



# Our Charity's Future: Strategic Plan 2016-2019

The Lucy Faithfull Foundation is the only UK charity focused solely on reducing the risk of children being sexually abused



Working to Protect Children

## Contents

- 3 Mission
- 3 Vision
- 3 Scale of the problem
- 4 Key objectives over the next three years
- 5 Our comprehensive approach to prevention
- 6 12 points of focus for preventing child sexual abuse
- 7 Who we are and what we do
- 8 The impact of our work
- 11 The future
- 12 Get in touch



# Our Charity: Strategic Plan 2016-2019

## 1. Mission

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

**We believe child sexual abuse is preventable, not inevitable.**

## 2. Vision

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

## 3. Scale of the problem

- In 2000 a UK-wide prevalence study by the NSPCC reported that some 1 in 6 children had experienced sexual abuse by age 18.
- The World Health Organisation estimates global rates of child sexual abuse are 18% for girls and 7.6% for boys (WHO, 2014).
- More recently in 2015, a report by the Children's Commissioner for England estimated that some 400,000 to 450,000 children had been sexually abused over the two years from 2013 to 2014 in England.
- The report also highlighted that whilst the majority of perpetrators were adult male, some one third were under 18 years of age.
- The report further noted that just one in every eight victims is known to the authorities.
- 50,000 identified victims of child sexual abuse in 2013/14 resulted in fewer than 6,500 convictions in the same period.

**The majority of children who suffer sexual abuse are abused by someone they know, someone in their family or social network (including online networks).**

This makes it very hard for them to tell anyone. This is why we, as adults, must do all we can to protect them.

## 4. LFF seeks to confront the risk of abuse, and to make children safe, by implementing five key objectives over the next three years

- 1. We will increase our reach and work directly with 20,000 people who are affected by or worried about child sexual abuse, including concerned parents, victims and with those who have abused, or are at risk of doing so, in order to reduce the risk of future offending and support recovery in families.** In addition we will use social media and other digital marketing activity to expand the reach of our work and increase visitor volumes to our websites by 30%.
- 2. We will advance the Stop it Now! prevention campaign to equip 14,000 adults with the information and skills they need to better protect children.** Beyond these 14,000 adults engaged with directly, we will also use social media and other digital marketing activity to equip a further 500,000 adults with the skills and information they need to better protect children. We will also develop a new service targeted at young people to enable them to better protect themselves and each other.
- 3. We will increase our delivery of training and consultancy by 25% per annum and, using our expert knowledge, will increase the skills of 15,000 professionals that have a responsibility for safeguarding children by 2018.**
- 4. As specialists in the field we will use our knowledge to engage, challenge and influence government, civil society and other national organisations to place the prevention of child sexual abuse at the forefront of policy development and to raise its profile in the media to increase public understanding.**
- 5. We will ensure the expertise of our staff remains at the forefront and cutting edge of developments in the field of responding to and preventing child sexual abuse, through training, research and collaboration with academic institutions and child safeguarding agencies.**

Our strategic aims highlight the areas where we wish to grow and develop our services, alongside which we will continue to deliver services to high risk people in the community convicted of sexual offences through our Circles of Support and Accountability.

Some areas of work remain very challenging to grow so we have decided to expand the areas where we can maximise our impact and reach while maintaining other important work streams.

*Please see section 7 (pages 8-11) to see how we will build on the success of our work so far to deliver our ambitious objectives over the next four years.*

## 5. Our comprehensive approach to prevention

In the UK we have robust laws and a professional social work and law enforcement workforce, but they only work after abuse has happened, rather than before. A concern for children ought to prompt investment in strategies that prevent or deter sexual offending, rather than waiting until it has happened. The public health model of disease prevention has driven development in the Foundation's response and prevention services since 2002.

This public health model uses the terms primary, secondary and tertiary prevention to distinguish between interventions utilised after abuse, to prevent its repetition (tertiary prevention); interventions that target "at risk" groups, for example children with disabilities, who we know to be at additional risk of being abused, or interventions that target men troubled by their sexual thoughts about children, who are at greater risk of going on to abuse (secondary prevention); and interventions to engage with large sections of society to prevent abuse arising in the first place (primary prevention).

These "levels" of prevention are then combined with four key target groups – offenders (or potential offenders); victims (or potential victims); communities and families; and, finally, the situations or places where abuse may occur. The table on page 6 illustrates the kind of activities that are required in any comprehensive approach to child sexual abuse prevention.



# 12 points of focus for preventing child sexual abuse

## (The Prevention Framework)

	Primary Prevention	Secondary Prevention	Tertiary Prevention
<b>Offenders</b>	General deterrence Developmental prevention	Interventions with at-risk of offending adolescent and adult males	Early detection Specific deterrence Offender treatment & risk management
<b>The LFF approach</b>	<b>Online deterrence campaign</b> including films, digital and social media advertisements	<b>Stop it Now! Confidential Helpline</b> <b>Get-Help self-help online toolkit</b> for people worried about their own sexual thoughts or behaviour <b>Inform (YP)</b> a tailored intervention for young people to address risky sexual behaviour	<b>Stop it Now! Confidential Helpline</b> <b>Get-Help self-help online toolkit</b> for people worried about their own sexual thoughts or behaviour <b>Inform Plus</b> - group and individual interventions for men who have accessed online illegal images of children <b>Circles of Support and Accountability</b> for high risk sex offenders in the community <b>Specialist Court Assessments</b> identified issues can be followed up by specialist interventions
<b>Victims - Children and Young People</b>	Resilience building	Resilience building & other interventions with at-risk children	Ameliorating harm Preventing repeat victimisation
<b>The LFF approach</b>	<b>Internet Safety training</b> for primary school children	<b>Inform (YP)</b> a tailored intervention for young people to address risky sexual behaviour	<b>Inform (YP)</b> assessments and tailored intervention for young people to address problematic sexual behaviour
<b>Families/ Communities</b>	Parenting education Community capacity-building	Responsible bystander training Enabling guardians Interventions with at-risk communities	Interventions with 'problem' families, peers, schools, service agencies & communities
<b>The LFF approach</b>	<b>Parents Protect! website</b> lots of resources for parents such as <i>What's the Problem!</i> <b>Stop! Campaign materials</b> <b>Parents Protect! training</b> an educational and awareness raising course <b>Internet Safety Seminars</b> for parents <b>Parents Protect Across Communities</b> prevention strategies for black, Asian, minority ethnic and refugee groups	<b>Stop it Now! Confidential Helpline</b> <b>Parents Protect Plus</b> an extended educational and awareness raising course for main caregivers with additional vulnerabilities	<b>Stop it Now! Confidential Helpline</b> <b>Get-Help self-help online toolkit</b> for those concerned about the sexual behaviour of another <b>Tailored interventions for families</b> <b>Inform</b> - a group work programme for the partners/supporters of men arrested for viewing illegal images of children <b>Specialist Court Assessments</b> identified issues can be followed up by specialist interventions
<b>Situations</b>	Opportunity reduction Controlling precipitators Extended guardianship	Situational prevention in at-risk places	Safety plans Organisational interventions
<b>The LFF approach</b>	<b>Professionals Protect!</b> an educational and awareness raising course for professionals <b>Advice on situational prevention</b> making communities, schools and workplaces safer	<b>Advice on situational prevention in at-risk places</b> targeting problem areas to reduce the likelihood of sexual offending taking place <b>Safer Recruitment Training</b> how to make recruitment practices safer	<b>Securus computer software</b> which monitors behaviour online and acts as an alert to the viewing or downloading of illegal images of children

## 6. Who we are and what we do

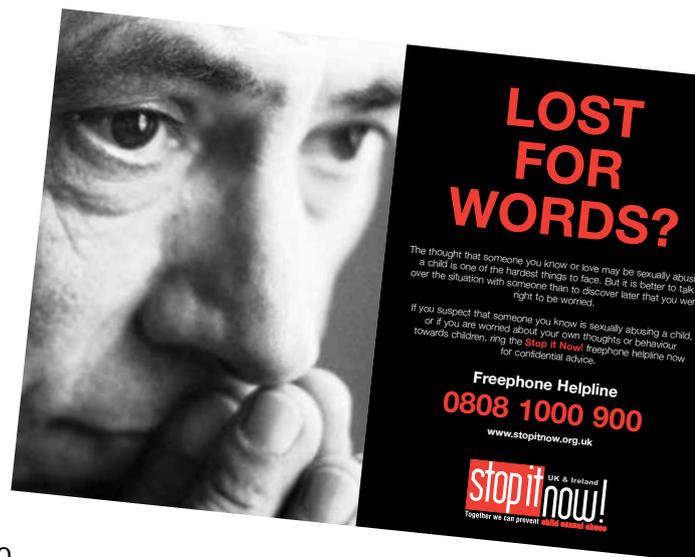
The Foundation's strength is its staff. Over 100 full, part time and sessional staff work for the Foundation and provide a breadth of skills and expertise to deliver effective interventions and programmes to reduce the likelihood of sexual offending.

We do this with the support and oversight of a Board of Trustees who bring their own expertise and knowledge to guide and govern our work and ensure robust governance arrangements are in place. We work not just across England, Scotland and Wales but also internationally, providing consultancy and raising awareness of child sexual abuse. All our specialist staff have a professional background in child protection and sex offender assessment and treatment, gained in work in psychology, probation practice, social work, police work or education allowing us to take a holistic approach to the problem.

Our work from the early 1990s mostly involved the assessment and treatment of sex offenders, victims and families, typically for the Family Courts. From 1995, we developed and ran Wolvercote Clinic, the UK's only residential assessment and treatment programme for adult males with allegations of or convictions for child sexual abuse. This intensive living and learning environment, where treatment programmes took some 12 months, 7 days a week, taught us a considerable amount about how the 305 men we worked with came to behave as they did; how they could learn to see the world and behave differently beyond treatment; how victims and their families and professionals were manipulated or blind-sighted; and how all could work towards a positive future.

We took the lessons from this intensive work into new non-residential services for offenders, victims, families and professionals and developed an array of prevention services and interventions we continue to offer to the present day. Circles of Support and Accountability were developed to assist people who had sexually offended to live life responsibly in the community with the support of a group of locally recruited and trained volunteers. Our staff worked for a number of years, under contract to the Youth Justice Board, to provide assessment and treatment in custodial settings to young people convicted for serious sexual offences. Since 2005 we have been delivering increasing numbers of interventions, at venues across the UK, on our Inform+ programmes for men arrested for offences involving indecent images of children accessed online. In parallel, we work with partners and adult family members of these offenders, to support them through a life shattering experience and, if they choose to stay with their partner, help understand the behaviour and assist in preventing further offending. This work most recently extended to services for young people who were getting into trouble online through illegal or unhealthy sexual behaviours; this work of necessity involving close support of parents and carers.

In terms of prevention services, our Stop it Now! UK & Ireland Helpline helps support adult offenders and family members play their part in future protection of children; but it also engages with those troubled by their sexual thoughts before doing any harm; and with other adults simply worried about another's potential to do harm.



## 7. The impact of our work

It is important to our trustees, our staff, our supporters and those who use our services that we demonstrate that our activities and interventions really do have a positive impact in keeping children safe from sexual abuse and represent real value for money. We therefore invest time and resources in evaluating all aspects of our work, as well as getting feedback from the users of our services and resources.

### The impact of our work with perpetrators to help prevent them reoffending

Up until the end of March 2016, some 1,473 people have successfully completed our Inform Plus programme for men who have accessed illegal images of children online (either in a group or individualised format). This programme was evaluated in 2015 by Dr Steven Gillespie and colleagues from Birmingham University. They found reductions in depression, anxiety, and stress in participants following completion of the programme; as well as increased levels of self-esteem. These aspects are regarded as central to offenders' future desistance from offending.

A recent Inform Plus participant commented following completion of the programme: **"I would like to thank you for enabling me to address my offending and showing me the way to develop strategies to ensure that I never reoffend and live a good life."**

### The impact of our work with friends, families and partners of offenders

Alongside our Inform Plus programme for those who have offended online, our Inform course for partners and adult family and friends has been delivered to 313 individuals, to support them in their vital role of keeping children safe and helping past offenders lead good lives.

Our confidential Stop it Now! Helpline service also supports adult family and friends to notice the signs of worrying sexual behaviour in their loved ones and to take practical steps to keep children safe, whilst holding those who have offended to account. Supporters make up 26% of all calls to the Helpline. One told us:

**"The Inform course creates an opportunity to talk openly... The sense of relief and reduction in stress together with the very practical advice from others going through the same thing can't be underestimated. The opportunity to network with others in a similar situation is critically important to the ability to get proper perspective and cope with the situation, take decisions and begin to take control. I believe that in itself is important to preventing break-down in an incredibly stressful situation..."**

### The impact of our work with young people who display problematic sexual behaviours

We work with young people to prevent future sexual abuse of other children through our Inform Young People programme. We also work with their families or their main care giver. A mother, whose son worked with one of our practitioners, said: **"He struggles with his emotions. Since his work with Tracy [LFF Practitioner] he now talks very openly with me and his step-dad. This all stemmed from Tracy."**

## The impact of our work providing specialist assessments

In the year to April 2016 we completed 141 specialist assessments. These resulted in intensive follow-up work with 37 adults and children displaying problematic sexual behaviour. We also worked with a range of interpreters to deliver interventions.

Following an assessment and the follow-up work, the mother of the child displaying sexually problematic behaviour said to us:

**“I have found the Lucy Faithfull course so very helpful and it has made me understand a lot of the children’s behaviour and needs, and really made me be able to answer any questions or worries they may have... As hard as it is for me to know my son was grooming [redacted] and sexually and physically abusing (them) I can now understand how all this must be affecting them... I can’t say enough how helpful this course has been for me.”**

**Objective 1:** Continued activity in the above areas will contribute to our first objective to increase our reach and work directly with 20,000 people who are affected by or worried about child sexual abuse, including concerned parents, victims and with those who have abused or are at risk of doing so in order to reduce the risk of future offending and support recovery in families. In addition we will use social media and other digital marketing activity to expand the reach of our work and increase visitor volumes to our websites by 30%.

## The impact of our Stop it Now! Helpline

Our Helpline is a powerful protection tool which gives members of the public the advice and support they need to prevent sexual abuse – whether the caller is concerned about their own sexual behaviour, the behaviour of another adult, or a parent or carer concerned about the sexual behaviour of a child towards other children.

Over more than fourteen years, our Helpline has taken 55,654 calls, giving people practical advice and support designed specifically to reduce the risk of children being sexually abused. And in the twelve months up to the end of March 2016, the Helpline took a monthly average of 784 calls. A man calling the Helpline with concerns about his own sexual behaviour towards children told us: **“[The Helpline helped] me to calm down. Emotionally I really needed to have somebody who had some experience of this situation and who could impart some of their wisdom onto me sort of thing. And... to help me reach a point where I could go on to then discover more about myself and my offending behaviour and control that.”** And a woman who called the Helpline with real concerns about the sexual behaviour of another adult described the support she received as: **“Very beneficial and ‘real life’ practical advice to help me protect my children.”**

The Helpline was independently evaluated in 2014 by specialist researchers, NatCen Social Research. Their research led them to conclude that the Helpline was **“greatly valued by users, especially [for] the quality of advice and information, the anonymity and confidentiality [and] the approach and manner of staff.”** The final report further concluded that the Helpline **“is making a significant contribution to tackling the public health problem of child sexual abuse.”**

Through increasing our online activities, access to our Helpline and the development of new services across England, Scotland and Wales we will achieve our second objective:

**Objective 2:** We will advance the Stop it Now! prevention campaign to equip 14,000 adults with the information and skills they need to better protect children. Beyond these 14,000 adults engaged with directly, we will also use social media and other digital marketing activity to equip a further 500,000 adults with the skills and information they need to better protect children. We will also develop a new service targeted at young people to enable them to better protect themselves and each other.

### The impact of our work with childcare professionals to prevent child sexual abuse and exploitation

Over the past two years we have gained feedback from 2,282 professional participants in training courses we run to help professionals keep children safe. Of these, 2,186 either agreed or strongly agreed that their learning would help them do a better job of keeping children safe. A training participant from Milton Keynes Council said of our safeguarding training: **“the content of the course was brilliant. It challenged my thoughts and feelings and also provided me with new skills and a great learning opportunity.”**

**Objective 3:** We will increase our delivery of training and consultancy by 25% per annum and, using our expert knowledge, will increase the skills of 15,000 professionals that have a responsibility for safeguarding children by 2018.

### The impact of our work in influencing policy and public opinion

In 2015 we launched a major campaign designed to deter people from accessing and sharing sexual images of children online. A series of four films explaining the law surrounding indecent images of children, and the serious consequences for those who access them, have been watched over three million times. The campaign has also enhanced and expanded a website hosting a range of specialist



online self-help resources. Thanks to a digital and media marketing campaign that has raised public awareness of the campaign, we have seen a dramatic surge in traffic to the site. The number of separate people from the UK visiting the site in the six months after we launched the campaign (8,781) increased fivefold from the 1,554 people from the UK who visited the site pre-campaign.

*Still from one of our campaign films*

**Objective 4:** As specialists in the field we will use our knowledge to engage, challenge and influence government, civil society and other national organisations to place the prevention of child sexual abuse at the forefront of policy development and to raise its profile in the media to increase public understanding.



We acknowledge that we cannot solve the problem of child sexual abuse by ourselves. We will continue to work in partnership with the Government and with statutory, academic and NGO partners, both in the UK and abroad. These partnerships will help us deliver effective services. They will also help us evaluate what we do and develop new interventions, based on expertise from across the globe, that place prevention at the centre of all our work.

**Objective 5:** We will meet our fifth objective by ensuring the expertise of our staff remains at the forefront and cutting edge of developments in the field of responding to and preventing child sexual abuse, through training, research and collaboration with academic institutions and child safeguarding agencies.

## 8. The future

We believe passionately that child sexual abuse is preventable. A range of evidence-informed interventions, delivered by adults involved in the lives of children and young people, such as teachers, will make a major difference. As will investing in children themselves, raising their awareness so they are better able to protect themselves and each other from becoming victims of sexual abuse. For adults and children with the potential to harm others - expert, accessible services are needed for them and the responsible adults around them, to get help before harm is done.

We will therefore continue to develop new and innovative services across England, Scotland and Wales to address these identified needs as well as maintaining and updating our printed and online materials to promote prevention. We will continue to work across the UK and internationally, sharing best practice from around the world and assisting with local solutions to local child sexual abuse problems. We will maintain our specialist knowledge to provide intensive and direct interventions to reduce the likelihood of a person offending or reoffending.

The Lucy Faithfull Foundation has a plan for how we will grow our organisation, work with others and share our expertise. The greater the impact we can have, the closer we are to achieving our vision of a world in which children's right to live free from abuse and exploitation becomes a reality.

## Get in touch

If you would like more information on our work to prevent child sexual abuse, please contact us:

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