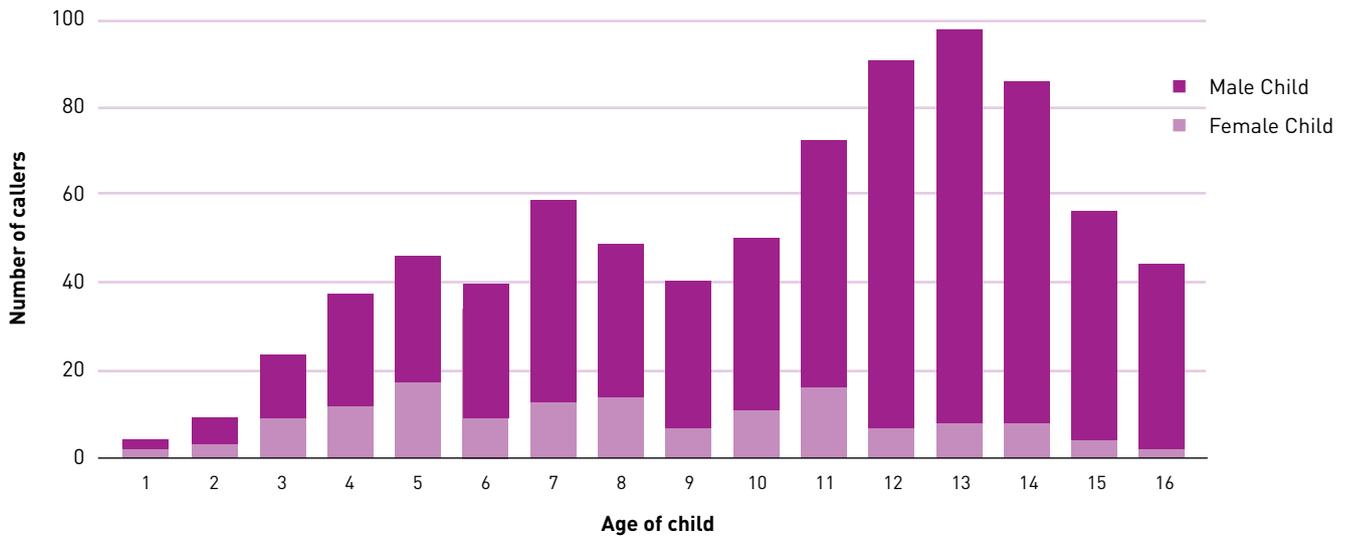


*The number representing 2002 comprises figures from June to December.

As the graph above shows, progress in prompting calls from this group has been variable, but with a sharp rise occurring since 2010. There were 193 new callers to the Helpline in 2012 in comparison with 29 in 2003.

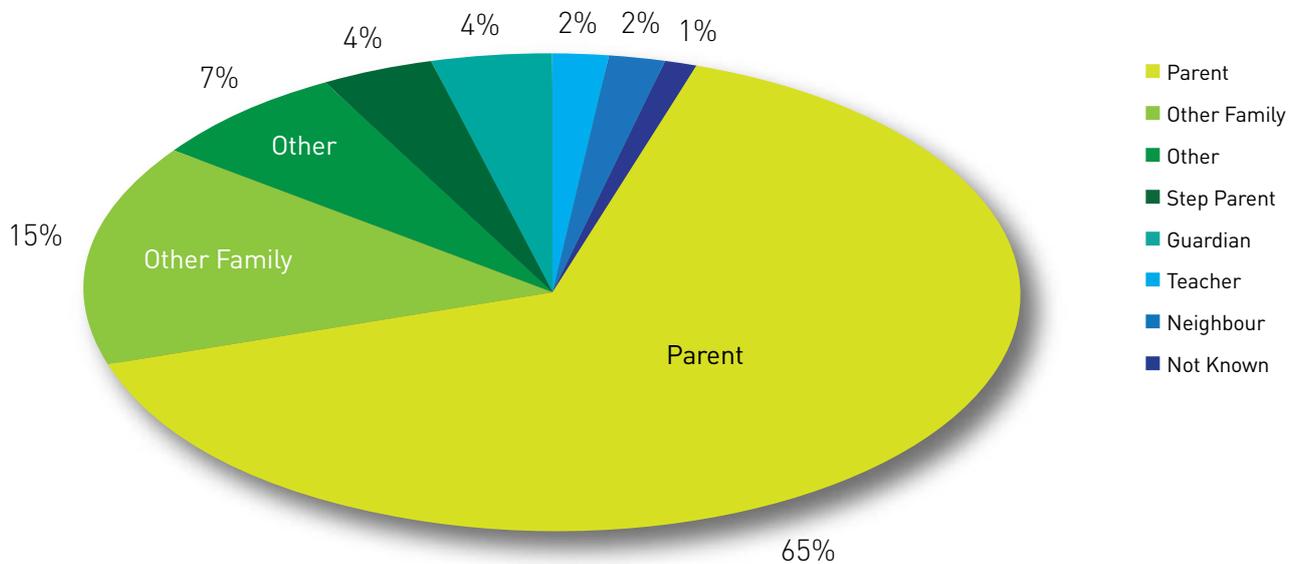
¹ Lovell, E., 2002, *Children and Young People who Display Sexually Harmful Behaviour*, NSPCC.

Graph 7 **Age and gender of child or young person with concerning sexual behaviour**



Callers in this group were concerned about children and young people aged up to 17 years old, and whilst the majority of concerns related to males (82%), the proportion of concerns about the sexual behaviour of female children is somewhat surprising at 18%. The proportion of females in some of the younger age groups, particularly 3 to 8 year olds, was higher than would be expected. And whilst greater concerns related to young teenagers, concerns about 4 to 11 year olds were of significant volume.

Graph 8 **Caller's relationship to child or young person with concerning sexual behaviour**



The majority of callers were female. And of all callers, the vast majority were adult family members, with 65% being the child's parent.

The following call examples illustrates the type of call received on the Helpline regarding a child or young person displaying concerning sexual behaviour, and the complexities that can arise with this type of situation.

Call Example 5

CALLER: EMMA
HELPLINE OPERATOR: ALEX
SOURCE OF HELPLINE NUMBER: INTERNET SEARCH



Call Details:

Emma contacted the Helpline in a very distressed state. She told us that Jack, her 14 year old son, had behaved in a sexually harmful way towards his 6 year old sister, Kate. As a result the whole family is in a state of shock and does not know what to do next.

It transpired that Jack often helps his mother to look after Kate, including bathing her and putting her to bed. The disclosure arose after Kate started to become very agitated, saying that she did not want Jack to put her to bed. When Emma asked her why, Kate said that Jack had touched her genitals and had hurt her on a number of occasions. Jack had initially denied these allegations but later admitted that they were true. Emma explained that Jack is now living at a relative's house where there are no children present but that this is only a temporary solution. Emma wondered whether he is a paedophile. She wanted to know what she should do as she and her husband are unsure whether the matter should be reported to the authorities and what the ramifications of this would be. Emma wants Jack to get help but her husband does not want Jack to be stigmatised or criminalised for the rest of his life.

Discussion and Advice:

- ▶ Having established that Jack did not currently have any access to children and that he could remain living in his current accommodation in the short term, we considered the potential impact on Kate and how best to manage the situation. We spoke about the importance of providing reassurance to Kate that this experience was no fault of hers and that she had been brave to tell her mother about what had happened. Myths about why children do not disclose sexual abuse were discussed and Emma confirmed that Kate's disclosure had been believed and taken seriously by her and her husband.
- ▶ In considering Jack's situation, we reassured Emma that it was highly unlikely Jack was a paedophile but clearly he was a troubled young man who needed help and support. However this was only likely to be available if Children's Services and the Police were notified of Kate's disclosure.
- ▶ We told Emma that we could assist with reporting the matter to the authorities, should she decide to follow that course of action.
- ▶ We suggested that Emma could access the Parents Protect! website for further information with regard to issues relating to child sexual abuse, and advice on developing a Family Safety Plan.

Actions agreed with Emma:

- ▶ To speak to her husband about how to reassure Kate that she has done the right thing in disclosing to them.
- ▶ To discuss with her husband the options available to them and to consider the help they could access for Jack should they decide to report it to the authorities.
- ▶ To access the Parents Protect! website to seek further information around how to keep Kate safe in the future.
- ▶ To continue to use the Helpline for further advice and support.

Outcome

Jack remained living at a relative's house as Emma felt he would continue to present a risk to Kate. Emma said she found it very difficult to reflect on what her daughter had endured but she recognised that Kate may need to talk about her experiences further. A call back was arranged enabling Emma to speak to a specialist practitioner; during the call further information was provided by Emma regarding the severity of the sexual activity performed by Jack, which further highlighted the need for Emma and her husband to consider notifying the authorities. Emma confirmed that as a result of her conversations with the Helpline she felt much clearer that the matter needed reporting to the Police and expressed her gratitude to the Helpline operators for their support and guidance.

Call Example 6

CALLER: JONATHAN
HELPLINE OPERATOR: PETE
SOURCE OF HELPLINE NUMBER: WEBSITE



Call Details:

Jonathan and his wife Lydia have two adopted children, Paul 13 and Cara 6. Paul has problems at school and suffered sexual abuse in his birth family. Jonathan said that a while ago he had found both children in Paul's bedroom in a state of undress and Paul was attempting to insert his finger into Cara's bottom. Paul said they were playing doctors and nurses, which Cara confirmed. Jonathan explained OK and not OK games and they agreed not to play in their bedrooms together.

Recently Jonathan discovered that Paul had a secret phone, in addition to the one they had given him. When Jonathan looked at the second phone, he found video clips of Cara masturbating Paul and Paul touching her genital area. He also found sweets in Paul's bedroom which Cara had told him about and which he may have used to entice her and keep her quiet. At the point of his first call, Jonathan had not yet talked to Paul about what he had found.

Discussion and Advice:

Given the current child protection concerns in the case a senior practitioner assisted the trained Helpline operator

- ▶ We discussed Paul's on-going risk to Cara (and perhaps to other children) and stressed that it must be taken seriously, given the extent and nature of his harmful behaviour.
- ▶ We discussed immediate child protection measures to protect Cara.
- ▶ We talked about how Cara needs clear, reassuring messages that Paul's behaviour was wrong and that they will not allow him to do it again. The parents should watch for changes in her demeanour or behaviour which might indicate distress or trauma.
- ▶ We spoke about Paul needing to know his parents knew what he had done, that it was wrong and harmful to his sister, and that they would not allow him to do it again. Then reassure him of their love for him.
- ▶ Jonathan and Lydia were offered our follow-up intervention service and calls were arranged with specialist practitioners with the relevant expertise.

Contact with a senior practitioner continued over 3 months. We discussed options, explaining the likely implications of each.

Seeking help from their GP or children's services would involve a police investigation as an offence had been committed and would have to be reported. Despite our view that Paul's behaviour went well beyond sexual exploration and curiosity and would probably need professional intervention, the parents were adamant they would not involve the statutory services as they felt they would be letting their son down if they didn't try to resolve matters themselves. However, they were keen for practical advice. A face to face meeting was suggested but they decided against it as the conditions were that local child protection police would be informed and would need to approve LFF using discretion about further action; also, that the parents would give up their anonymity if LFF then deemed it necessary to involve the statutory services.

Actions agreed with Jonathan:

- ▶ To implement immediate child protection measures, such as close supervision of the children.
- ▶ To continue to monitor the behaviour and demeanour of both children for signs of distress.
- ▶ To monitor all computers/mobile devices enabling parental controls and restrictions of use.
- ▶ To keep call-back appointments to discuss progress. However, either parent could call for further advice and support as necessary.

Outcome

The parents did a lot of work with the children. Paul wrote a letter of apology to Cara. This seemed to have a good effect on Cara and she continued to show no signs of distress or disturbance. Jonathan spent more one to one time with Paul in shared activities and encouraged Paul to spend time with friends. The parents spoke to the school about Paul's educational problems to ensure he was getting support and assistance.

Jonathan took the major step of taking Paul to their GP to ask for a referral to a young peoples' counselling service, which was agreed. He was aware that during counselling Paul's sexual behaviour may be disclosed, but he and Lydia were prepared to deal with whatever happened. We believe that this newfound confidence was due to the telephone service: without it these parents would have chosen to do without advice rather than risk placing their child in the hands of the authorities.

Group 4: Adults concerned about a child or young person who may have been abused

Some adults call concerned about a child or young person who may have been, or is perhaps being abused. This type of call can be complex, particularly where the alleged abuser is another child or young person and may be in need of protection themselves. In fact, in one half of calls in this group the concerning behaviour has been by another young person, typically within immediate and extended family and close friendship groups. Information and advice to all the adults involved is particularly important, including developing confidence in contacting Children's Services and resources such as MOSAC (supporting non-abusing parents of sexually abused children) and the NSPCC's services for child victims.

A large number of callers in this group heard about the Helpline from the Stop it Now! and Parents Protect! websites.

The Helpline has received **1,195** calls from **754** adults in this group, representing 4% of all calls and 5% of callers.

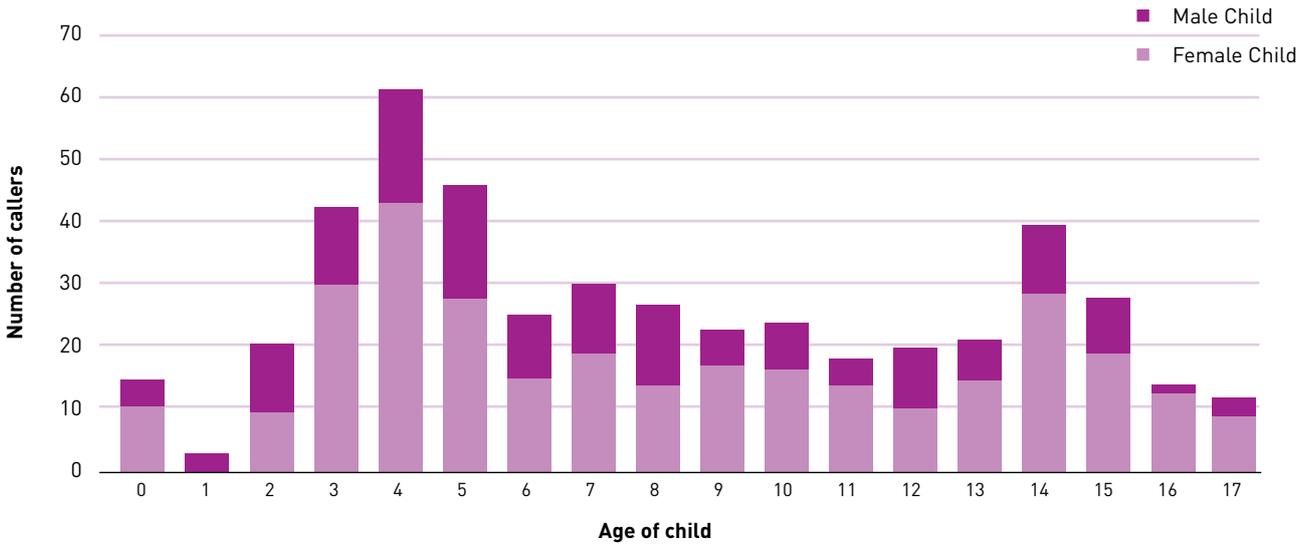
Graph 9 **Parents, carers and other adults concerned about a child or young person who may have been abused, by year**



*The number representing 2002 comprises figures from June to December.

Although numbers in this caller group are smaller than the principal target groups the number of new callers rose from 80 in 2005 to 142 in 2012.

Graph 10 **Age and gender of child or young person who may have been abused**



The majority of adults calling with a concern about a child or young person being abused were worried about a female child. The ages of children were wide ranging but there was a noticeable peak at 3 to 5 years, as displayed in Graph 10 above.

52% of people in this group called with concerns that a child was being sexually abused by another child or young person.*

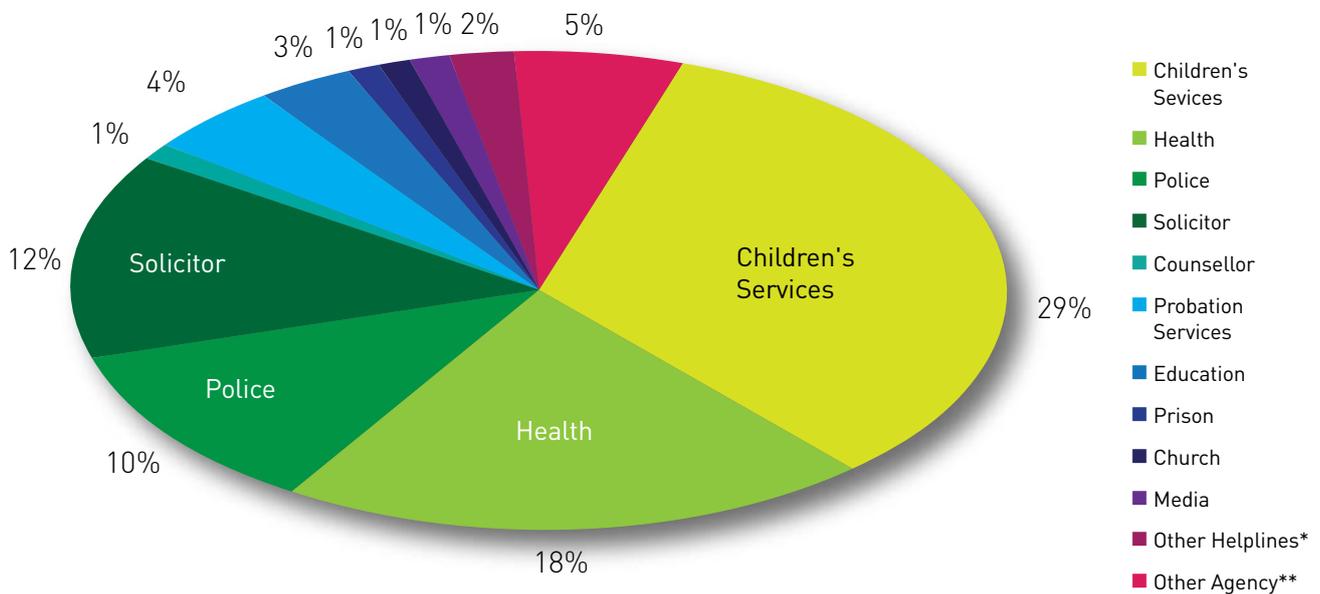
**Percentage based on a sample of callers taken from this category who called the Helpline between 2005 and 2009*

Group 5: Professionals

It became clear in the early days following the launch of the Helpline that professionals working in the voluntary and statutory sectors without specific sex offender knowledge valued having access to the expertise of the Stop it Now! Helpline, to speak to an operator with experience of dealing with sexual abuse.

2,168 calls were made by 1,918 professional callers over the ten year period. Graph 11 shows the agencies represented by the professionals calling the Helpline for advice. The graph demonstrates that, of the calls made to the Helpline where the profession was known, almost half of the professional callers were from either Children's Services or Health. Callers from Children's Services tend to seek advice from the Helpline regarding families they are working with who have been affected by child sexual abuse. Callers from Health include GPs, mental health workers, psychotherapists and drug and alcohol addiction services. These callers tend to phone the Helpline for advice relating to a specific individual case.

Graph 11 Agencies represented by professional callers to the Helpline



*Other Helplines include NAPAC (National Association for People Abused in Childhood), Action for Prisoners' Families and the Samaritans.

**Other agencies include NSPCC, Relate, Victim Support, Rape and Sexual Abuse Counselling Centres, Local Authorities, Citizens Advice Bureau.

You're a brilliant service. Thank you. You've taught me we need to tackle child abuse by helping those arrested and not just victims.

A counsellor who called the Helpline for advice about a client

Group 6: Adult survivors

Adult survivors of child sexual abuse may call the Helpline because they need to talk about their experiences of being abused. Some of these callers may want to gain an understanding of why people offend against children in order to begin to make sense of their own circumstances. This process can help them to move forwards with their lives. The Helpline has specialist practitioners on hand to provide tailored advice and support to survivors of abuse. However, we also direct callers to dedicated survivor organisations so they can receive the specialist telephone and face-to-face support they may need. These organisations include NAPAC (the National Association for People Abused in Childhood) and Survivors UK.

The Stop it Now! Helpline has a particularly important role to play with such callers in exploring potential on-going risk to children that can be prevented – for example, where a caller was abused by an adult family member some years ago and now has children who may be in need of protection.

A small proportion of this caller group are now struggling with their own inappropriate sexual thoughts and feelings towards children. Of a sample of adult survivors contacting the Helpline between 2005 and 2009, 5% described experiencing inappropriate thoughts and feelings. Given their recognition of the harm done to them through being abused, these callers seek an understanding of how and why their own sexual thoughts have become troubling; and critically seek practical advice and help on how to manage this intrusive thinking.

807 calls were received from survivors. These calls were made by **599** individuals, of whom **68%** were female.

Calls from adult survivors of child sexual abuse comprised 3% of all calls to the Helpline, and 4% of all callers over the ten years. Most callers in this group heard about the Helpline from the Stop it Now! or Parents Protect! websites.

Graph 12 **Adult survivors of child sexual abuse calling the Helpline, by year**

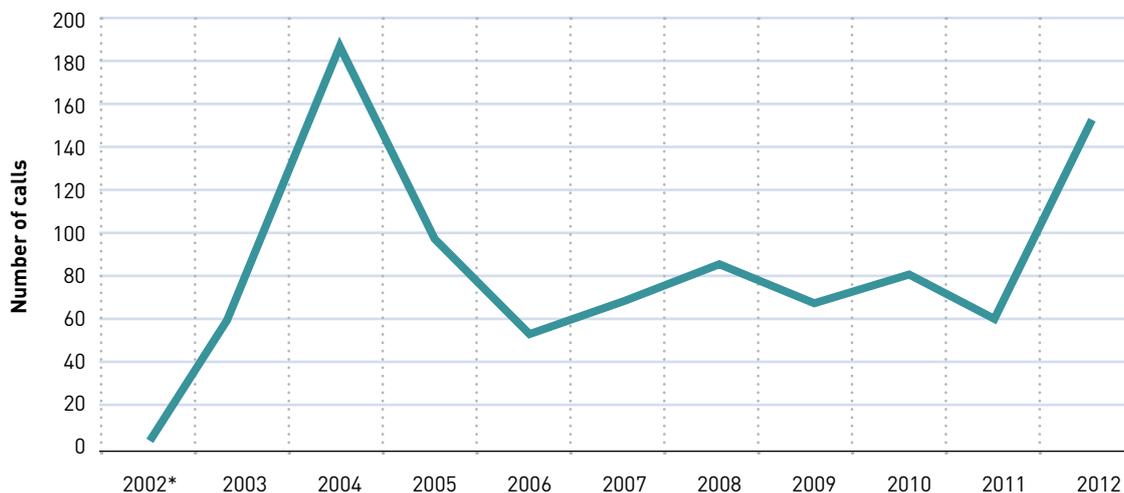


*The number representing 2002 comprises figures from June to December.

Callers requiring general information

1163 calls were made to the Helpline by 946 callers who were requesting general information about child sexual abuse and its prevention. These calls often resulted in the supply of information on the law and arrangements concerning sexual offences and sex offender management in the UK, as well as provision of resources including Stop it Now! information leaflets.

Graph 13 Callers to the Helpline requesting general information, by year



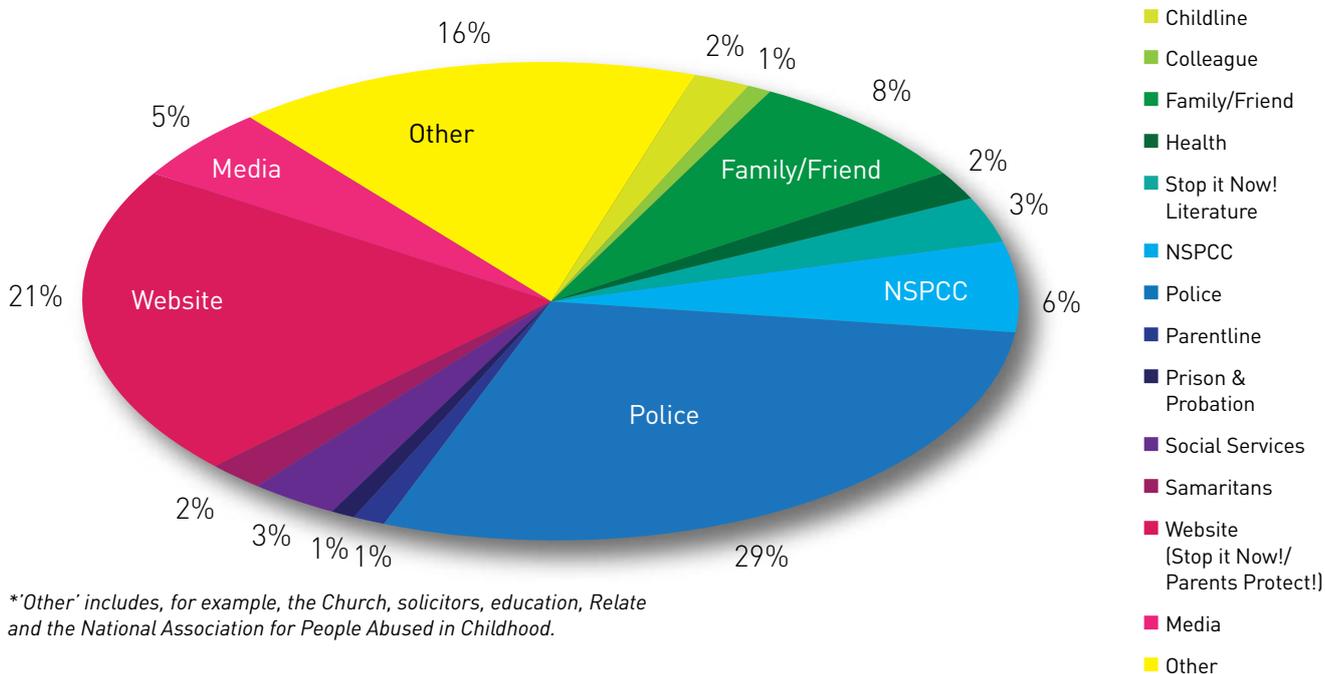
*The number representing 2002 comprises figures from June to December.

1.3.3 Callers

How callers heard about us

Information regarding how callers heard about the Stop it Now! Helpline was available for 81% of callers. The pie chart below shows that a large proportion of people who call the Helpline do so following contact with the Police (29%) or visiting one of our websites (21%). Organisations such as the NSPCC and Samaritans are aware of our services and signpost people to our Helpline. Family and friends also tell people about the Helpline after hearing about it or having found it useful themselves.

Graph 14 How callers heard about the Helpline

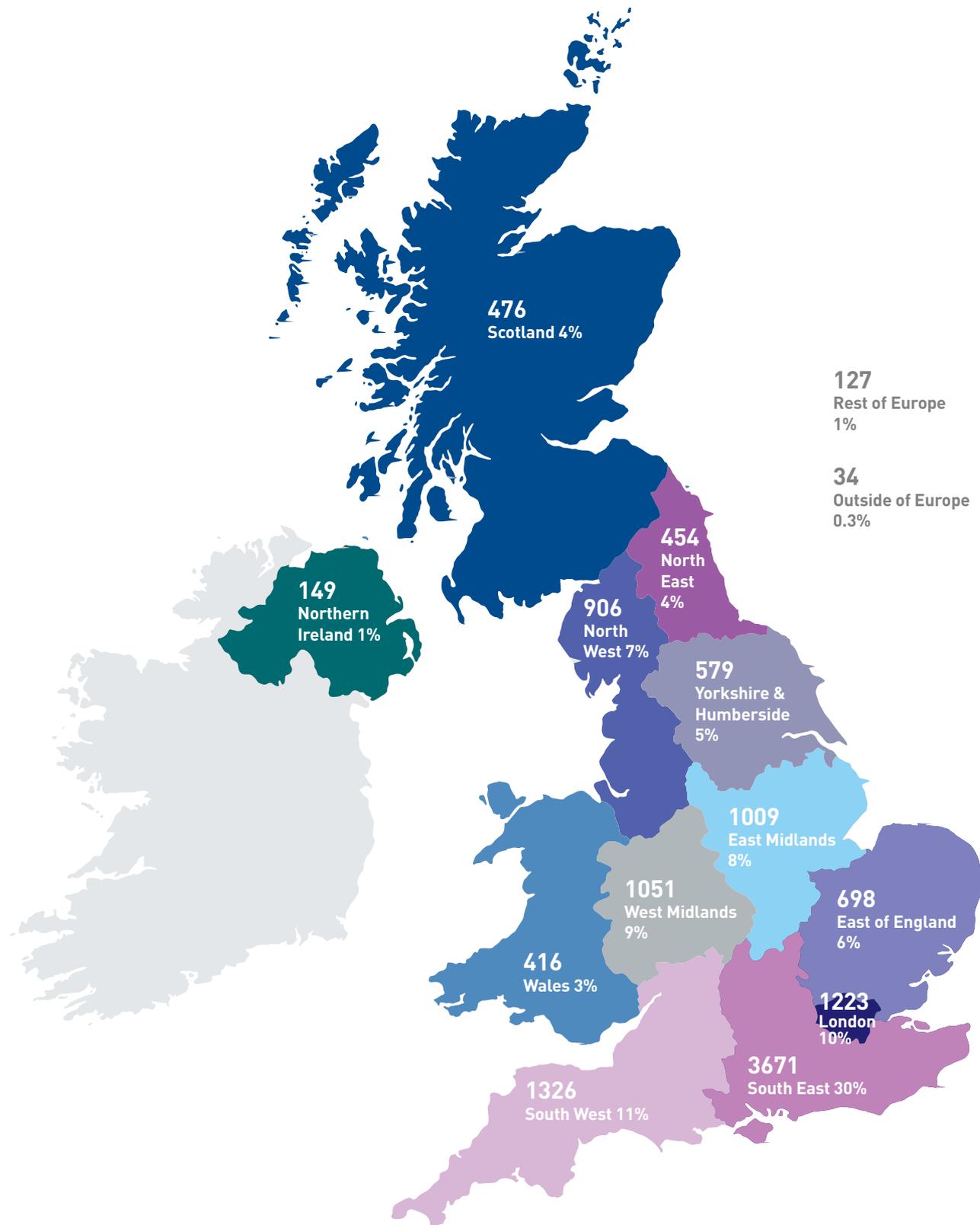


*'Other' includes, for example, the Church, solicitors, education, Relate and the National Association for People Abused in Childhood.

Where callers are from

83% (12,119) of callers to the Helpline gave us the region they are from, as shown on the map below.

Figure 2 **Map showing the spread of callers across the UK**



The large number of callers from the south of England is attributed in part to greater population density, but also the fact that we have a stronger local media presence there than elsewhere.

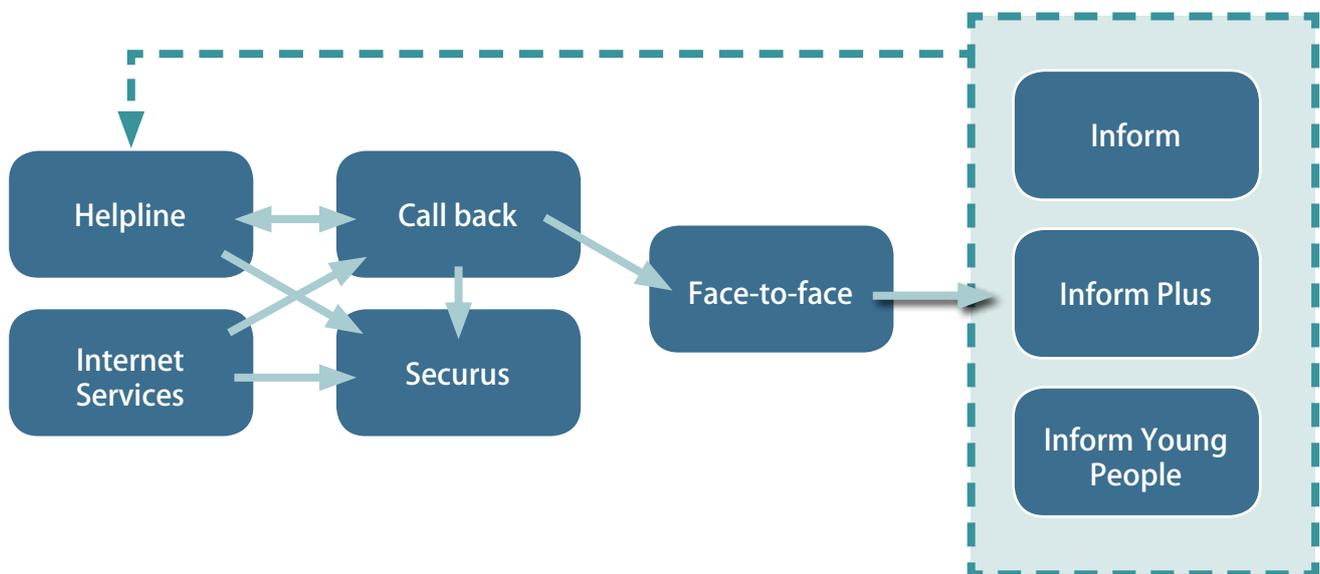
1.4 Follow-on work and linked services

For many callers one or two calls help them to address the questions and issues that are troubling them: but others need more help. The complexity of the issues they are struggling with means they need more time and more targeted information in order to come to a decision about what steps to take next.

The Helpline provides a follow-up intervention service comprising a call back telephone line and face-to-face meetings. This follow-up service provides short-term, focused work over the telephone or in person with an expert who is trained to help with their particular problem, whether the caller has committed Internet or contact sexual offences against children, is a partner or family member of an offender, or is a parent or carer of a young person with worrying sexual behaviour, or a parent/carer of a young person who has been abused by others.

The services we offer are presented in Figure 1. Included in these are the Inform, Inform Plus and Inform Young People programmes, and Securus (offender monitoring computer software). Further information about these services is given below.

Figure 1 **The Helpline process and follow-on work and services**



1.4.1 Call backs

LFF practitioners have a range of extensive professional experience including: work with adult male offenders; adult female offenders; young people displaying harmful sexual behaviour; victims of abuse, and their respective family members. LFF practitioners are available to talk to Helpline callers if they are considered to need additional, more specialist advice. The call back service offered is conducted over the phone, enabling callers to maintain their anonymity, if they choose to.

4,194 call backs have been carried out since 2008.

As shown in Table 2, the majority of call backs (74%) in the ten year period were carried out with adults concerned about their thoughts, feelings or behaviour towards children. A further 18% were from family, friends and adults concerned about the behaviour of another adult. 4% of call backs involved complex situations discussed with parents and carers concerned about a child or young person's sexual behaviour.

Table 2 **The number of call backs conducted since 2008**

Principal Target Groups	No. of calls	% of all calls
Adults concerned about their own behaviour	3,086	74%
Family, friends and adults concerned about the behaviour of another adult	772	18%
Parents and carers concerned about a child or young person's sexual behaviour	152	4%
Additional Target Groups	No. of calls	% of all calls
Adults concerned about children who may have been abused	78	2%
Professionals	56	1%
Survivors of child sexual abuse	18	0.4%
Other callers	32	1%
TOTAL	4,194	

1.4.2 Face-to-face work

Work undertaken via the call back service can lead to face-to-face meetings. As has been illustrated in some of our case studies, we provide this unique face-to-face service for people calling the Helpline who we believe may benefit. LFF practitioners can meet with adults concerned about their own behaviour, and help them to manage their abusive thoughts and feelings towards children. Family and friends concerned about another adult who may have been arrested can also meet with a practitioner so they can start to understand how to deal with the situation. Practitioners can provide information and support around a range of child protection issues. In order to meet face-to-face people need to be prepared to give up their anonymity.

Attending a face-to-face meeting is a prerequisite to getting a place on the Inform and Inform Plus programmes (see below section for information on these programmes). Due to the increased number of Internet offenders contacting the Helpline and the subsequent increased demand for places on the Inform Plus programme, the majority of face-to-face meetings now take place prior to attendance on the programme.

Up until 31st March 2012, Stop it Now! received funding from the Ministry of Justice to cover the cost of some face-to-face meetings. Since funding became unavailable in April 2012, each person meeting with a practitioner is asked to contribute towards costs. It is undoubtedly the case that some people do not receive a face-to-face service because they cannot afford to pay for it.

Between June 2005* and December 2012 we provided **995** days of face-to-face clinical work with individuals who fell into our three principal target groups.

*Figures not available prior to June 2005

1.4.3 The Inform and Inform Plus programmes

Inform and Inform Plus are two educational programmes developed and delivered by LFF, funded by donations and participant contributions. The programmes were introduced in response to a clear need identified by calls made to the Helpline.

Inform is available for partners and family members of people arrested for accessing indecent images of children. The programme provides sound information relating to Internet offending and offers a safe, supportive environment where the effects of the offending and arrest on them and their children can be discussed. Programme content also includes consideration of future risk and ways to support the offender in managing their future behaviour. It is offered as a group programme, but frequently is run on a one-to-one basis. **217 people have attended the Inform programme since 2005.**

Inform Plus can be attended by people arrested, cautioned or convicted for accessing indecent images of children. The programme provides them with information and tools to enable them to understand their offending behaviour and to plan a responsible offence-free future. This programme can be attended at a group or one-to-one level. **718 people have attended the Inform Plus programme since it started in 2005.**

I have just finished the course, and found it really helpful. Brilliant facilitators and tremendous honesty from the other group members.

Internet offender arrested for viewing indecent images online

Both group programmes were initially delivered in one location: Epsom (Surrey). Increased demand and practitioner availability led to its expansion and it is now also delivered in Bristol, Birmingham, Sheffield and Scotland. Demand has become so high that in Epsom two groups run at the same time.

This course has really helped me take important steps through this process. I don't know what state I would have been in without it.

An Internet offender's partner who attended Inform

1.4.4 The Inform Young People programme

'Inform Young People' is a new educative programme for young people (16-21 years old) and their parents/carers. These young people are typically in trouble with Police, school/college for inappropriate use of technology and the Internet such as 'sexting' or possession/distribution of indecent images of children as well as risk-taking behaviours online, including problematic use of adult pornography.

The Association of Chief Police Officers (ACPO) has stated it would rather not criminalise young people for Internet related offences such as these, yet they need education and help to address and modify their behaviour. Young people and their parents and teachers calling our Helpline highlighted the need for help and discussions with police identified their concern about the lack of service provision.

Delivered by practitioners experienced in working with young people, the programme (on average, one assessment and five intervention sessions per family) provides information, advice and support tailored to individual needs. Its aim is to prevent recurrence or escalation of the concerning behaviour.

Call Example 7

CALLER: **SHAUN**
HELPLINE OPERATOR: **HANNAH**
SOURCE OF HELPLINE NUMBER: **WEBSITE**



Call Details:

Shaun, 16, called the Helpline after being arrested by police for online offences relating to viewing indecent images of children. He had been suspended from school and did not know if he would be going back. He said police had found a large number of images. As many of the images related to teenage boys this would be considered in deciding the outcome.

Shaun had previously contacted Childline to discuss his problem but felt they were unable to address his specific issues and as a result he called our Helpline having found our website.

We asked Shaun if his mother was available to talk but he said she was out. We asked him to encourage her to ring us for support and advice. We continued talking with him to provide the support he clearly needed as he sounded very distressed. He said his mother was worried about him but is not aware of the full details of his offending as the police interviewed him in the presence of an 'appropriate adult'.

Shaun told us that his offending had continued over a number of years and that, while some of it was motivated by curiosity, he also enjoyed talking to people online about their sexual interests and activities. He said he believes himself to be 'gay' and found it easier to communicate with other gay males online.

Discussion and Advice:

- ▶ Shaun told us he wanted help to stop offending. We told him help may be available through our follow on work but that his mother would need to call us too.
- ▶ We talked about his relationship with his mother, the importance of keeping communication open with her and informing her that he had contacted us. He agreed to talk to her.
- ▶ We arranged a telephone appointment for him with a specialist practitioner the next day.

Shaun kept his call-back appointment and talked about his situation and his feelings. He said he had consulted his GP about feeling depressed and had been referred for counselling. He found it difficult to talk to his counsellor as he feared she may judge him negatively. With regard to his family life, he said he had not seen his father for many years. His mother is worried about him and wants him to get help. Children's Services had been involved and as a result he could not be alone at home with his younger siblings. He has also had to cease his involvement with youth organisations. He said he had hoped Children's Services would refer him to get help via another service but this had not happened.

Shaun's mother spoke to the specialist practitioner and discussed the options. She was keen for him to take part in our specialist face to face programme.

Outcome

Shaun and his mother had a face to face meeting together with one of our specialist practitioners. After this Shaun took part in our 'Inform Young People' programme for young people who have engaged in inappropriate Internet related sexual behaviours. The sessions are individualised for each young person and his or her family. Shaun had a series of 5 focussed, educative, face-to-face sessions specific to his needs. He responded well and engaged fully with the work.

Shaun's mother attended a matching programme for personal support and to help Shaun prevent reoffending.

The Police charged Shaun. We provided a letter for the court explaining the work he had done. The court gave him a 2 year intensive supervision order. We liaised with the Youth Offending Service about his progress and future needs.

The programme has been delivered to 18 young people, primarily referred to us by Police forces. The Helpline is a crucial first point of contact with the young person or their parents, in providing support and encouraging access to the programme. The Helpline also provides on-going support.

I cannot stress enough how these sessions helped us to rebuild our lives, for my son it looked at his behaviour and what led him to it, it gave him strategies to lead a good life and for this never to be part of his life again, the sessions allowed us to speak together of what had happened, why it had happened and our great fear of it happening again, I know we would not have been able to have these conversations without the LFF practitioner and the Foundation.

Parent of a young person who was referred to the programme

1.4.5 Securus

Securus is computer monitoring software administered by The Lucy Faithfull Foundation, which is installed onto the home computer of individuals arrested for online offences involving indecent images

of children. Securus is a prevention tool, as it encourages users who have previously committed offences to stop and think about what they are doing online. It allows them to use the Internet responsibly while capturing any illegal or potentially risky activity. The system analyses words and images that appear on the user's screen that might indicate a child protection issue or other cause for concern. Evidence of every incident is captured as a screenshot, showing exactly what took place and alerting monitoring staff to the situation. Following a review of the captures, appropriate intervention can take place, including contact with Police or Probation.



Securus
Safeguard Monitor Protect

155 people have been monitored by The Lucy Faithfull Foundation using Securus since the end of 2009.

Knowing I am being monitored means that my partner can start to trust me again.

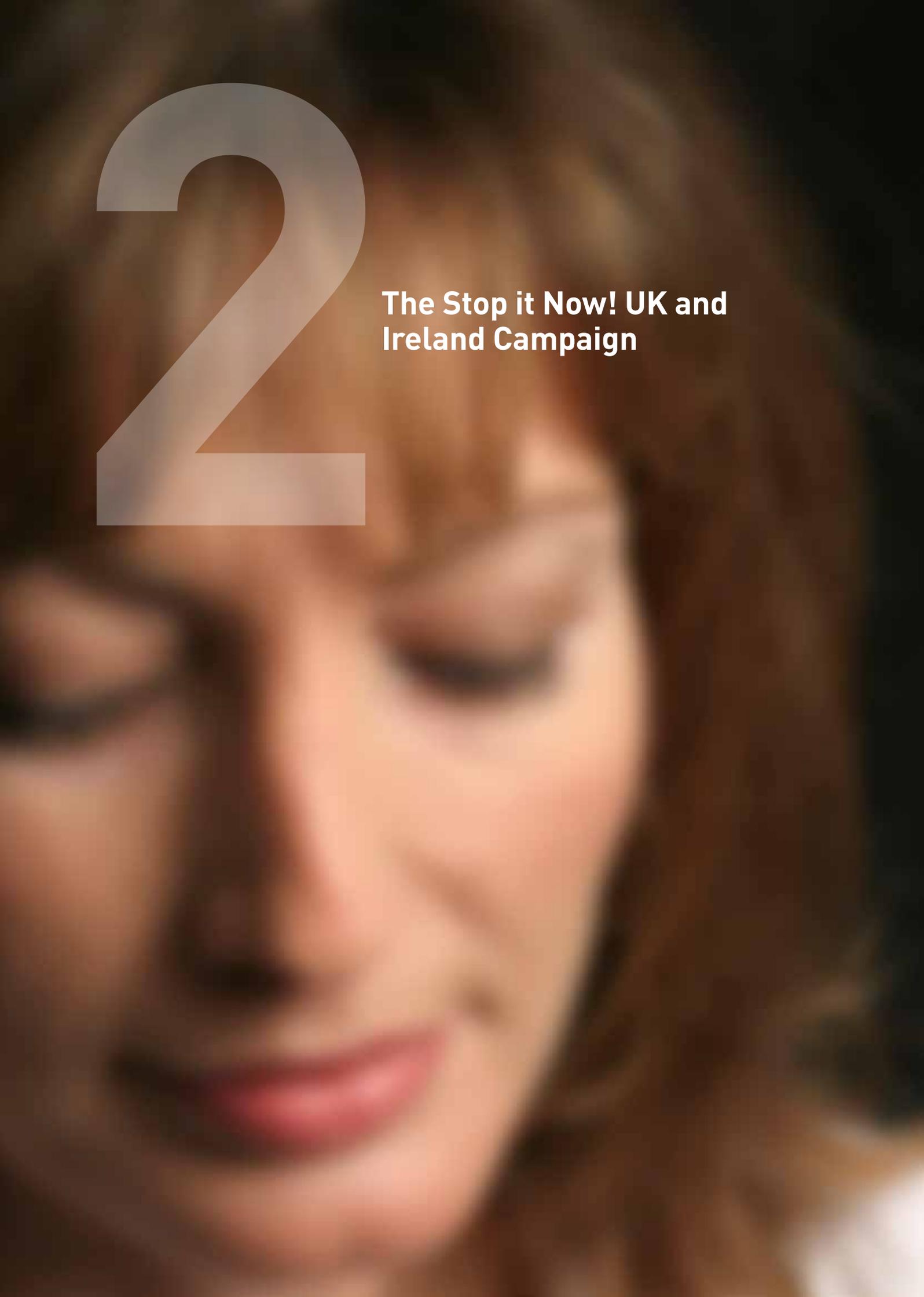
Internet offender

LFF offers Securus as a service to public protection agencies to support their management of supervised offenders. Offenders who have contacted the Stop it Now! Helpline may voluntarily opt to have Securus installed before they are charged or, indeed, post-conviction.

To police officers Securus is a tool that helps them feel more confident that those offenders they investigate or manage are less likely to re-offend and that risky online behaviours will quickly be brought to their attention.

It helps us to know that our offenders are being monitored which has shown they are less likely to re-offend.

Kent Police Detective Sergeant



2

**The Stop it Now! UK and
Ireland Campaign**

Our Vision

A society where all adults engage in respectful, caring and protective relationships with children and young people; where children and young people grow up free from sexual abuse or exploitation.

Our Mission

To prevent child sexual abuse by engaging with and supporting adults, families and communities, by using research and speaking out about the problem. This includes engaging with people who have concerning sexual thoughts or behaviour, and with their families and friends, to prompt positive, protective actions and to promote lives of responsibility and integrity.

We believe that:

- ➔ **Child sexual abuse is preventable not inevitable**
- ➔ **To stop child sexual abuse we need to start talking about how we can prevent it**
- ➔ **Child sexual abuse requires a multi-agency, comprehensive approach**
– we cannot simply ‘arrest’ our way out of it
- ➔ **Adults need to take responsibility for preventing child sexual abuse**
- ➔ **Adults who are worried about their own thoughts and behaviour should come forward for help**

2.1 Our achievements

Over ten years we have:

Developed and widely distributed printed materials for parents and carers to help them protect children



Had a campaign presence in all UK Nations



Delivered public education seminars and workshops to parents and carers in partnership with local organisations such as Children's Centres, Schools and Parent Networks



Raised awareness through engaging with the media and directly with the public at events and road shows



Trained frontline workers and others who work with children and families to help them respond to sexual abuse issues and concerns and embed preventative strategies into their work



Worked with partner agencies



Created online information sources – accessed by hundreds of thousands of people



In the last 12 months alone (April 2012-March 2013) we have:

Nationally:

- Distributed tens of thousands of leaflets and posters
- Hosted 65,389 unique visitors to the Stop it Now! website (www.stopitnow.org.uk)
- Hosted 126,479 unique visitors to the Parents Protect! website (www.parentsprotect.co.uk)
- Written to the Prime Minister calling for a comprehensive approach to preventing child sexual abuse which takes a public health approach to the problem
- Taken part in numerous media interviews, articles and debates around child sexual abuse and its prevention

In England:

- Over 4,500 parents and carers completed Parents Protect! prevention seminars
- 4,428 professionals were trained in prevention measures that they can use day-to-day in their work

In Scotland:

- Over 1000 professionals were trained to use the Parents Protect! 'Upstream' project. They were provided with a toolkit for their use with members of the public and communities
- 'Talk abOUT it' information was made available to over 3000 male prisoners and was accessed over 10,000 times through prisoner information services available for families and friends of inmates
- 23 people completed Inform Plus – an education programme for Internet offenders
- 11 people completed Inform – an education programme for the family and friends of Internet offenders

In Wales:

- 170 Parents Protect! sessions were delivered to around 1500 parents and carers.
- 16 Parents Protect! Plus courses were held with 140 adults.
- 44 Professionals Protect! training and 5 Professional Symposiums were delivered to around 850 practitioners including staff from Children's Services Departments across Wales, Local Authority Education Departments, South Wales Police, Women's Aid groups, and the National Fostering Agency.

2.2 Why do we need the Stop it Now! campaign?

Child sexual abuse is a serious problem affecting large numbers of our children and young people. With help, abused children can overcome their experiences, but many remain profoundly affected throughout their lives. However, the harm caused is preventable - adults who care for children, and even those who harm them, can act to stop sexual abuse.

Research shows that children are far more likely to be abused by someone they know than by a stranger. The most common abuser is a member of the child's family or a friend or neighbour. In these situations, children are particularly powerless to protect themselves. All adults must take responsibility for protecting children as early as possible - preferably before abuse happens. In order to do this they need to be able to recognise the warning signs in adults and children and understand how abusers behave.

What does the Stop it Now! campaign do?

As well as raising general awareness about sexual abuse, the campaign is aimed at these key groups:

- Parents, carers and other protective adults: to give them information and support that helps them protect children and young people from sexual abuse
- Those who work with children and families in a professional or voluntary capacity: to help them respond to sexual abuse issues and concerns and embed preventative strategies into their work
- Politicians and key decision makers: to put preventing child sexual abuse on the political agenda and ensure policies are put in place that are best placed to protect children
- The campaign works with communities and families as well as agencies that work to protect children and others who work with children and families (Police, Probation, Children's Services, Health, Housing, voluntary agencies, faith communities).

Services in each UK nation are tailored to local needs, but all include these key elements:

- Media campaigns to raise awareness of child sexual abuse and how communities and families can protect children
- Work with parents and carers to ensure they are as best placed as possible to protect their children
- Information materials for parents and carers and those who work with children and families explaining how child sexual abuse happens, what the warning signs are and how to seek help, including promoting the Stop it Now! Helpline
- Public meetings, seminars and workshops with parents and carers and other protective adults to promote discussion about the role of individuals and the community in keeping children safe
- Engaging with children and young people about respectful relationships and keeping safe online and offline
- Training and awareness-raising with professionals and others who work with children and families
- Online resources such as www.parentsprotect.co.uk
- Collaborative working with, and lobbying of, Government officials to promote a wider understanding of child sexual abuse as a preventable public health issue.

2.3 The Nations

2.3.1 England

Stop it Now! England appointed its first National Manager in 2008 with a strong focus on developing a public health approach to preventing child sexual abuse through working in partnership with others.

Regional projects

At this time, five regional projects had been operating (Thames Valley, Surrey, Derby, London and Black Country and Birmingham) which had each been making real progress in delivering prevention messages and promoting the confidential Helpline to communities, families and professionals. Many received support from Local Safeguarding Children's Boards and larger charities including Barnardo's and the NSPCC.

Going national – with a regional focus

In March 2010 the England campaign launched a series of regional multi-agency training days. Four events entitled 'Child Sexual Abuse – Making it Everybody's Business' were held in partnership with Police forces and Local Safeguarding Children's Boards in Hampshire, Lincolnshire, West Mercia and Cornwall. Over 350 representatives from sectors such as health, education, criminal justice, the voluntary sector, Children's Services, Police and Probation attended. Due to high levels of interest and excellent feedback, the model was taken forward from 2010 through to 2013, with a further 24 events delivered reaching just under 1,800 practitioners across all nine regions.

Raising professional practice and helping parents and carers protect children

In 2011, funding from the Department for Education (DfE) allowed for Stop it Now! England to increase its focus on improving professional practice and to expand its face to face work with parents and carers.

In addition to rolling out the successful multi-agency training day model, the campaign assumed responsibility for the Parents Protect! child sexual abuse prevention programme. The public education and awareness-raising initiative had been developed by the regional Stop it Now! Black Country and Birmingham and Stop it Now! Surrey projects in response to Action One of the Home Office's Child Sex Offender Review 2007. In 2010, the Parents Protect! programme was used by the Home Office to support Police Forces as they implemented the Home Office's Child Sex Offender Disclosure Scheme.

Stop it Now! England set ambitious targets:

Target Set	Outcome as at March 31, 2013
To reach 20,000 parents and carers with Parents Protect! prevention information	27,484 parents and carers reached through workshops and the Parents Protect! website
To train 3,500 frontline practitioners	4,754 frontline practitioners trained
To develop a network of 270 Frontline Practitioner Trainers so they can deliver workshops themselves	362 frontline practitioners equipped to deliver prevention workshops themselves

Professionals' evaluation

Training for practitioners was delivered either through multi-agency training events, sector specific briefings for key groups of professionals or via workshops at strategic partners' conferences. It was designed to ensure that frontline workers were better equipped and informed to incorporate preventative messages and initiatives into their working practice.

Part of the evaluation looked at what actions practitioners might take as a result of the training, and whether they would be able to implement preventative initiatives into their working practice. Evaluations showed 98% of practitioners were going to take some form of action as a result of the training – these included:



Delegates were also asked whether they felt able to incorporate this learning into their own work. 97% stated they would be able to do so, with 82% identifying the training as 'beneficial' to their working practice.

Should be compulsory for all who work with children...

Informative and relevant to my role...

Will use new knowledge in future work...

Valuable and educational, well presented...

An eye opener to the facts and myths of sexual abuse.

Feedback from practitioners who attended workshops

Parents Protect! evaluation

Feedback from parents and carers who attended Parents Protect! workshops demonstrated their effectiveness.

- ➔ Prior to the workshop, only 27% of parents and carers stated they felt 'confident' or 'very confident' about being able to spot signs in their child's behaviour that might suggest they were being, or had been, abused. Post workshop this percentage had **increased to 79%, almost a 200% increase.**
- ➔ Prior to the workshop only 13% of parents felt confident or very confident about spotting potentially concerning behaviour in an adult. Post workshop **69% rated themselves as confident or very confident.**
- ➔ Most parents want to feel they are good guardians of their child's safety, so unsurprisingly pre-workshop more parents expressed confidence about being able to keep their children safe from sexual abuse: 41% rated themselves as confident or very confident. However, the post-workshop percentage **increased to 79%, almost doubling the number of parents who felt more confident about protecting their children.**
- ➔ Prior to the workshop only 70% of parents and carers stated they felt 'confident' or 'very confident' about acting on, or reporting, any concerns they may have about child sexual abuse. **Post workshop this had risen to 92%.**

Thank you for raising awareness of this difficult issue and providing this workshop which was extremely helpful. I only wish all parents had access to this course.

The presentation has built up my confidence about how to keep my children safe.

All parents should attend this as how to protect a child from sexual abuse should be more openly known.

Course made me feel very aware of things I never thought of before. Feel I am now more equipped to deal with these issues.

Feedback from parents and carers who attended the workshop

Continued demand

Between 2011-2013 we worked with 48 Local Safeguarding Children's Boards and partnered with 13 Police forces for Parents Protect! work. In the aftermath of the Jimmy Savile case and other high profile child sexual abuse cases, demand for our services has increased. Parents and carers are rightly questioning how such abuse can happen, what can be done to prevent it and what communities can do to protect children from sexual harm.

Organisations currently enquiring about the availability of our prevention training include:

- ➔ Children's Centres
- ➔ Schools
- ➔ Local Safeguarding Children Boards
- ➔ Youth Offending Teams
- ➔ Health Service Teams
- ➔ Fostering and Adoption Agencies
- ➔ Large National Charities
- ➔ Churches/Faith Communities

Unfortunately, Stop it Now! England did not receive continued funding from the DfE for 2013-2015. Without such funding, training for these groups cannot be delivered at no cost.

Working with Minority Ethnic Communities

Between 2009 and 2012 Stop it Now! England worked with Praxis Community Projects to research, develop and pilot a child sexual abuse prevention programme with the Somali community in London. Community Elders and Somali mothers assisted in developing an intervention 'toolkit'. The toolkit aims to facilitate the delivery of child sexual abuse prevention messages to black, Asian, minority ethnic, and refugee communities by providing organisations with the tools and resources required.

Following research, a series of workshops with 72 Somali parents were conducted and evaluated. The workshop featured a film of a Somali child sexual abuse victim talking of her experience. Of the 70 mothers who completed evaluation forms:

- 97% felt their ability to keep children safe had increased
- 99% felt confident in protecting their children from abuse
- 86% had spoken about child sexual abuse to someone else since the workshop (average of 8 people spoken to by each mother who attended)
- 94% understood child sexual abuse could take place in Somali and Islamic communities
- 99% of mothers said that they were very likely, or likely, to report concerns if they thought that a child was being sexually abused
- 14% had identified situational risks and had acted to stop risky situations from occurring.

Representatives from 38 international organisations attended a conference in May 2012, where possibilities for extending this work into the communities they work with were explored. In January 2013 LFF received further funding from The Oak Foundation for development of the work with other minority ethnic communities in the UK. An expanded resource kit for a range of different non-English speaking communities will be produced and is expected to be completed by June 2014.

Engagement with the Somali community came about through our partnership with Praxis (which already worked closely with that community), not because of any specific concerns about child sexual abuse within that particular community.

2.3.2 Scotland

Stop it Now! Scotland is the national programme for the prevention of child sexual abuse. It is funded by the Scottish Government and is supported by a National Steering Group comprising representatives from Government and statutory agencies, leading children's charities, criminal justice organisations and other relevant voluntary organisations. The Steering Group aims to offer advice, guidance, and support as well as to influence the development of the Stop it Now! programme. The chair of the steering group also sits on the UK Advisory Council.

Stop it Now! Scotland was launched in 2008 with two main strategic areas of work, which continue to underpin the programme: community engagement and development of services for those affected by child sexual abuse.

Community Engagement

In 2011 Stop it Now! Scotland implemented the Parents Protect! programme. The materials were redesigned and merged with those from the National Community Disclosure Scheme (Keeping Children Safe) and a range of other materials and resources. The toolkit is called 'Upstream' to reflect the ethos that to prevent abuse we need to go upstream, to the source of the problem - before a child is harmed.



The 'Upstream' Community Engagement and Prevention Toolkit – the first of its kind in Scotland – is aimed at 'community-facing' agents for their use in direct engagement at community and neighbourhood level. It gives frontline workers the information they need about child sexual abuse to pass on to members of the public including: what child sexual abuse is, adult and child behaviour which might be a cause for concern and actions to take to help prevent abuse from happening.

By July 2012, 600 police officers had been trained to use the toolkit with the communities they work with. It is now embedded in training for Community Police Officers across Scotland and is being rolled out to a wide range of other agencies at neighbourhood level.

A large part of the work of the Police Service is protecting the vulnerable in our communities. We work closely with organisations such as Stop it Now! Scotland and welcome the development of the Upstream Project and the opportunities it presents for officers working in the community to learn more about the threats to children and how they can share important information with the people who need to know it.

Assistant Chief Constable Graham Sinclair, the Association of Chief Police Officers in Scotland

National Community Disclosure Scheme (Keeping Children Safe)

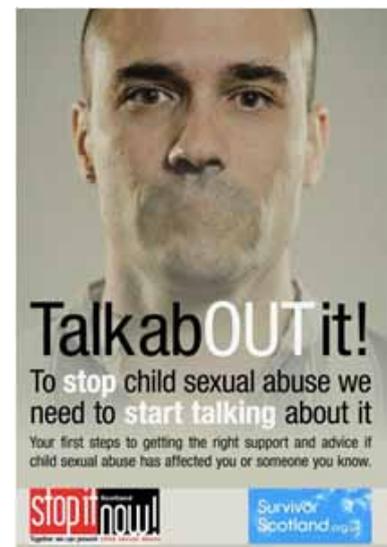
In 2011 Stop it Now! Scotland assumed responsibility for the co-ordination and management of the National Community Disclosure Scheme (Keeping Children Safe) on behalf of the Scottish Government and the Police Scotland. Stop it Now! Scotland's aims are to maintain and extend the public profile of the Scheme and to promote it as an important contributor to the protection of children.

Reaching out to Prisoners in Scotland (Talk abOUT it)

In 2011 Stop it Now! Scotland piloted the 'Talk abOUT it' programme, designed to give the general prison population information about child sexual abuse. The overall objective is to help prisoner-survivors (and their families) to access help in respect of past sexual abuse so that there is a subsequent positive impact on behaviour and wellbeing. The initiative was piloted with Addiewell Prison.

A targeted booklet was produced for all prisoners preparing for release, posters were placed throughout the prison and information was hosted on the internal prison information kiosk and within the visitor centre.

The resources are aimed at making connections for prisoners between possible childhood trauma and subsequent offending behaviour in adulthood, as well as enabling individuals to access the right services.



Evaluation

Evaluation data showed over 60% of prisoners deliberately accessing project material while in custody and 100% of prisoners receiving it on liberation. Addiewell confirmed that such a rate of voluntary access to materials by prisoners is unprecedented. Usually well under 20% of prisoners access material from other agencies relating to other issues.

Expansion

Due to the success of the pilot, the programme is now being applied across the prison estate in Scotland in partnership with the Scottish Prison Service and in all Visitors' Centres. It is already estimated to have been accessed over 10,000 times through the Visitors' Centres at HMP Addiewell, HMP Barlinnie, HMP Perth and HMP Edinburgh.

Working to Tackle Internet Offending

In 2011 Stop it Now! Scotland piloted the delivery of Inform and Inform Plus - group programmes for people under investigation for 'Internet' offences and for their partners/families (see page 32). Stop it Now! Scotland has also provided an immediate response service to the Police, offering home visits and individual work with those involved in Internet offending. The group programme forms a central part of suicide prevention strategies for offenders and is operated in close partnership with the Police Scotland and the Social Work Criminal Justice Services.

In addition, in partnership with the Police Scotland an information booklet has been developed for those under investigation for Internet offences and their partners and families. It is the Police Service of Scotland's policy that this is given out by investigating officers to all those under investigation and their families.

Working with Government and other organisations

Stop it Now! Scotland plays a leadership role in a wide range of Government and national working groups and bodies promoting prevention in key policy drivers and service delivery across the country. The National Manager sits on the following bodies:

- ➔ **Police Scotland Child Protection Strategic Group**
- ➔ **Police Scotland Offender Management Strategic Group**
- ➔ **National Organisation of Treatment of Abusers Scottish Executive Committee**
- ➔ **Archdiocese of St Andrews and Edinburgh Safeguarding Advisory Group (Chair)**
- ➔ **Safeguarding in Sport National Steering Group (Chair)**
- ➔ **Safeguarding Commission for the Conference of Religious in Scotland (Chair)**
- ➔ **Scottish Coalition for Young Runaways**
- ➔ **Scottish Parliament Cross Party Group on Sexual Abuse Survivors (Vice Convenor)**
- ➔ **Justice 4 Children in Scotland**
- ➔ **Victims Organisations Collaboration Forum for Scotland**

2.3.3 Wales

Stop it Now! Wales was officially launched in 2009 and is funded by the Welsh Government. It is supported by a National Steering Group comprising representatives from Government and statutory agencies, leading children's charities, criminal justice organisations and other relevant voluntary organisations. The Steering Group aims to offer advice, guidance and support as well as to influence the development of Stop it Now! Wales. The chair of the steering group also sits on the UK Advisory Council.

Identifying need in Wales

In 2008 Stop it Now! Wales conducted baseline research to find out what residents needed in order to best protect their children from sexual abuse. In partnership with the University of Wales, a national survey was completed and focus groups were held. Findings identified a need for education and resources for parents and carers and enabled Stop it Now! Wales to develop a tailored radio advertising campaign that encouraged parents and carers to act upon any existing concerns about the behaviour of an adult around a child.

Working with parents to help them protect children

At the end of 2009 Stop it Now! Wales piloted a five-week education and awareness course for parents and carers in partnership with Caerphilly Parents Network. The initial baseline research informed the development of course content. The course, called Parents Protect Plus!, allows those taking part to learn about the signs of child sexual abuse, gain confidence to act upon concerns and develop preventative strategies to protect children. Since the programme was launched, 24 courses have been delivered to 193 people.

Those who took part gave really positive feedback. In addition to learning about sexual abuse, some found it opened other doors and gave them the confidence to talk to their children about a host of sensitive subjects such as privacy, trust, sex and relationships.

Caerphilly Parent Network

I'm a single mother with three boys, aged 16, 10 and 4. I have just completed the Parents Protect Plus! course. To be honest, I was in two minds whether to do it or not, as it is such a sensitive subject it scared me.

The information I received was invaluable. The course covers so much e.g. behaviours that both potential abusers might display (such as signs of grooming behaviours) and things a child might display (such as being overly withdrawn). What behaviour is appropriate for children at different ages/stages of development and online safety, the importance of listening and talking to our children and making sure they feel that they can tell you anything and they will be believed, and what to do if we are concerned that a child may be at risk of sexual abuse.

I would strongly urge parents, carers and anyone who works with children to do this course. Our children are precious and we need to be aware of these risks. To sum up the course, I would say, 'it's an eye opener'.

A mother who completed the course

The Stop it Now! Wales team also delivers Parents Protect! 90 minute sessions to parents and carers across the country.

Public campaigning and lobbying the Welsh Government

Stop it Now! Wales works to make people aware of the scale of the problem of sexual abuse and what they can do to prevent and respond to it. It also looks for opportunities to combine policy development activity with direct engagement with the public. Each year the campaign attends the National Eisteddfod, which attracts around 160,000 people. Various campaigns have been carried out at these events:

Year	Activity	Outcomes
2009	Postcard petition campaign allowing members of the public to call for a commitment from Assembly Members to the prevention of child sexual abuse. Signed postcards were sent to Assembly Members	<ul style="list-style-type: none"> • Stop it Now! held briefings with Assembly Members • Several contacted the Deputy Minister for Social Services to enquire about the progress of work to prevent child sexual abuse • As a result, Stop it Now! Wales' National Manager briefed the Deputy Minister on the progress and development of Stop it Now! Wales • The Deputy Minister invited Stop it Now! Wales to brief the Welsh Assembly Safeguarding Children's group
2010	Launch of the 'Commit to Prevent' campaign. The campaign called for political parties to commit to preventing child sexual abuse ahead of the Assembly Election in 2011. Party briefings were coupled with a public petition of 1,500 signatures	<ul style="list-style-type: none"> • 43 Assembly Members signed up to 'commit to prevent', including Gwenda Thomas AM, Deputy Minister for Children and Social Services
2011	<p>Launch of 'Act to Prevent'. Members of the public signed a petition calling on the Government to Act to Prevent Child Sexual Abuse. They also pledged to take action themselves by choosing from five actions;</p> <ul style="list-style-type: none"> • Talking to children about boundaries and good and bad touch • Sharing the Helpline number with family and friends • Visiting the Parents Protect website • Putting a Stop it Now! poster in a public place • Talking to friends and family about the warning signs of child sexual abuse 	<ul style="list-style-type: none"> • Over 1,000 people signed up to one action, with many selecting more than one

Developing a comprehensive framework for prevention

In May 2011 Stop it Now! Wales published research showing that more children could be protected from sexual harm if there was a strategy in place that took a public health approach to prevention and prompted more coordinated service provision and prevention efforts.

The research involved in-depth interviews with over 100 individuals who had relevant insights and perspectives to offer, including:

- young people
- victims of sexual abuse
- adults who had sexually abused children and/or young people in the past
- parents and carers
- multi-agency professionals.

Using the findings, Stop it Now! Wales populated a comprehensive framework for the prevention of child sexual abuse, outlining key activities and services that contributors identified as essential in keeping children safe. The research was published at an event at the Oriel, The Senedd, Cardiff Bay, attended by the Deputy Minister for Children and Social Services. It also featured on BBC news.

Primary prevention with children

Stop it Now! Wales, in partnership with LFF, is running a two year pilot programme which aims to prevent sexual behavioural problems in pre-pubescent children. Funded by The Martin Roberts Children's Fund, the project is overseen by a multi-agency working group made up of representatives from Health, Education and Dyfed Powys Police.

Stop it Now! Wales is working with two primary schools and one nursery setting.

The project works in 5 phases:

Phase 1 All school staff awareness training for each setting

Phase 2 Examine existing material used by pilot settings with children, what age groups these resources are used with and what teaching methods are used. Develop a suite of educational resources, using existing materials and new materials where required.

Phase 3 Managing Sexual Behaviours in School/Nursery Setting. Specialist training for school counsellors, nurses, behavioural support staff, designated child protection personnel and other key people.

Phase 4 Teacher training and supporting the delivery of educational resources to children. This phase involves training and supporting the delivery of educational materials to pupils within the Primary School settings on safe touch, sex education, boundaries and self-esteem.

Phase 5 Parent and Carer Awareness Resource. This phase involves the development and delivery of preventative resources aimed at parents and carers on developing their understanding and awareness of age appropriate sexual behavioural development.

Expansion

In 2012 the Welsh Government supported the expansion of Stop it Now! Wales. Additional funding allowed for two Assistant National Managers to be appointed so that work with parents, carers and professionals could be expanded. The funding runs until March 2014.

2.3.4 Northern Ireland

Stop it Now! Northern Ireland began in 2002 with a committed steering group comprising representatives from the statutory, voluntary and independent sectors.

In autumn 2004 the campaign appointed its first part-time Project Coordinator. Funded jointly by the Community Safety Unit and the Department of Health, Children's Services and Public Safety, the project ran in partnership with the NSPCC. It worked hard to spread prevention messages and influence policy and practice by responding to Government consultations.

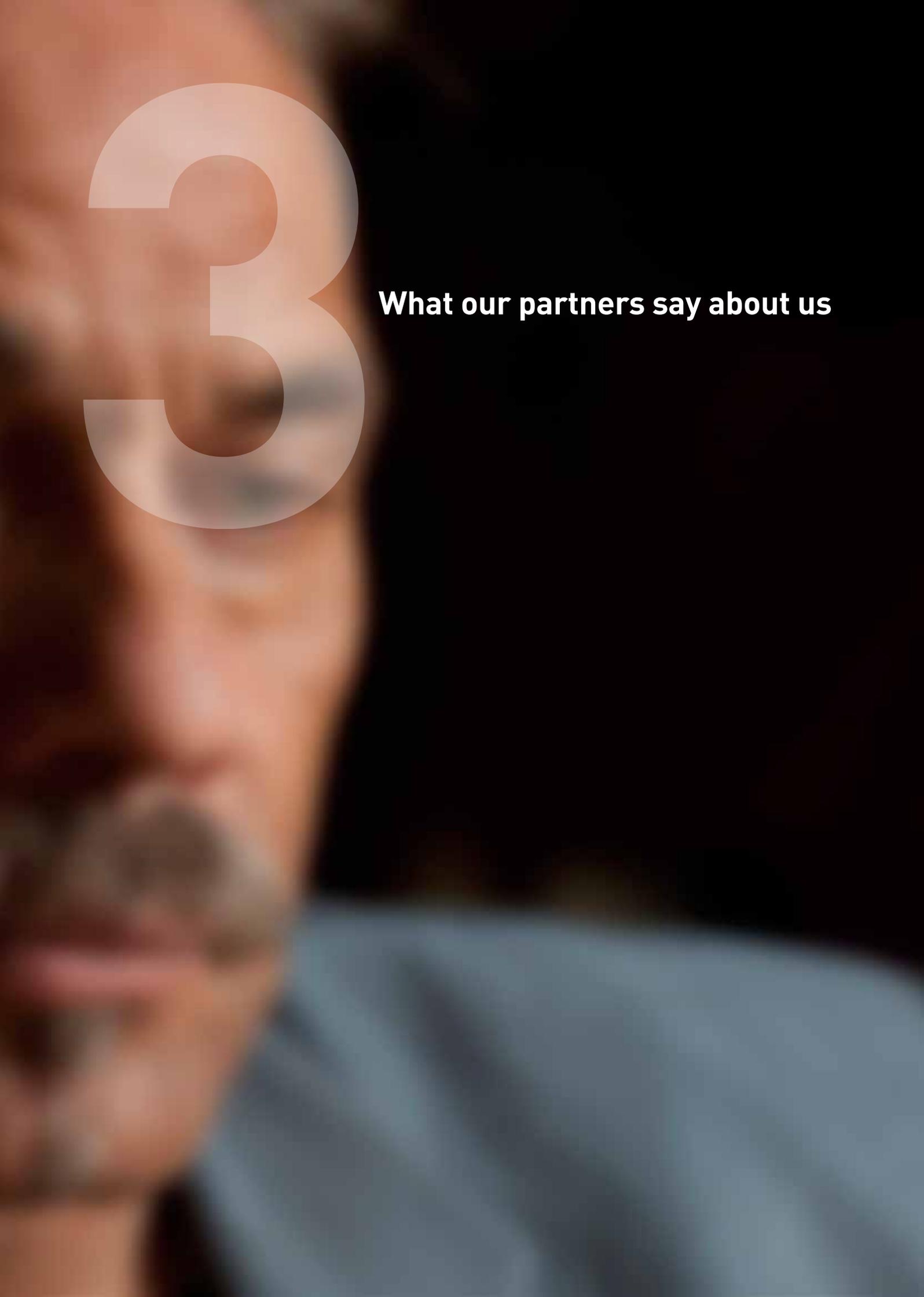
In 2007 two studies to investigate public attitudes towards sex offenders were commissioned on behalf of the Northern Ireland Sex Offender Strategic Management Committee – one on adult sex offenders and the other on children who display harmful sexual behaviour. Findings included:

- ➔ a lack of public awareness in general about what constitutes sexual offending, particularly around non-stereotypical offences which do not involve a male offender and female victim
- ➔ the public underestimates levels of sexual offending, while at the same time overestimates the level of risk posed by particular offenders
- ➔ the public is sceptical as to whether or not sex offenders can be reformed, particularly children who exhibit harmful sexual behaviour.

The studies showed how important it is that campaigns like Stop it Now! Northern Ireland have a platform for engaging with the public. In 2008 the campaign ran a radio advertising campaign to raise awareness and continued with public-facing work. In 2009, the project lost funding for the Coordinator post – but the prevention agenda remains operational through the commitment of members of the NOTA (NI) steering group and the NSPCC. In 2011 the steering group also organised a tutor training event to enable trainers to deliver the Parents Protect programme.

2.3.5 The Republic of Ireland

A Steering Group has been active in the Republic of Ireland for a number of years. While there has not been funding for a Coordinator post, the group remains committed to spreading prevention messages within communities.



3

What our partners say about us

If we are going to make significant progress towards preventing child sexual abuse in the UK we need a comprehensive strategy to prevent it which engages Government, the voluntary sector, communities and families.

Over the last 10 years Stop it Now! has been a key player in developing innovative practice and thinking, particularly in relation to the primary prevention of child sexual abuse. Long may its influence and presence continue.

Jon Brown, Head of Strategy & Development (Sexual Abuse), NSPCC

One of the main reasons that NAPAC fully supports and endorses Stop it Now! is that their work is aimed at preventing abuse from happening in the first place. The overwhelming desire of all survivors is that children do not suffer as they did. Stop it Now! is integral to that goal and we are pleased to stand beside them and their dedicated team.

Pete Saunders, Chief Executive, National Association of People Abused in Childhood

This past year has sadly highlighted once again the urgent need to put more resources into preventing the sexual abuse of children and young people.

Prevention of such harm must be a priority and Stop it Now! provides a unique and invaluable contribution through its highly effective, increasingly called-upon services.

Stephen Hanvey, Chief Executive Officer, Circles UK

High profile cases such as that of Jimmy Savile serve as a reminder to us all that allegations of abuse must be investigated thoroughly and robustly – and that preventing abuse from happening in the first place is vital. Prevention requires early intervention and public education. The Stop it Now! Helpline and Campaign are essential contributions to preventative services.

Shaun Kelly, Head of Safeguarding, Action for Children

At a time of heightened public concern and debate about child sexual abuse we need to ensure that children, parents and communities are better empowered to deal with this issue. The efforts of Stop it Now! to both raise public consciousness and to offer practical measures is to be welcomed and endorsed.

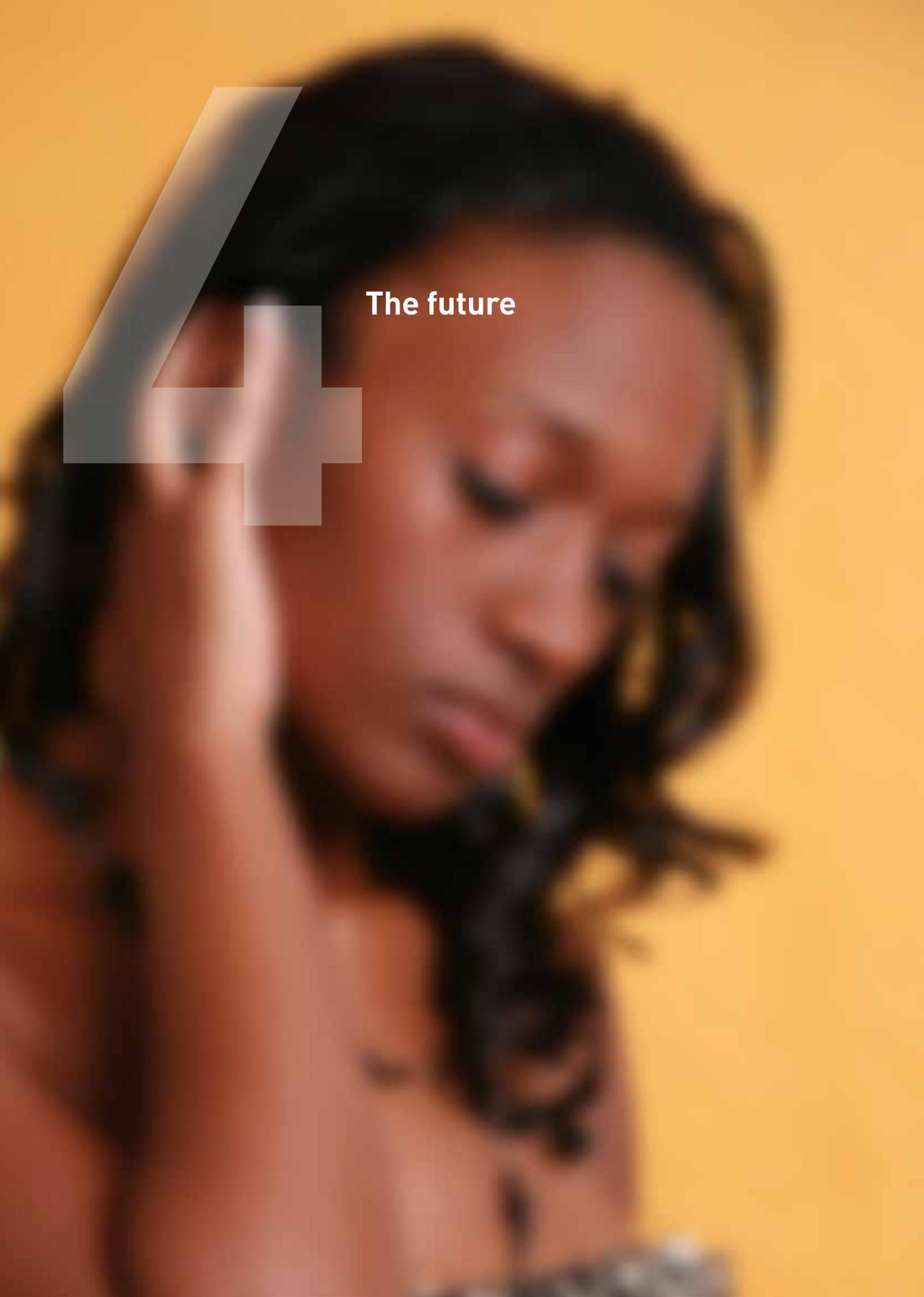
Dr John Devaney, Chair, BASPCAN

The Stop It Now! Helpline is invaluable to those who need help, advice and support with really difficult issues which people find hard to face up to and cope with. Undoubtedly it's contributed a huge amount over its 10 years. Stop it Now! and The Lucy Faithfull Foundation fulfil a vital role in the child protection and child sexual abuse prevention landscape. They expertly manage issues which society would often rather forget, or not discuss. Because of their work, children are better protected and abusers are better managed into an offending-free lifestyle. I am proud to be a member of their advisory group.

Susie Hargreaves, CEO, Internet Watch Foundation

4+

The future



For ten years Stop it Now! UK and Ireland has been at the forefront of activity to prevent child sexual abuse. Key to our work is building community strength and helping families to know the steps they can take to keep their children safe, including how to implement family safety plans.

We have delivered successful prevention programmes across the nations with support from UK Governments and partner agencies and have helped hundreds of thousands of families in our ten year history.

The Helpline

As this report demonstrates, the Stop it Now! Helpline continues to go from strength to strength. Caller numbers continue to grow – such growth being limited only by capacity. Without doubt more people could be helped to protect children if we had additional resources to increase capacity and to advertise the service more widely.

The Helpline receives funding from the Offender Management and Public Protection Group of the National Offender Management Service in the Ministry of Justice and is subsidised by The Lucy Faithfull Foundation. However, further funding is necessary to sustain, and build on, the success so far.

Priorities for the Helpline include:

- ➔ Continued promotion of the Helpline in the UK and Ireland
- ➔ Development of a tailored email service to better assist those who contact us for advice online
- ➔ Additional funding to advertise the Helpline, extend operating hours and increase provision of the follow up call back and face-to-face services for callers who need them.

The campaigns

We are grateful for the funding currently received in Scotland and Wales from their respective Governments. As well as sustaining current activities, priorities for development include:

In Scotland:

- ➔ The Upstream toolkit training will be extended to include faith communities, sports clubs and Governing Bodies; Rape and Sexual Assault Centres; community theatre groups and others
- ➔ The Talk abOUT it project will extend across all prisons in Scotland
- ➔ A funding strategy to be developed to enable educational courses for Internet offenders and their friends and family to continue
- ➔ Working with Barnardo's Scotland, develop and pilot a service for young people reported for 'sexting' behaviour and offences
- ➔ A Group Learning Programme for convicted sex offenders who have suffered sexual abuse in childhood will be developed and implemented.

In Wales:

- Conduct research into and develop a Parents Protect! awareness-raising session for parents and carers of children with additional needs
- Continue to work with Parent Networks and community groups to deliver Parents Protect! and Parents Protect Plus! awareness sessions across the country
- To complete the innovative pilot project in Pembrokeshire, educating and supporting pre and primary school settings to prevent harmful sexual behaviour in pre-pubescent children
- Work with Social Work educational settings to include child sexual abuse prevention within MA and BA Social Work programmes, in addition to training for staff within Schools of Social Sciences
- Roll out Parents Protect! Across Communities, the child sexual abuse prevention toolkit developed by Stop! England with Black, Asian, Minority Ethnic and Refugee communities in Wales.

In England:

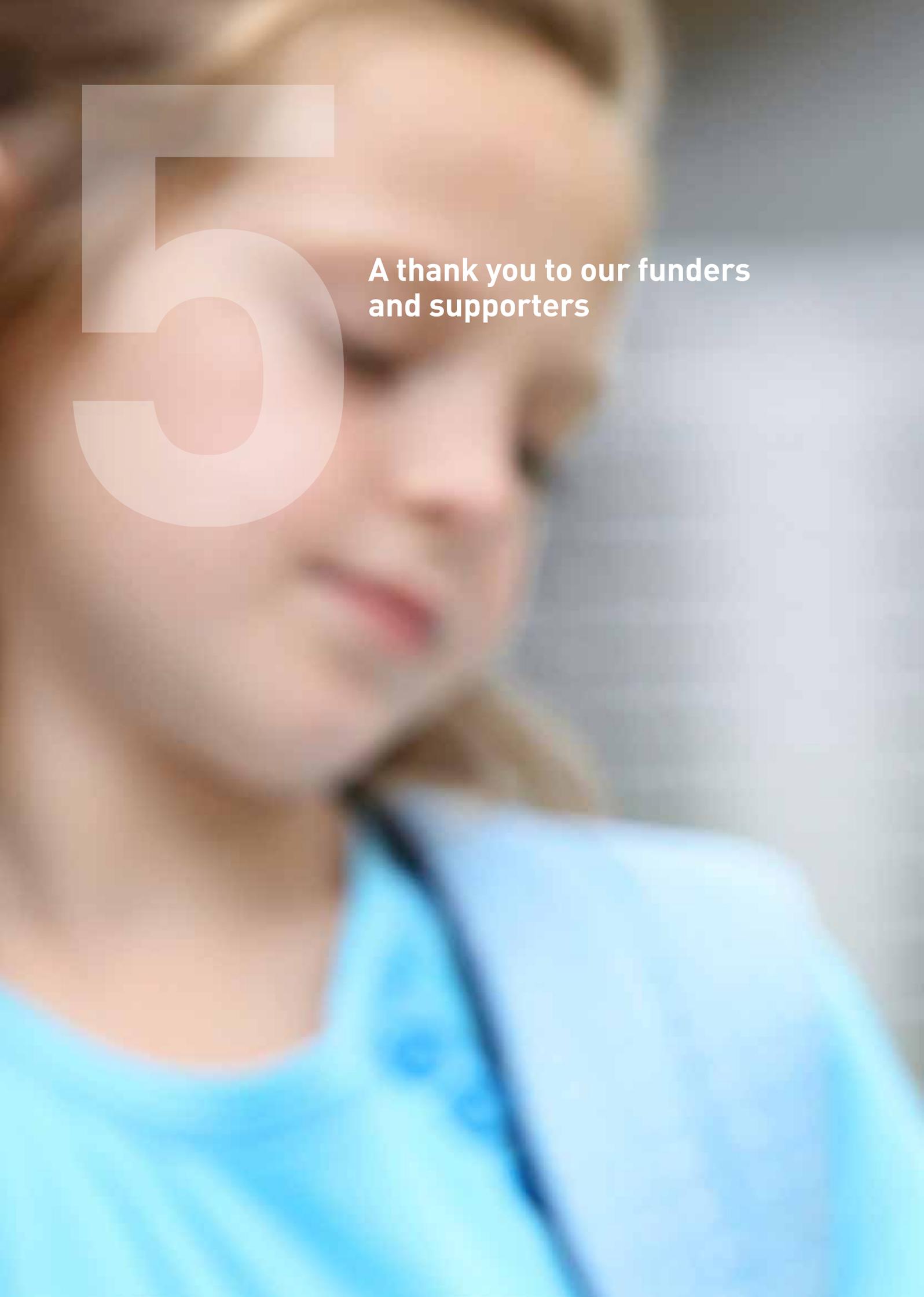
- Stop it Now! England is currently seeking core funding to continue its work with professionals, parents and carers. In March 2013 Stop it Now! England learnt that it would not receive funding from the Department for Education or the Big Lottery.
- In the absence of funding campaign activity will be limited but committed supporters and volunteers will continue to work to get prevention messages out and assist families and communities where possible. Harnessing the power of the public will also be a priority. We know the public is concerned about protecting children – but their concern needs channelling into action.
- Parents Protect! Across Communities will be developed for additional Black, Asian, Minority Ethnic and Refugee communities in England with financial support from The Oak Foundation.

Future priorities

This report demonstrates that a public health approach to preventing child sexual abuse lies at the heart of Stop it Now! UK and Ireland's objectives and messages. To really tackle child sexual abuse the UK Government needs to adopt a comprehensive approach to prevention (see page 58 for the public health framework of prevention demonstrating 12 points of focus for preventing child sexual abuse). In November 2012 members of the Stop it Now! Advisory Council wrote to the Prime Minister calling for this to be developed. Prevention is key to protecting children from child sexual abuse.

Public education around child sexual abuse, how abusers operate and how protective adults can ensure the safety of children is essential. Media headlines everyday about past abuse only serve to emphasise the need for lessons in prevention to be learned.

Stop it Now! UK and Ireland will remain at the forefront of activity to prevent child sexual abuse – where funding allows – and will continue to seek and develop new and innovative services and the funding to support them.



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**A thank you to our funders
and supporters**

We are grateful to the following organisations who contributed funding to the activities described in this report:

Government departments:

- The Offender Management and Public Protection Group in the National Offender Management Service in the Ministry of Justice
- The Welsh Government
- The Scottish Government
- The Home Office
- The Department for Education (previously Department for Children, Schools and Families)
- The Northern Ireland Community Safety Unit, Department of Health, Children's Services and Public Safety

Charitable trusts and foundations:

- The Henry Smith Charity
- The Schroder Foundation
- The Taylor Family Foundation
- The Garfield Weston Foundation
- The Lloyds TSB Foundation
- The Martin Roberts Children's Fund
- The Skiathos Fund via the Community Foundation Wales
- The Waterloo Foundation
- The Oak Foundation
- The City Bridge Trust

Charities working with children and victims of abuse

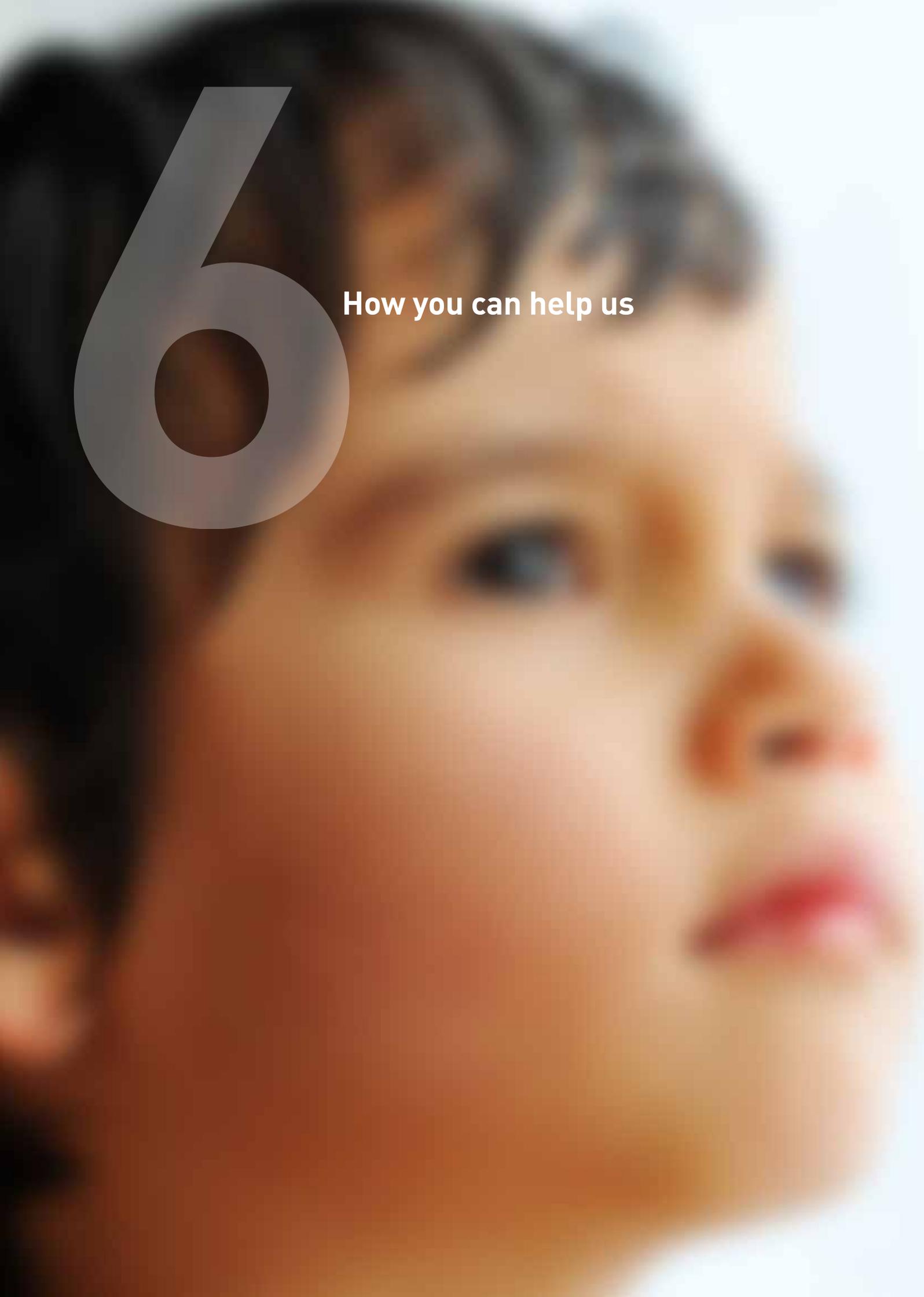
- Barnardo's
- NSPCC
- Victim Support
- The Thames Valley Partnership

Local authority funding and Local Safeguarding Children's Boards

- Local Safeguarding Children's Boards have supported the work, especially in Birmingham, the Black Country and Surrey where local projects developed

We would also like to thank all the individuals, including service users, who have given us donations over the years. This includes the individuals who have truly 'gone the extra mile' for us such as Krystal Newbury for running the London Marathon, John Murphy for swimming the Channel, Gareth Davies for three incredible challenges (to run 1000 miles in one year, to climb Mont Blanc and take part in his first marathon) and to Christine Platt for climbing Mount Kilimanjaro.

We would like to thank all the organisations and individuals who have supported us via representation on our Stop it Now! UK & Ireland Advisory Council and the national and regional steering groups.



6

How you can help us

There are many ways you can help us in our mission to prevent the sexual abuse of children.

Donate

You could make a one-off donation, or a regular contribution. Donations can be made online at www.stopitnow.org.uk/donate.htm or by sending a cheque to our Headquarters office: Stop it Now! c/o The Lucy Faithfull Foundation, Bordesley Hall, The Holloway, Alvechurch, Birmingham B48 7QA. Contact us to set up a monthly contribution.

Become a corporate sponsor

Lucy Faithfull Foundation welcomes the opportunity to work with companies who want to make a real impact on the lives of children. We value the mutual benefits that these relationships can bring, both to us and to the company that wants to help reduce the risk of children being sexually abused. We like to build strong and lasting relationships with organisations that have the same passion for protecting children. Please contact our head office on 01527 591 922 or supporters@lucyfaithfull.org.uk for more information.

Host a fundraising event

People who have fundraised for Stop it Now! before have carried out various events from running marathons to holding dinner parties and charity gigs! Contact supporters@lucyfaithfull.org.uk for information and support.

Include a gift in your will

We do rely on the generosity of our donors, including those who choose to leave us a gift in their will. If you would like any advice in relation to leaving us a legacy, please contact our head office on 01527 591 922 or bordesley@lucyfaithfull.org.uk.

Spread prevention messages

You can help us spread prevention messages in your community by putting up Stop it Now! posters or making sure community venues have our leaflets. More information can be found at www.stopitnow.org.uk/posters.htm.

Get informed!

You can also help by visiting www.parentsprotect.co.uk and watching the 30 minute learning programme.

12 points of focus for preventing child sexual abuse

Targets	Primary prevention (before abuse)	Secondary prevention (before abuse – at risk groups)	Tertiary prevention (after abuse)
Offenders	<ul style="list-style-type: none"> • General deterrence • Developmental prevention 	<ul style="list-style-type: none"> • Interventions with at-risk adolescent and adult males 	<ul style="list-style-type: none"> • Early detection • Specific deterrence • Offender treatment & risk management
Victims	<ul style="list-style-type: none"> • 'Resistance' training • Resilience building 	<ul style="list-style-type: none"> • Resilience building & other interventions with at-risk children 	<ul style="list-style-type: none"> • Ameliorating harm • Preventing repeat victimisation
Situations	<ul style="list-style-type: none"> • Opportunity reduction • Controlling precipitators • Extended guardianship 	<ul style="list-style-type: none"> • Situational prevention in at-risk places 	<ul style="list-style-type: none"> • Safety plans • Organisational interventions
Ecological Systems	<ul style="list-style-type: none"> • Parenting education • Community capacity-building 	<ul style="list-style-type: none"> • Responsible bystander training • Enabling guardians • Interventions with at-risk communities 	<ul style="list-style-type: none"> • Interventions with 'problem' families, peers, schools, service agencies & communities

“What is our light of hope? What could we imagine together if we lived in a culture free of the cancerous sore of sexual abuse, one of sexual integrity? Children would develop affirming their bodies and explore sexuality in age-appropriate ways. Adolescents would not get their sexual expression from the media but from within themselves and their peers, drawing upon their healthy childhood experiences. They would not grow up sexually ignorant, or be afraid to talk to their parents. Adults would find vibrant sexual expression in all aspects of their lives and at all ages, for sexual energy is life energy. People would find a natural balance about sexuality, just as people find a balance with eating, sleeping, working and playing. Doctors would practice, fully able to discuss sexual issues with their patients, no matter the illness. I want to live in this world, don't you?”

Fran Henry, Founder, Stop It Now! USA, 2001

Together we can prevent child sexual abuse



www.stopitnow.org.uk

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