

# KPPPP



## Keeping the Public in Public Protection

A report on two pilot community education campaigns for the prevention of child sexual abuse



Working to Protect Children



## Foreword

On the 9th November 2006, I attended the West Midlands Multi-Agency Public Protection Arrangements (MAPPA) Strategic Management Board (SMB) to give a presentation in relation to the work of Stop it Now! across the Black Country.

The previous evening I had watched a BBC Panorama programme on the management of sex offenders in the Bristol area. Two things had struck me: firstly, the reluctance of statutory agencies involved in MAPPA to consider how they could better inform the public about the risks that some sex offenders posed to their children; and secondly, a sense of hopelessness about our ability to prevent the sexual abuse of children. The message of 'hope' was borne out of this sense of frustration.

To be fair, the MAPPA SMB had embraced the notion of 'primary prevention' and engagement with the community long before this meeting. But it was a milestone, in the sense that the notion of 'keeping the public in public protection' had been born. It also reinforced the need for Local Safeguarding Children Boards (LSCBs) and MAPPAs to work together in partnership to better safeguard children and young people.

The Home-Office-led 'Review of the Protection of Children from Sex Offenders' provided the opportunity for this work to be developed and implemented – 'to pilot a community awareness programme, in partnership with non-governmental organisations, to provide better child protection advice and develop messages to help parents and carers safeguard children effectively'.

In Birmingham, the 'Educate 2 Protect' pilot has largely taken the community-focused approaches adopted by Stop it Now! locally over the last three years. It is my view that in parts of the city, parents and carers are now much better informed about what behaviours to watch out for in children who are at risk of being sexually abused and in those adults wanting to sexually abuse them. Additionally, communities are better informed about the way sex offenders are managed and better empowered to safeguard their children and young people, and report concerns to the appropriate authorities if they are worried about a child or an adult.

As a professional working in the field of child protection for nearly 20 years now, I believe we can no longer tolerate the 'if only' practice:

- **'if only' I had known that my child was being groomed**
- **'if only' I had someone to talk to as a child**
- **'if only' I could have spoken to someone about my thoughts towards children.**

Sexual abuse is a public health issue and, as adults, we must take responsibility for better protecting our children and young people from its devastating effects. Education is the key to this protection.

### Graham Tilby

Chair of Stop it Now! Black Country & Birmingham and 'Educate 2 Protect'

# Keeping the Public in Public Protection

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Working to Protect Children

# Introduction and context

## How to use this report

This report documents the findings and analysis from two pilot community awareness campaigns set up in Birmingham and Surrey.

The pilots were run by Stop it Now! UK & Ireland, the UK's only campaign dedicated to preventing child sexual abuse. A National Steering Group was created to oversee the pilots and it was agreed that the project should be evaluated, even though this was not a requirement of funding. It was important to learn from the pilots and disseminate that learning, in order to demonstrate:

- whether the work had achieved its goal of protecting children
- whether any aspects could usefully be replicated elsewhere
- the potential for improvements in products and processes

The first two sections of this report set out the background to the pilots and how they were set up. Whilst it took time and effort to get public engagement, the pilots were overwhelmingly positively received, and the evaluation giving details of this is set out in section three. Finally, the last section provides a summary of learning outcomes and recommendations for taking forward.

This report will be of interest to child protection professionals, those planning community or public education schemes, and others with an interest in preventing child sexual abuse.

## The need for community awareness

The protection of our children is of the greatest importance to all of us. There are few crimes more challenging, more emotive and more sensitive than sexual offences against children. The impact of these offences on their victims and their families is devastating.  
John Reid, 2006

**Nearly a quarter** (24.1%) of young adults experienced sexual abuse including contact and non-contact, by an adult or by a peer during childhood.

**One in six** (16.5%) 11-17 year olds have experienced sexual abuse.

**Almost one in 10** (9.4%) 11-17 year olds have experienced sexual abuse in the past year. Teenage girls aged between 15 and 17 reported the highest past year rates of sexual abuse.

Lorraine Radford, Susana Corral, Christine Bradley, Helen Fisher, Claire Bassett, Nick Howat and Stephan Collishaw, (2011) London: NSPCC

### Throughout this report, the term child sexual abuse means:

...forcing or enticing a child or young person to take part in sexual activities, including prostitution, whether or not the child is aware of what is happening. The activities may involve physical contact, including penetrative acts (e.g. rape, buggery or oral sex) or non-penetrative acts. They may include non-contact activities, such as involving children in looking at, or in the production of, sexual online images, watching sexual activities, or encouraging children to behave in sexually inappropriate ways.  
(HM Government, 2006)

Such abuse causes short- and long-term harm for many of its victims, in terms of their mental, physical, emotional and social wellbeing. It also has a wider negative effect in society, both socially and financially. Prevention is therefore vital.

Adults often shy away from discussing or even acknowledging child sexual abuse. This is understandable as it is such a tough subject. But silence only serves those who carry out the abuse. To prevent child sexual abuse, we need to start talking about it.

Whilst it is the collective responsibility of all adults to protect children from sexual abuse, it is parents and others who care for children who are often best placed to do this. They, then, need to be armed with the right information and support.

Those directly involved in delivering this project took the view that parents, carers and others need to know

- that the overwhelming majority of sexual offences against children are carried out by someone the child already knows, frequently by a family member or someone the child lives with
- the many and diverse signs and symptoms children can show if they have experience of sexual abuse
- the behaviours of those who might represent a risk, and
- who they can talk to if they have concerns.

This is the focus of 'Keeping the Public in Public Protection' - directing resources towards educating parents and carers in the first instance so that they can protect their children as they would wish.

## Approaches to child sexual abuse prevention

There are a range of possible targets of preventative activity regarding any form of social problem. With its focus on primary, secondary and tertiary prevention, the public health model assists in the discipline of determining what populations to address and at what stage in any endeavour to prevent unwanted outcomes. In its application to child sexual abuse:-

### Tertiary prevention includes

- protecting the community after an offence is committed by imprisoning convicted offenders
- having offender management procedures in place in the community
- providing treatment programmes for sexual offenders both in prison and the community
- working with victims and their families to prevent re-victimisation.

### Secondary prevention includes

- directing information, support and resources to
  - ‘at risk’ communities. This includes children and families who are particularly vulnerable to abuse
  - young people and adults at risk of sexually abusing or concerned about their own behaviour.

### Primary prevention involves

- preventing new cases of child sexual abuse through engagement at the earliest stages. This includes:
- providing education and support to the general population, or much of it, to
  - highlight risk and establish the possibility of prevention
  - enable people to recognise and respond to warning signs in children or adults
  - ensure children grow up in a context that supports self-esteem, self-confidence and positive attachments.

Arguably, across the UK there is still an overemphasis on tertiary prevention (i.e. responding after abuse to prevent repetition) at the expense of primary and secondary prevention strategies that work to prevent child sexual abuse before a child has been harmed.

Barriers to the setting up of more primary and secondary prevention activities include:

- low prevalence of reporting and recording of these crimes
- the belief that ‘it won’t happen to us’
- aversion to the subject: ‘I don’t want to think about it’
- lack of awareness of the fact that most offenders are not caught/convicted
- the belief that prevention is what statutory agencies do – ‘it’s their job not ours’.

The risks and limitations of primary prevention include:

- activities may not be focused or get their message across effectively
- resources may be used up on low-risk populations
- it may not be possible to assess effectiveness reliably or accurately.

Research suggests that the factors that deliver primary prevention of sexual abuse are:

- sound and accurate knowledge in adults
- children having access to support from non-offending parents or other adults with whom they have a degree of trust.

(Smallbone et al., 2008)



## The Child Sex Offender Review (CSOR) findings, recommendations and actions

In June 2006, the Home Secretary commissioned the 'Review of the Protection of Children from Sex Offenders', which reported in June 2007.

It proposed initiatives to:

- better identify current incidents of child sexual abuse by improving processes for reporting and increasing public confidence in using them
- prevent re-offending by known offenders – this was by far the main emphasis of the report and led to the bulk of its recommendations
- prevent child sexual abuse from occurring in the first place.

### Action 1 of the CSOR

'Pilot a community awareness programme, in partnership with non-governmental organisations, to provide better child protection advice and develop messages to help parents and carers safeguard children effectively'.

This action was intended to equip parents with the knowledge required to safeguard their children.

Whilst the responsibility for managing known and convicted sexual offenders lies with the Government and relevant statutory authorities, the general public – especially parents and carers – also play a vital role in keeping children safe.

The provision of accurate, practical information and advice would enable parents and carers to:

- prevent harm from occurring
- report concerns to the authorities when risk or abuse is identified.

### Action 2 of the CSOR

'Increase public awareness of how sex offenders are managed in the community, by ensuring easy-to-use information is widely available, and by ensuring strong local communication of MAPPA's [Multi-Agency Public Protection Arrangements] work'.

This action was intended to reassure the public that public protection arrangements are in place, and to ensure that 'a transparent system operates wherein the public is fully aware of the true level of risk'.

## Keeping the public in public protection (KPPP) - pilot schemes

In order to fulfil *Action 1*, the Government committed £150,000 to piloting a community awareness campaign in partnership with The Lucy Faithfull Foundation. Projects were set up in Surrey and Birmingham under the Stop it Now! UK and Ireland campaign. Their respective Steering Groups were enthusiastic about supporting *Action 2*.

The planned outcomes of the community awareness campaign were:

### Outcome 1 – Parents and carers

- have increased awareness of child sexual abuse
- take primary responsibility for protecting their children in and outside the home
- are enabled to spot potential indicators of child sexual abuse or sexually worrying / abusive behaviour by adults / young people
- have increased awareness of sources of support and guidance available if they suspect a problem.

### Outcome 2 – Children and young people

because of increased parental communication, children and young people will

- know more about how to keep themselves safe from sexual abusers, known or unknown
- be more confident in reporting situations of concern to appropriate adults.

(This outcome recognises that sexual offenders typically target vulnerable children, perhaps those least likely to report concerns.)

### Outcome 3 – Community

- providing safer environments for families with children as a result of greater awareness of child sexual abuse
- specifically: improved knowledge of
  - the scale of the problem
  - common patterns of offender behaviour
  - the role of professional agencies
  - helpful resources.

### Outcome 4 – Professional public protection agencies

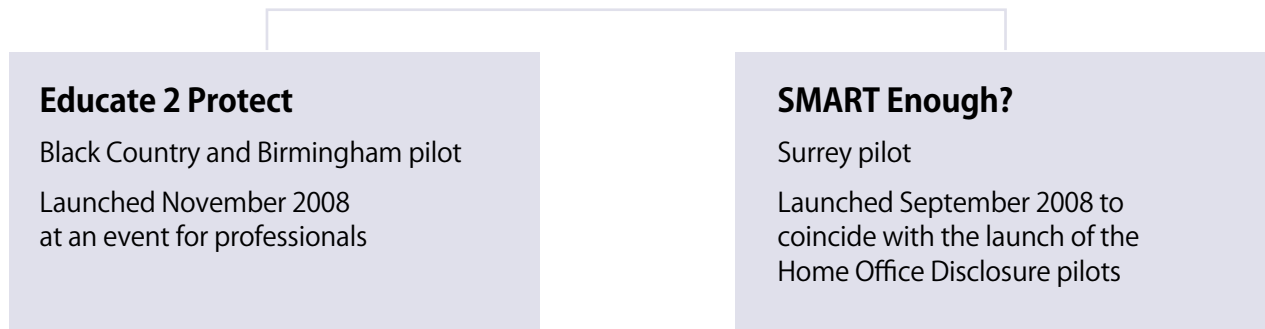
- greater confidence generated in the work of MAPPAs (Multi-Agency Public Protection Arrangements) and LSCBs (Local Safeguarding Children Boards) by the publicity they gain from the pilots.

At the time of the Child Sex Offender Review, Stop it Now! already had strong existing local partnerships with key statutory and voluntary bodies involved in child and public protection in the areas of Birmingham and Surrey.

Because of this, a pilot scheme was planned as follows:

- to take place in the Birmingham and Surrey areas
- to last for 12 months
- to cover *Action 1* of the CSOR ('Pilot a community awareness programme...')
- partner agencies in each area, acting as Local Steering Groups, were also keen to cover *Action 2* ('Increase public awareness of how sex offenders are managed in the community...')
- a National Steering Group was also established, comprising
  - key members of the two local steering groups
  - national representatives of children's charities
  - key Government departments
  - survivors' organisation
  - offender treatment organisations

### Pilot Schemes



# The pilot schemes

## The Educate 2 Protect (E2P) pilot

This summary of the E2P pilot scheme is based on information supplied by Tessa Hawkes, the officer responsible for managing the project.

### Demographics

Birmingham's population is 1,010,200.

66% are White British, compared with the English national average of 87%. Significant minority populations in the area include Pakistani, Indian, Black Caribbean, White Irish and Bangladeshi residents.

Wards reflecting the diversity of Birmingham as a whole were selected for the pilot. Levels of social deprivation were also taken into consideration.

Five wards of comparable size were chosen:

- Kings Norton (predominantly white, mid-high table for social deprivation)
- Aston (predominantly black, second most deprived ward)
- Handsworth Wood (mixed BME, mid-table for social deprivation)
- Sparkbrook (predominantly Asian, third most deprived ward)
- Four Oaks (predominantly white, least deprived ward)

### Operational set-up

- funding was confirmed
- a steering group was formed including
  - two members of MAPP (Multi-Agency Public Protection Arrangements, probation and police representatives)
  - Chair of Stop it Now! Black Country and Birmingham
  - a member of the Local Safeguarding Children Board
  - a representative of Barnado's
- two job-sharing Public Protection Officers were recruited, both experienced trainers
  - one retired public protection police officer
  - one social work practitioner working with young people with harmful sexual behaviours
- steering group meetings held in July and August 2008 were attended by SMART Enough? staff to ensure cohesion between the schemes
- further meetings between the officers and the steering group were held

- the name was chosen
  - to incorporate messages of educating and empowering in a way that was well understood by parents and carers
  - to reinforce the message that protection is essential
  - to affirm the commitment to Actions 1 and 2 of the CSOR
- Stop it Now!'s logo was incorporated, and its helpline was highlighted throughout the project
- an office base at Barnado's was secured, including use of Barnado's email, which lent credibility to the project
- officers planned presentations and compiled resources. Initially an ambitious target of 70 people per presentation was set.
- the steering group decided that the events would not be promoted as public meetings but as Parents' and Carers' Events
- officers compiled networks of professionals linking to communities
- a press / publicity strategy was discussed:
  - there had been little take-up of previous press releases
  - the steering group planned a launch event for professionals from the five constituent areas to inform them about the pilot and also learn how to publicise it to the target communities
- a launch event for professionals with workshops was held on 21 November 2008
  - feedback from this event was positive and useful in identifying key contacts.

## Presentations

These were devised by the project officers using local professionals working in child and public protection focus groups.

The presentations utilised the published work of David Finkelhor and Bob Shilling . Stop it Now! and NSPCC resources were used alongside insights from 'Working Together'.

### **Other considerations included:**

- diversity of cultures
- language issues where English is not the first language
- avoidance of jargon
- intended learning objectives
- length of the presentation.

### **Originally the presentation was to last one and a half hours and cover:**

- what is child sexual abuse?
- who are abusers?
- offender behaviour
- behaviours to look for in adults
- signs of abuse in children
- what can you do?
- MAPPA and registered sexual offenders
- further information, support and reassurance

### **Feedback from initial sessions clarified that 90 minutes was too long for audiences which typically:**

- were often drawn from small groups
- met only weekly
- had time pressures on their gatherings

### **The presentations were adapted to last 45 minutes, which was well accepted and allowed some time for discussion.**

It became apparent early on that it was vital for officers delivering the presentations) to have:

- competence
- credibility
- wide prior knowledge and experience of child sexual abuse issues and sex offender behaviour / management
- flexibility

in order to be able to deliver these presentations and answer the range of questions encountered.

## **Approach and results**

### **Pilot schedule**

The pilot schedule was devised and divided into two phases.

#### **Phase One**

- Developing professional contacts
  - children's centres
  - schools
  - Ward Support Officers
  - Extended Services Co-ordinators
- Developing the presentations
- Developing the evaluation process
  - the evaluation evolved throughout the pilot - obtaining feedback from audiences was essential, but it was soon apparent that concise feedback forms were necessary
- Developing resources

- Holding events
  - Fathers' Groups
  - A Parents' Parliament
  - Welcome Groups (asylum seekers and refugees)
  - Positive Parenting classes

## Phase Two

- engaging with larger groups such as school clusters
- responding to some schools' concerns (about stigma resulting from hosting events about child sexual abuse) by holding several presentations at neutral venues such as hotels, leisure centres and community centres
- attendance was variable - more than 70 people attended the hotel event, as compared with 6 or 7 at each community centre event
- it was noted that it was easier to engage schools' 'core audiences' than less fixed community centre user populations
- the timing of sessions was tailored to groups' schedules and cultural needs

**During Phase One and Phase Two**, 24 events were held in total, with officers presenting to over 470 individuals with personal or professional interest.

Whilst initially it was hoped events would attract 70 people per event, this was ambitious and average attendance as 25-30 people. Challenges faced and the actions taken to overcome them include:

- poor results came from 'cold calling' professionals working with children and the public
- good results came from calling first and following up with emails about the presentations plus contact from officers a few days later
- it was important to ascertain who the key professionals were
- school staff were often enthusiastic about the initiative but unable to offer many options of dates for involvement. This was overcome by officers' persistence and flexibility
- in one case, a condition of hosting the presentation was that it was held as part of a wider event covering all types of abuse
- resistance to the topic of child sexual abuse was encountered in some local community organisations
- language was sometimes a barrier, whether English was participants' first language or not. Interpreters were sometimes used. The challenge was to adapt without over-simplifying and thereby misleading or causing anxiety.
- cultural factors were taken into consideration
  - a female speaker was arranged for a group of Asian women for whom that was more acceptable
  - taboos about speaking of child sexual abuse can be stronger in certain communities, e.g. past NSPCC research has found that over two thirds of British Asians think that reporting child abuse brings dishonour on the child's family
  - however, there is some level of taboo against speaking freely about child sexual abuse across many if not all cultures
- throughout the process of setting up the events, officers introduced information about Stop it Now! Black Country and Birmingham's training for professionals, resulting in a wide uptake of this training.

## Resource packs

The packs comprised:

- a bright red carrier bag containing Stop It Now! booklets, stickers and promotional pens
- 'Safety Tips for Families' - a standalone educational leaflet with key messages
- an information leaflet about MAPPA
- a postcard signposting support groups and ways to report concerns.

## Publicity

Engagement with the media was limited as a greater volume of resources was ploughed into engaging with key contacts.

However, some local radio publicity was achieved as well as some local TV and press exposure, and promotional materials were handed out at events.

## Website

An E2P web presence was hosted by Birmingham Local Safeguarding Children Board. However, its visibility was poor and maintaining and updating the site through a third party was a problem.

The dedicated site [www.educate2protect.co.uk](http://www.educate2protect.co.uk) came online at the end of the pilot.



## The SMART Enough? Pilot

This summary of the SMART Enough? pilot scheme is based on information supplied by Chris Pummell, the Project Officer responsible for managing the project.

### Demographics

Surrey has a population of 1,098,200 and 11 boroughs.

About 84.4% of residents are White British, compared with the English national average of 87%, and 5.7% are described as White Other. There are populations of less than 2% each of Indian, White Irish and Pakistani residents.

### Operational Set-up

Surrey Advisory Panel was set up, to meet every two months, with representatives from:

- police
- probation
- Surrey Safeguarding Children Board
- Surrey Primary Care Trust

This Panel confirmed that they wanted the pilot to address Actions 1 and 2 of the CSOR. Launched on 15 September 2008 with a presentation to parents at a school, this coincided with the launch of the Home Office Disclosure pilots (under which members of the public can register their interest in a named individual).

Two Project Officers were seconded to co-ordinate the pilot, both had:

- previously worked as police officers for Surrey Police
- gained extensive child protection and public protection experience
- undertaken work for the Lucy Faithfull Foundation and Stop it Now!

Six small focus groups of local parents, structured by questionnaire and audio-recorded, were held from May to July 2008

- these established what the public may want to know about child sexual abuse and the management of sex offenders in the community

A Baseline Survey was undertaken to find out the level of awareness of the Surrey public and identify myths and gaps in knowledge. This was distributed / made available to:

- members of the public
- parents at a focus group host school
- professionals involved in childcare
- 3000 NHS staff
- users of the SMART Enough? website

The results of the Baseline Survey were presented to the National Steering Group (February 2009) and separate reports based on the findings are available on request.

The SMART Enough? Advisory Panel chose the name SMART Enough? (Keeping Children Safe) because:

- it was meaningful and memorable to parents and carers
- it builds on and reinforces the SMART rules for Internet Safety already used in schools across the county

Meanwhile materials were being developed:

- SMART Enough? website
- presentation materials
- media strategy

From the outset it proved difficult to arrange events using a host agency such as a school.

The response was:

- targeting schools already in contact with the Lucy Faithfull Foundation (through the delivery of Internet Safety seminars) were targeted
- distributing leaflets and postcards to an estimated 1000 parents in the area, resulting in enquiries from other schools about hosting events
- distributing SMART Enough? materials at a shopping centre and the public canvassed for opinions on this subject
- approaching local newspapers – articles were run and adverts were placed.

## Presentations

A PowerPoint presentation was developed by the project team following the Focus groups. It formed a 90-minute session which:

- raised the audience's general awareness of the issue of child sexual abuse
- dispelled some myths about child sex offenders
- advised on signs to look for in both children's and adults' behavior
- outlined the Hurdles (Finklehor) and Cycles (Wolf) models of sexual offending behaviour patterns
- covered positive preventative steps by parents and carers
- presented audio clips of offenders describing their cycle of offending
- included discussion of the SMART rules and how parents can equip themselves with information to protect their children
- provided information on who to contact if there is suspicion that child sexual abuse is occurring or the potential for it

At each session participants were asked to fill out questionnaires before and after the presentation, in order to identify any increase in; their awareness; in their confidence in identifying signs of abuse and implementing some prevention strategies and their knowledge of how to act on any concerns.

## Approach and Results

### Events

A total of 17 events were held with a total of 306 people attending.

A further five events were arranged but were then cancelled before taking place due to lack of take-up by parents.

Further events since the end of the pilot, both in Surrey and further afield, include presentations to children's centres, professional bodies and a conference.

In addition to the impact of these events, we know that project publicity conveyed key prevention messages. In addition, the SMART Enough? website received 3413 visitors in the one year period. Therefore, it is possible to see that the SMART Enough? project reached and influenced far more than 306 people.

### Materials

- leaflets were produced containing aims and objectives of the scheme, presentation information and contact details
- two sets of postcards explained the SMART rules – 1) for parents to share with each other and 2) for parents to share with children. These were widely distributed across Surrey, including on request to Children's Services, a hospital, local community groups, and schools outside the county
- a US DVD - Smarter Adults Safer Children - that gives practical ideas and raises awareness for parents, carers and professionals was acquired part-way through the pilot and was linked to the SMART Enough? website in order for parents and other visitors to view and comment on it
- the Lucy Faithfull Foundation SMART Car was rebranded with SMART Enough? logos and information. It was parked at Guildford railway station, Surrey County Show and Surrey Youth Games. It is also used when attending SMART events and Internet Safety Seminars.

### Publicity

Using the media to reach members of the public was a strategy agreed in the early stages of planning for the pilot.

#### Newspapers: editorial

- a month before launch, a meeting was arranged with the Surrey Advertiser's editor-in-chief and chief reporter to explain the purpose of the pilot to them.
- this resulted in a good working relationship: during the pilot five press releases were issued and all were given full and prominent coverage
- the only aim not achieved was persuading the paper to publish the SMART Enough? logo

#### Newspapers: advertising

- newspaper advertising was undertaken as a response to difficulty in attracting participants by the six-month stage.
- a four-week campaign in two local newspapers was unsuccessful in generating much interest in the seminars, but may have driven traffic to the website.

#### Radio: editorial

- the local BBC radio station was approached before launch with suggestions for coverage.
- this resulted in strong launch day coverage in the Breakfast slot
- further coverage of the pilot on three consecutive days the following week
- two subsequent follow-up pieces

### **Radio: advertising**

- also at the six-month stage, eight weeks of advertising on a local radio station was arranged
- there were some problems getting a script accepted by the station without watering it down too much (e.g. the term 'child sexual abuse' was vetoed)
- a solution was achieved; however, little interest in the seminars was generated

### **Other advertising**

- advertising was also run in various Surrey publications such as those from local childcare and early years education organisations, and local community magazines
- details of the pilots and offers of free presentations were also emailed out widely, e.g. to all 51 local SureStart Children's Centres. However, this produced little interest

### **Website**

This became active in September 2008. Since then, there has been a marked increase in unique visitors. In November 2008, the total number of hits to the Smart Enough? website was 4053. This increased in December 2008 to 5302. In May 2009 the number of hits reached 6676.

## Promotional materials

As with several previous public health campaigns (including Stop it Now!), it was agreed that the promotional materials needed to:

- alert people to the central message of child sexual abuse prevention
- create brand awareness.

They did this by

- attracting attention by using eye-catching formats (such as the Smart Car, carrier bags and mugs) and a striking red and black colour scheme
- providing greater detail about prevention of CSA and sources of help and support using materials such as leaflets and postcards.

Whilst predominately targeting parents and carers, the materials were designed to be suitable also for professionals and other adults concerned about child sexual abuse.

The materials could be used

- in combination with other materials or
- as stand-alone resources.

The presentations also provided the chance to distribute information about MAPPA and their role in managing sexual offenders in the community, as well as mentioning the Sex Offender Disclosure Pilots which were ongoing at the same time.

DVD clips used in the presentations were well received and appeared to have a great impact on the audience. A DVD was added to the SMART Enough? website to attract visitors and maintain their interest while on the site and convey key preventative messages.

# Findings and analyses

## Aims in evaluating the pilot schemes

We need to know:

- How successful were they in engaging with parents and carers?
- How successful were they in providing parents, carers and guardians with accurate and instructive information about:
  - protecting children from child sexual abuse?
  - how registered sex offenders are managed in the community?
- What were the most effective methods used?
- What was learned about effective ways to implement such a community education programme?

This evaluation covers the period up to 25th September 2009.

## Approach to evaluation

### How the pilot schemes were evaluated

- collecting and analysing data on the number of community events, the number of participants and the outcomes for participants
- assessing the value of the SMART Enough? website by collecting data on visitor numbers and use
- analysing participants' feedback to find out how much they knew before attending educational presentations and how much they learned during them
- assessing the viewpoints of key stakeholders in the project in the Birmingham and Surrey areas and also regionally and nationally
- making recommendations on the development and delivery of public education work relating to child sexual abuse prevention in the future

### The methodology of the evaluation

Quantitative and qualitative methods were used as was 'thematic analysis' – a method for 'identifying, analysing and reporting patterns (themes) within data'.

(Braun and Clarke, 2006)

### How the data was collected

It was collected through:

- initial focus groups with MAPPA (Multi-Agency Protection Arrangements) lay advisers
- initial focus groups with local community members
- surveying a sample of
  - parents, carers and guardians in Surrey
  - 3000 professionals (contacted by email)
- quantitative data collected from people attending Educate 2 Protect and SMART Enough? events
- qualitative data collected from people attending Educate 2 Protect and SMART Enough? events
- feedback from a structured questionnaire sent to members of the national and local steering groups
- feedback from a structured follow-up questionnaire sent to people who participated in the educational presentations

### Limitations and strengths of the methodology

While its not possible to measure any increased safety of children in the pilot areas, it is possible to evaluate:

- the processes used
- the programme content and
- the outcomes of the scheme

This information will be of benefit to anyone planning public education programmes in future.

## Participants

The participants in the evaluation were a sample of

- members of the public and professionals involved in the care of children
  - who attended the initial focus groups and the Educate 2 Protect and SMART Enough? community presentations, or used online materials.

*'Opportunity sampling' means taking a sample of the people who are available at the time of study who fit the criteria. In this case they are parents, carers or guardians of children in the targeted areas.*

Attendance at the presentations was voluntary and the events were free of charge.

## Materials

These were generated in a different way by each project:

- SMART Enough? shaped theirs using focus group insights
- the professionals involved with Educate 2 Protect produced theirs based on their own awareness

They were unique to each pilot. However key messages were shared between projects and the content of each was highly consistent.

Materials included:

- PowerPoint presentations, leaflets, flyers, bookmarks and mugs
- a Smart Car, used by SMART Enough?, branded with logos and messages
- voluntary evaluation forms to be distributed to presentation participants.

## Procedure

In promoting their community presentations, SMART Enough? targeted parents and carers in the first instance:

- through mediating agencies such as schools and children's centres
- using the branded Smart car, radio and print media ads and features, and letters from schools.

On the other hand, Educate 2 Protect engaged relevant professionals first, before going on to disseminate the information to parents and carers in the community

Nonetheless, the findings of both will be collated and analysed together.

The recommendations and learning points in this report arise from the findings of both projects.

## Evaluation data

The following information consists of

- evaluation data received from participants of events held by both Educate 2 Protect and SMART Enough?
- comments from those involved in the pilots both operationally and strategically.

Both pilots achieved very similar figures for event participation despite different approaches.



Up to 25 September 2009

- Educate 2 Protect officers had hosted 24 events for 470 participants
- SMART Enough? officers had presented 17 events for 306 individuals
- a further 938 people attended Internet Safety events, operated by Stop it Now!, where SMART information was discussed and materials distributed.
- SMART Enough? also used the media (Surrey Advertiser 40,300 readers, Surrey Mirror Group 22,800 readers, BBC Southern Counties 238,000 daily listeners, Eagle FM 132,000 daily listeners)
- in November 2008, the total number of hits to the Smart Enough? website was 4053. This increased in December 2008 to 5302. In May 2009 the number of hits reached 6676. However, we can't evaluate the impact and benefits for people accessing these materials.

Both projects have continued to respond to ongoing demand for events beyond the pilot period and more people have received educational information than is reflected in this evaluation.

## Educate 2 Protect presentation evaluation form

Attendees were asked 5 questions (Appendix One) in a simple format because many did not have English as their first language.

Questions included:

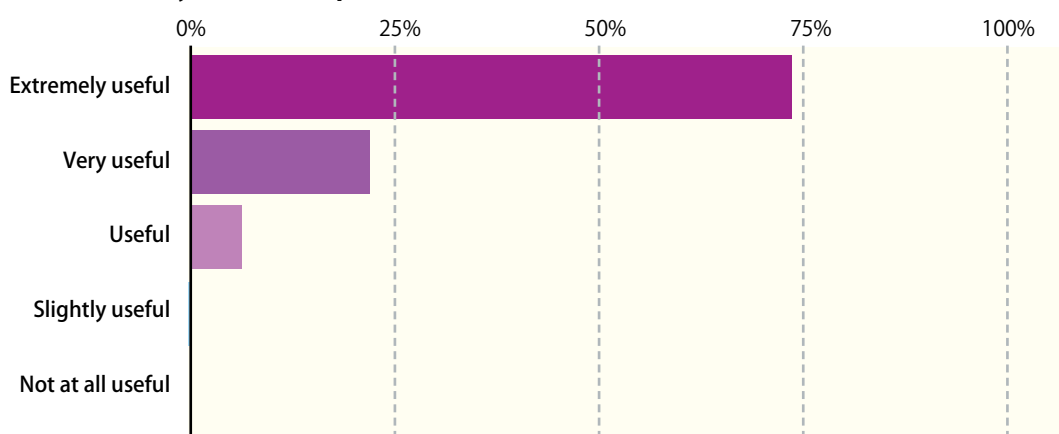
- did you find the presentation useful?
- did you feel the presentation has given you the information to protect children?

There was a completion rate of 89% of 470 participants and the response was overwhelmingly positive.

### Usefulness

- 73% gave the presentation the top rating of 'extremely useful'
- 95% had found the presentation to be either extremely useful or very useful, and the remaining 5% had found the information useful.
- no-one found the presentation only slightly useful or not useful.

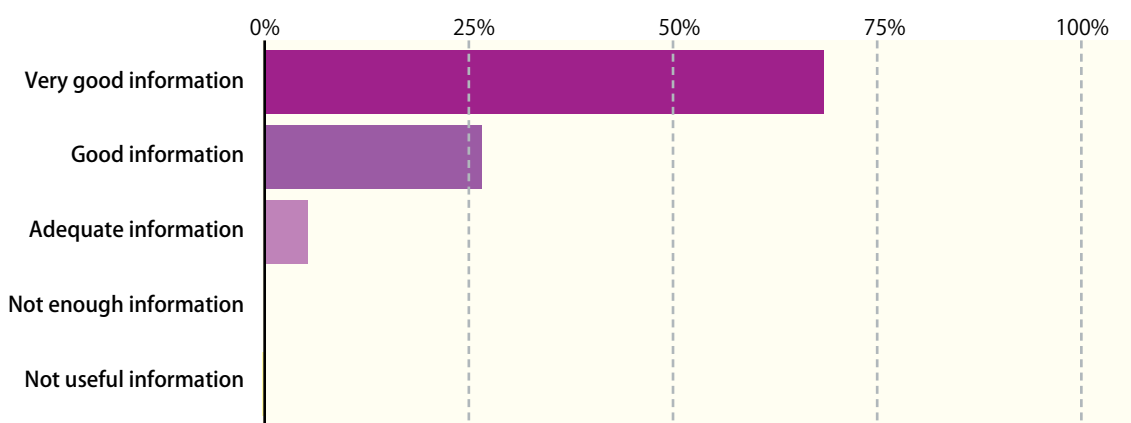
#### How useful did you find this presentation?



### Sufficiency of information

- 68% gave the session the top score of 'very good information', saying that the information provided was very helpful and would enable them to protect their children effectively
- 26% felt that the information had been good and would be useful in aiding preventative action.

#### Has sufficient information been provided for you to protect your children?



# SMART Enough? pre- and post-presentation questionnaires

Attendees were asked 13 questions (Appendix two) about their knowledge of child sexual abuse issues and the management of sex offenders in the community. These were repeated at the end of the presentations, but this process was modified, due to feedback to ask only 6 questions.

Additional questions were asked at the end, including:

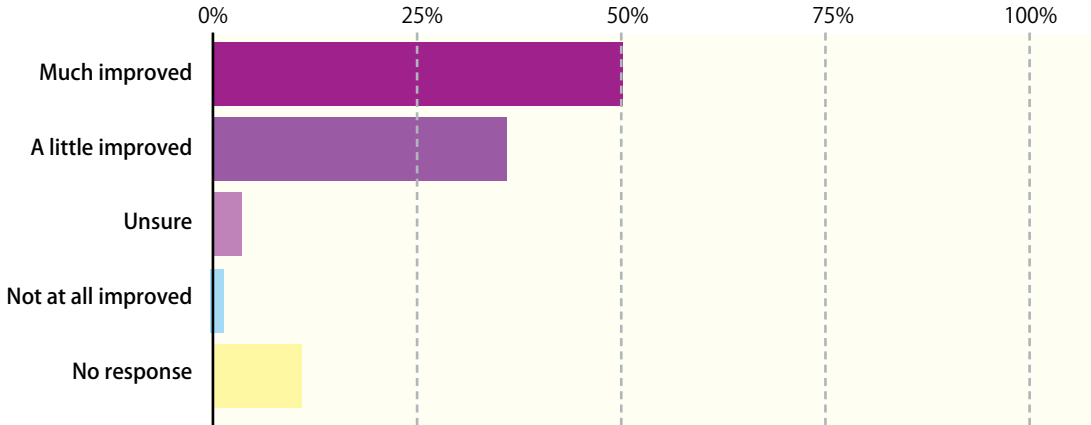
- how much has your awareness about the prevention of child sexual abuse improved as a result of attending this presentation?
- how much more confident do you feel about helping to keep children safe as a result of the presentation?
- what one thing will you do next as a result of attending tonight’s presentation?
- how much do you agree that: ‘Parents ought to be notified of the names and addresses of all the registered sex offenders in their area’ (1=strongly disagree, 5 = strongly agree)

207 responses were received. Follow-up feedback was obtained over the next 12 months from participants who left their contact details. The response was, again, overwhelmingly positive.

## Awareness of Child Sexual Abuse

- 85% felt that their awareness of this subject had either much improved or had improved a little
- only 4% indicated that they were either unsure or felt that their awareness had not improved. Many respondents within the latter category explained that they had already attended events in the past on a similar theme, either in the UK or abroad.

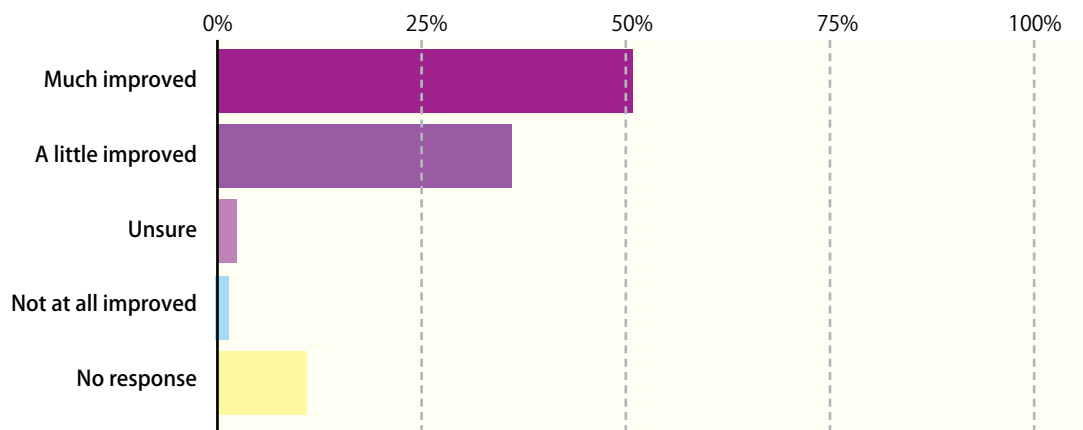
How much has your awareness of CSA improved as a result of attending this presentation?



## Confidence in dealing with CSA

- 86% indicated that their confidence was either much improved or a little improved
- 3% suggested that there had been no improvement or they were unsure.

### How much has your confidence in dealing with CSA issues improved as a result of attending this presentation?



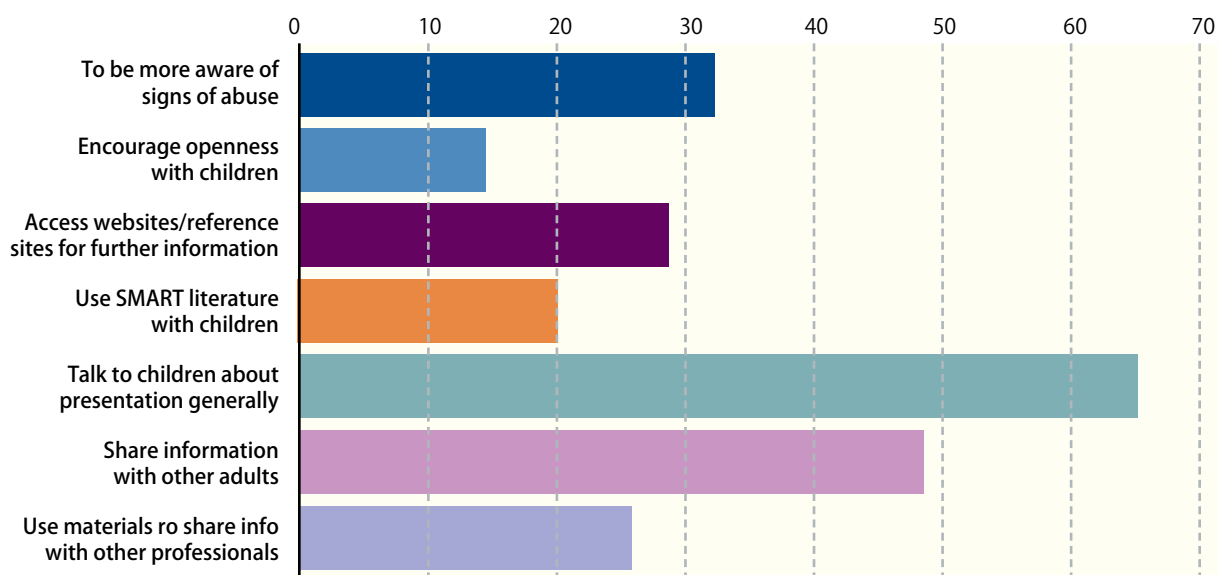
## Taking action

84% of respondents said they would take some form of action as a result of attending the session.

The range of actions included:

- those that were very proactive and specific (e.g. accessing additional information; talking with their children about issues to do with child sexual abuse and keeping safe; ensuring other professionals were made aware of the material) and
- those that were more general (e.g. being more aware of what to look out for; generally encouraging greater openness with their children)

### What will you do as a result of attending this presentation?



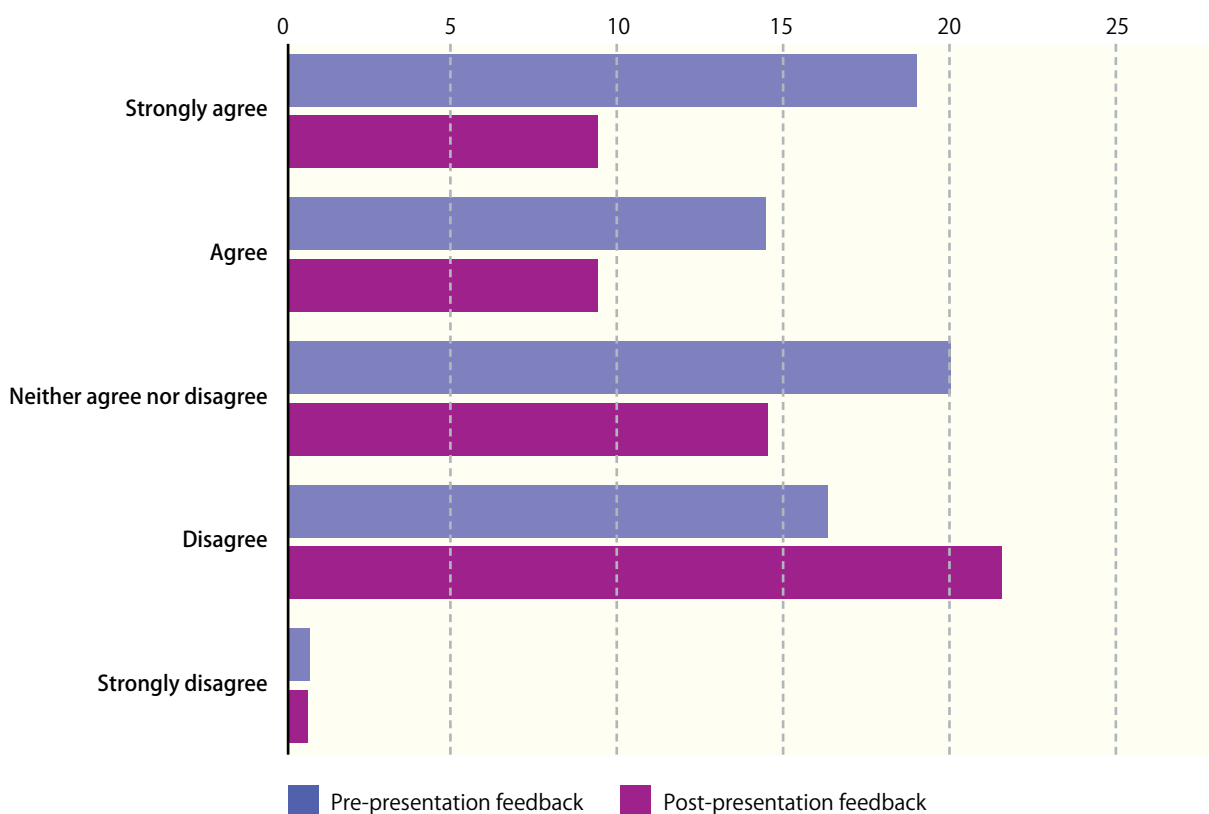
## Notification (Multi-Agency Public Protection Arrangements and Child Sex Offender Disclosure Scheme)

Following the presentation of information about the scale of the problem, patterns of sex offending behaviour and signs to look out for in adults and children, adults were given information on the Sex Offender Register and the work of Multi-Agency Public Protection Arrangements and constituent organisations in this management of known sex offenders. This information culminated in discussion about the respective merits of the Child Sex Offender Disclosure Scheme being piloted in 4 areas of England (but not areas covered by this public education pilot) and Megan’s Law in the USA where in information about all registered sex offenders is made publicly available.

At the start and end of the session, attendees were asked to rate on a scale of 1 (strongly disagree) to 5 (strongly agree) whether they agreed with the statement ‘Parents should be notified of the names and addresses of sex offenders in their local community.’ The presentation had a significant impact on levels of agreement with this statement, as outlined below.

Comments added by parents included a concern about increasing the isolation of sex offenders, potentially making them more dangerous and the dangers of focusing parental concerns on known offenders when the bigger risk may be elsewhere.

### Parents should be notified of the names and addresses of sex offenders in their local community



These results provide evidence that

- attitudes can be influenced within short time-scales
- individuals are open to changing their beliefs on a subject that causes considerable controversy and a wide range of emotional responses
- Parents value general messages that apply to sex offenders, both known and unknown

Follow-up will be needed to determine whether this attitudinal change is sustained over time.

## Follow-up feedback

In the 12-month follow-up feedback, respondents said they felt more confident about

- understanding what to look out for
- knowing where to go for assistance should a problem of child sexual abuse arise.

### **Quotes describing specific actions that were taken by respondents include:**

“As a result [...] I have got in touch with the US Embassy to see what happens in the States”

“Working within an educational sphere and attending similar presentations on a professional basis, I was aware of some of the issues relating to the protection of children. [This experience], however, was from another viewpoint - of a parent gaining information. At present my son is still too young to be too independent – the computer now has a parental lock and sleepovers allowed only when both parents are present.”

## A representative sample of audience feedback from both pilots

Those who completed the evaluation forms provided at the events indicated an overwhelmingly positive response.

### Educate2Protect

“Makes me look closer to home”

“Thanks for letting parents know about this hugely important subject”

“Very to the point, pitched just right”

“Very hard hitting, 1st DVD was very emotive, should be shown to as many people as possible”

“Really informative in a language that’s transparent, very informative, I am more aware”

“Very informative, knowledgeable presenters”

### SMART Enough?

“Now you have run through the pilot hopefully the audience will spread the word - would at least help to get a larger audience”

“Very well and sensitively presented. Thank you”

“Very worthwhile - all schools should do this”

“Very thought-provoking, we all have a responsibility for protection”

“Very useful – the material given out was helpful. I think it would be useful to have a monthly/quarterly email reminding us of the bullet points to keep the issues at the top of patient’s agenda. Hyper-links to school/ parents’ association websites. Not many parents with kids in Yr 6 and below - why not? At what age should subject be introduced?”

“I was sad to hear there isn't more support for people struggling with their sexual thoughts”

## Professionals' feedback

Towards the end of the 12-month pilot, a structured questionnaire (Appendix three) was emailed to professionals involved, including members of the National Steering Group, the two regional pilot steering groups, the individual project officers who delivered the seminars.

This was undertaken to learn whether they had felt that the pilot had been successful overall, what lessons had been learned and where they would like to see the pilots going in future. 11 responses were received which are summarised below.

### Achievements

- awareness of CSA and appropriate preventative measures was raised among many parents, carers and related professional communities and voluntary organisations.
- the pilot increased cohesion between key statutory authorities responsible for child protection and management of sex offenders in the community.

### Why did the schemes work?

Much credit was due to the credibility and perseverance of the officers. It was vital that the individuals presenting the material were:

- credible
- had a good working knowledge of child sexual abuse and the management of sex offenders
- were highly committed to making the project a success

It proved possible to engage with diverse ethnic groups, including hard-to-reach communities, despite some initial worries due to the subject of the community education.

The projects' multi-agency ownership was helpful and involved professionals with different child protection remits working together for the overall good of the pilot.

### Obstacles and how they were overcome

The facilitation by multi-agency steering groups proved challenging when it came to meeting the needs of the various organisations represented. Therefore:

- the Steering Group was invited to meetings
- the E2P presentation was described as a safeguarding initiative to overcome concern about public disorder at community events where the topic of sex offenders is mentioned.

It was necessary to overcome the public's apparent lack of interest in issues regarding CSA

- advertising with the local media met with limited success, but it was suggested that agencies involved in steering groups could use their own media experts

Officers had to find out exactly who to contact to establish a network of key individuals

- identifying influential professionals and community leaders who could signpost the events to others was one way around this obstacle, e.g. the Head Teachers forum was engaged to promote the pilot and gain their support.



Difficulties were encountered in engaging with diverse ethnic communities due to language barriers and cultural sensitivities to the issue of child sexual abuse

- presenters of this material had to have considerable knowledge of the subject and also in presenting to groups with a range of cultural traditions and sensitivities
- interpreters were also used on occasion
- project workers also obtained advice from community representatives about the best approach

It took considerable time for each of the pilots to get off the ground

- this was overcome by tenacity of project officers in keeping pilots going
- projects were viewed as 'slow burning', with interest increasingly exponentially

### Potential indicators of success

- An increased number of reports to Children's Services / the police / the Stop it Now! helpline
- Feedback from parents reflecting raised awareness and change in their behaviours and practices
- Specific details of actions that parents will undertake as a result of attending the presentation
- Additional requests for presentations to other groups, both locally and further afield
- Reports that staff involved in the delivery of services are now more aware and more likely to identify possible concerns.

A number of professionals felt that evidencing success would be a challenge for this type and duration of campaign because:

- it would be difficult to develop accurate, outcome-focused performance measures.
- it was not in operation long enough to evaluate the results, nor did it have the reach
- individuals who become better informed may never need to apply this knowledge, or they may need to at a much later date.

However, all respondents agreed that it was essential for programmes focusing on educating the public to prevent child sexual abuse to continue in future.

# Learning and recommendations

## Pre-existing insights

- Child sexual abuse is a widespread social problem.
- Child sexual abuse causes harm for victims, compromising their mental, physical, emotional and social wellbeing in the short- and long-term. It also negatively affects wider society, both socially and financially.
- Child sexual abuse is preventable, not inevitable.
- Primary prevention activities are obviously preferable, and are also less stigmatising than other forms of prevention.
- Research suggests that the factors that offer primary protection for children against being sexually abused are:
  - sound and accurate knowledge in adults
  - children having access to support from non-offending parents or other adults with whom the children have established some trust. (Smallbone et al., 2008)

However, it is difficult to get adults to communicate about child sexual abuse.

People are more likely to get involved in programmes aimed at preventing harm when:

- they think they may be personally vulnerable
- they perceive that participating has low costs and high benefits.

The most effective campaigns are those that put across their messages consistently over time, according to Social Learning Theory (Bandura, 1977).

To be effective, preventative programmes must be part of a strategy to provide cohesive, highly visible and long-term education.

# Learning from the pilots

## Structure

The projects' multi-agency ownership, which involved professionals with different child protection remits working together for the overall good of the pilot was beneficial.

## Publicity

The best local newspaper coverage was gained by holding pre-launch meetings with senior members of newspaper staff to brief them about the pilot, and subsequently sending them regular press releases.

Similarly, approaching a local radio station with whom they had existing links in advance of launch allowed SMART Enough? officers to gain significant radio coverage for the project.

Newspaper and radio advertising generated few requests to participate in events, however. Part of the problem was the requirement by newspapers and radio stations for the content to be indirect without mentioning the words 'child sexual abuse', which provides further evidence of the taboo surrounding this subject.

## Engagement

The participation figures of the pilot projects reflect some difficulty in engaging the public, despite the time officers devoted to it.

### Engaging professionals:

- poor results came from 'cold calling' professionals working with children and the public
- good results came from the time-intensive means of calling first and following up with emails about the presentations plus contact from officers a few days later.
- it was important to ascertain who the key professionals were
- a wide uptake of training in the subject of child sexual abuse for professionals (delivered by Stop it Now! Black Country and Birmingham) was achieved by publicising it at educational events.

### Engaging schools:

- school staff were often enthusiastic about the initiative but unable to offer many options of dates for involvement. This was overcome by officers' persistence and flexibility
- it was helpful to be able to build on existing relationships with local schools (in this case, through previous Internet Safety activities from the Lucy Faithfull Foundation)
- some participating schools' concerns about stigma associated with hosting events about child sexual abuse were addressed by holding several presentations at neutral venues such as hotels, leisure centres and community centres
- it was easier to engage schools' 'core audiences' than less fixed community centre user populations.

### Engaging groups and others:

- the timing and handling of sessions needed to be tailored to groups' schedules and cultural needs – it was helpful to take advice from community representatives
- the taboo surrounding the issue of child sexual abuse led to difficulties in engaging several organisations, including children's centres
- parents were reluctant to travel long distances to events
- parents who did attend the community events commented on the low numbers of attendees, indicating that they found it 'disappointing' and 'surprising' that so few parents had made the effort to turn up
- leaflets alone were not found to be an effective way of disseminating information and creating engagement by the Educate to Protect pilot; however, the SMART Enough? project found that parents' interest was aroused by the distribution of leaflets and postcards in the area, and this resulted in more requests from schools to host events
- as is pointed out under Publicity, above, local newspaper and radio advertising generated little participation in SMART Enough? events. However, such exposure may have contributed to visits to the SMART Enough? website, indicating both an interest and a greater confidence in seeking information and engaging online.

## Presentations

Originally the E2P presentation was to last one and a half hours, but this was found to be too long for some audiences such as parents' groups. It was shortened by half, to allow time for questions to be asked, and for the groups' other activities to take place. Smart Enough stayed at 90 minutes.

It was vital for officers delivering the presentations to have

- competence
- credibility
- wide prior knowledge and experience of child sexual abuse issues and sex offender behaviour / management
- awareness of the climate of opinion
- flexibility – no two events required exactly the same approach
- commitment to making the projects work.

Language was sometimes a barrier, whether English was participants' first language or not. Interpreters were sometimes used. The challenge was to keep it simple and avoid jargon without over-simplifying and thereby misleading or causing anxiety.

The presentations were shaped by valuable audience feedback, as in the case of a woman who was a survivor of child sexual abuse who was distressed by the presentation. Her feedback resulted in the elements of the presentation being reordered, so that the audience would be pre-warned of the most challenging content and would have time to take it in at a manageable pace.

## Strategy

It took considerable time for each of the pilots to get off the ground. This was overcome by the tenacity of the project officers in keeping pilots going. Such projects should be viewed as 'slow burning', with results exponentially increasing over time.

Post pilot, requests for presentations from other groups, both in the local area and further afield, continued to be made to the project officers, which provides evidence for a 'snowball effect' created by such initiatives if they continue beyond the short term.

In order to embed the work into a clear, recognisable and consistent theme, it was agreed that a single brand name needed to be established. A new trade name, Parents Protect!, was established and materials are being changed to reflect the new name and logo.

However good the materials used (such as leaflets and websites), credible face-to-face communication is still a vital aspect of effectively conveying the core message to a range of audiences.

Informal feedback suggests that many of the parents and carers who attended presentations were already 'engaged' with the idea that they were responsible for preventing child sexual abuse, and they were already highly motivated to gain more information. This certainly seemed the case in the Surrey pilot, although rather less so in Birmingham where the audiences comprised a greater spread of ethnic minorities where child sexual abuse had not been discussed before.

Preliminary findings suggest that efforts to engage other parents and carers in community education programmes to prevent child sexual abuse should be focused on increasing these adults' perception that they are vulnerable to being personally affected by child sexual abuse and emphasising their ability to reduce risk by accessing accurate information rather than focusing on the negative outcomes of child sexual abuse.

## Recommendations

The following is a combination of recommendations supplied by those who have been involved in the pilots.

They provide a basis for successful future development of the pilots, including at a national level.

- Establish sources of funding that will be reliable and will fund in the medium term (rather than requiring short-term delivery and outcomes)
- Ensure that enough time has been allowed to establish new contacts when starting new community-orientated projects
- Develop links with established and credible organisations - e.g. Stop it Now!, Barnardo's - where possible, as having an association with a well-known name will lessen potential resistance from organisations or individuals during promotional activities
- Establish local strategic partnerships with key child protection agencies at the outset of the project and collaborate closely with them in key initiatives
- Develop a collaborative and comprehensive approach that involves health professionals as well as those from criminal justice and child protection agencies
- Develop good local media contacts to promote and disseminate key messages, especially where there is currently national coverage of a relevant article
- Use new media effectively - design a user-friendly and informative website and encourage other child protection organisations to advertise on it. This will need to be centrally controlled to ensure that it is up to date and accurate. Additional, separate funding is needed for the creation of a stand-alone site
- Orchestrate a well-advertised launch event for professionals who can help with other establishing local contacts, and involve them in ongoing delivery of the material. 'Schools have the potential to provide fully integrated prevention models by collaborating with the community and capitalising on the resources the schools already possess' (Burrows Horton & Cruise, 2001, p. 153)
- Provide sufficient resources and funding to commission an independent evaluation of the project with measurable outcomes to evidence the effectiveness of the campaign
- Ensure the presenters are credible and knowledgeable about working in child protection and who have prior training experience. Flexibility, sensitivity and adaptability are also needed
- Any recommendations that are initiated will need to be adapted and tailored to meet local needs to ensure the most successful outcomes

## Finally - where do the pilots go from here?

The final National Steering Group (October 2009) meeting focused on how learning points from both pilots could be used by authorities, organisations and individuals to take the project forward into the future.

Having discussed a number of options (Appendix four), it was universally agreed that Option 3 would provide the greatest benefit to those with operational responsibility and also to parents and carers in the community. This option encompassed:

- Develop materials into training packs, including 'train the trainer' notes so that others can deliver to groups of parents and carers
- SmartEnough? + Educate2Protect staff deliver regional or local training events to Police/MAPPA/LSCB (alongside Disclosure)
- SmartEnough? + Educate2Protect staff support local police to organise and deliver local events
- SmartEnough? staff maintain and develop SmartEnough? website including a local page for each Police force or MAPPA; with feedback on usage etc at local/national level

While the cost of Option 3 was estimated to be higher than that of two other options, it was envisaged that there would be a good chance that the recommendations would be adopted and used. Because of this, it was thought that there would be:

- a positive impact on both prevention of child sexual abuse
- an increase in public confidence in MAPPA at both a local and national level

Therefore the higher cost implications would be counteracted by the potential longer-term improvements in both health outcomes and public confidence.

It was also suggested that if the concurrent Police Disclosure Scheme Pilots became incorporated into mainstream practice, their effectiveness would be increased by the implementation of community engagement programmes encouraging primary prevention of child sexual abuse.

This last point can be summarised using elements of feedback from professionals involved in this pilot:

"It is clear to me that this pilot should now be adopted nationally, and rolled out as part of and alongside the roll-out of the Disclosure pilots. There is absolutely no point informing communities and parents of their right to request disclosure without better informing them of how sex offenders might operate and how better to protect their children. For me this has always been about a Stop it Now! message and the importance of better educating our public about the ways in which they can help prevent child sexual abuse."

"There is a link to the disclosure pilots. I believe there is a need for a broader public debate around MAPPA and the management of sex offenders in the community and this type of work has the potential to take that debate forward so the safeguarding is seen in a broader context rather than just protection from known sex offenders. As a consequence, the work needs to be recognised as cross govt departments as it currently sits across MOJ/Home Office and DCSF. Ultimately all departments have the same desired outcome regarding the protection of children."

"There is a real need for a national campaign to support the implementation of the Disclosure process with local delivery being a key part of the process."

# Resources

You can access further information resources on child sexual abuse, prevention work and government initiatives, materials developed for the Parents Protect! public education programme, an online learning programme and links to useful websites at [www.parentsprotect.co.uk](http://www.parentsprotect.co.uk)



# Organisations

## Stop it Now! UK and Ireland campaign

At the core of the Stop it Now! campaign is the belief that child sexual abuse is preventable and that responsibility for preventing and reporting child sexual abuse lies with adults rather than children. However, it is only through working together, in partnership, that we can make a difference to the lives of children and their families.

Stop it Now! UK and Ireland was set up in 2002. It is managed by the Lucy Faithfull Foundation. It is supported by an Advisory Council comprising the main child protection charities and other bodies with an interest in child sexual abuse prevention.

### Stop it Now! activities

#### **Confidential helpline providing advice and information to**

- those concerned about their own behaviour towards children
- those concerned about others' sexual behaviour towards children
- professionals working with children and adults

#### **Campaigning to provide adults with accurate information to enable and encourage them to prevent child sexual abuse.**

#### **Signposting service for male and female adult survivors of sexual abuse.**

### Stop it Now! credentials

Creating strong working partnerships with both statutory and voluntary agencies in child welfare, criminal justice, health and education:

- local campaigns are often hosted by partner agencies with financial support from statutory bodies – e.g. Barnado's in Black Country and Birmingham

As a result, collaborating in ways that achieve an increased emphasis on prevention in some localities and regions.

## The Lucy Faithfull Foundation

The Lucy Faithfull Foundation (LFF) is the only UK-wide child protection charity dedicated solely to reducing the risk of children being sexually abused. Specialist staff work with entire families that have been affected by abuse including: adult male and female sexual abusers; young people with inappropriate sexual behaviours; victims of abuse and other family members.

Drawing on expert knowledge about child sexual abuse the charity offers a broad range of services for professionals and members of the public. These include: assessments, intervention and treatment of known offenders, case specific advice and support, training and development courses and workshops, educational programmes for internet offenders and their families, circles of support and accountability and internet safety seminars for schools (teachers, parents and children).