

# **Our strategic plan 2020-2025**

Preventing child sexual abuse

**BEFORE  
IT HAPPENS**

# Our strategic plan 2020-2025

Child sexual abuse is a major public health problem affecting more than a million children under the age of 16 in the UK.

All available evidence indicates that the risk to children has grown during the Covid-19 pandemic. And that's why we must be *stronger, bolder and more innovative* in 2020-2025.

Our skills and our commitment are needed more than ever.

## Our vision

A world in which children's right to live free from sexual abuse and exploitation becomes a reality.

## Our mission

To prevent child sexual abuse and exploitation.

## Our promise

Child sexual abuse is preventable, not inevitable. So we will work tirelessly to protect all children - by providing direct support to individuals in a position to prevent abuse, including those affected by abuse and those perpetrating it, or at risk of doing so; by sharing our expertise and resources with organisations and governments worldwide to make children safer today; and by driving forward new interventions to protect children against tomorrow's threats.





# How we will do it

The way we behave as an organisation is crucial for our success. Our values help guide our actions, and help ensure we achieve our purpose.

## We act with integrity

**We are ethical, open and honest. We are research-driven and base our actions on evidence.**

We follow through on our words and act with professionalism, show respect and consideration to all and do what is right.

## We are innovative

**Because the risks to children change, our response is always evolving.**

Practice-based insights and evaluation drive us to develop innovative services and pioneering interventions for wherever they are needed, online or offline.

## We have hope

**We know child sexual abuse is preventable, not inevitable. So, we have hope.**

Hope that inspires action. For a future free from sexual abuse for all children.

## We are collaborative

**We are stronger and achieve more when we work together – with each other, with our beneficiaries and with our partners.**

By sharing insights and opportunities, we can achieve the best possible outcomes for children.

## We are ambitious

**We are brave in our efforts, ambitious for our impact and committed to contributing to the body of knowledge around protecting children.**

We aim to be the best we can be, strive for excellence in everything that we do, and encourage colleagues and beneficiaries alike to reach their full potential.

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



# Our future strategy and ambitions

## Imagine...

**if all adults who pose a sexual risk to children get help before they harm a child. Imagine too that all adults responsible for children understood everything they need to know about child sexual abuse to prevent harm occurring in the first place and, crucially, can access confidential help when they need it.**

We are already working to make this a reality, by offering free and confidential help through our Stop It Now! helpline, and by equipping parents, carers and frontline workers – teachers, police officers, probation workers, health care and social workers – with prevention information and sources of help, face-to-face, over the phone and online. We have the expertise, knowledge and resources, but we need to do more and reach further if we are to realise our vision.

## Imagine...

**if, through research and development, we could anticipate the next serious risk that children might face – and create preventative interventions and campaigns ahead of time.**

We are already working to make this a reality, by expanding our cutting-edge research into the changing trends and new risks to children and sharing our data and insights with partner organisations. We are developing interventions in the dark web, in social media spaces, and in relation to young people's own behaviours. But there is much more to do. We now need to expand our research, refine existing services and develop new ones. As the risks to children change, our services must always be evolving.

## Imagine...

**if government decisions put children's safety first, and public policy and services were designed with the prevention of abuse – rather than the response after abuse – at its core.**

We are already working to make this a reality, by taking every opportunity to engage with policy and decision makers across the UK and internationally, to stress for a public health approach to preventing child sexual abuse. We are helping to shape policy development – but we need to do more to support the best policies across governments at home and abroad that invest in the prevention of child sexual abuse and have a real impact in protecting children.

Over the next five years we will focus our efforts on making this real.

# Ambition to reality: Our five-year strategy centres around three pillars - Reach, Research and Advocacy

## Reach

Every year we help thousands of people take action to protect children from sexual harm by working with those affected by abuse, those perpetrating abuse and those who might be at risk of causing harm, as well as protective adults. But we know that there are many more who need our help.



### Reach: Our ambition

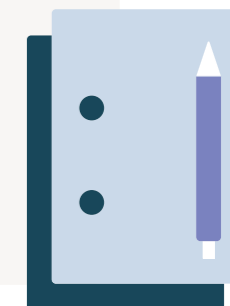
To ensure that everyone knows we are here for them - whether they need help for themselves or for someone they know.

We must be able to reach these people when they need us - including more of those at risk of causing harm, either offline and online, before abuse occurs. And we need to do better at reaching diverse groups, including people from black and minority ethnic communities, non-English speakers and those with disabilities; offering them relevant services, delivered in a way which is responsive to their needs.

Increasing our reach is challenging. We need to raise our profile and get our messages to those who need to hear them, in a way that they can receive them, whether they are members of the public, or those in organisations that work with children or with adults. We must also equip adults and agencies to protect children from harm by making sure they have the awareness, skills and tools to prevent child sexual abuse.

## Research

We help prevent abuse before it happens and our work is grounded in evidence. With data showing that at least 15% of girls and 5% of boys experience some form of sexual abuse before they reach 16 years old, both here in the UK and globally - it is vital this happens.



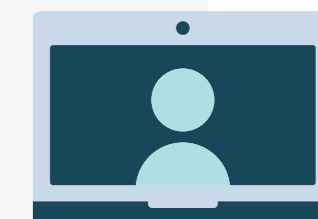
Our Stop It Now! helpline is the largest specialist helpline of its kind in the world and we gain new insights and data every day by listening and responding to those seeking help. New threats to children emerge, and new responses for protection and prevention are required and created. As pioneers in our field, we develop and evaluate new responses; just as we are alert to developments from the UK and further afield that we can learn from.

### Research: Our ambition

To make best use of our expertise, our data and our insights to develop new strategies and interventions that make prevention real both independently and in partnership with others, sharing our learning about effective practice with agencies and the broader public.

## Advocacy

We advocate for a greater focus on preventing abuse before it happens and for taking a public health approach to the prevention of child sexual abuse. We bring our understanding of what works to protect children to the widest possible audience - to policy makers, to journalists, and partner organisations in the UK and overseas.



Such advocacy work opens a new kind of dialogue - in which hatred and fear of those with the potential to sexually abuse children is refocused on our abhorrence of abuse itself, while also ensuring that those who present a risk to children are offered the help, support and supervision necessary to do no harm and lead a positive life.

### Advocacy: Our ambition

To drive forward the preventing child sexual abuse agenda, shape the debate in constructive ways and contribute to domestic and global developments.



# In 2020-2025 we will:

## Reach

- Raise our profile to make sure everyone who needs us, knows about us and the support available through our confidential Stop It Now! helpline and associated services across the UK
- Develop new ways for people to contact us so they can access our services easily and by a means with which they are comfortable - including improving access for non-English speakers and those with disabilities
- Grow, develop and maximise the quality of direct services to local authorities and other organisations which are dealing with child sexual abuse issues, including increasing our geographical reach
- Focus on expanding services for children and young people, helping others to work positively with young people who have engaged in harmful sexual behaviour, and creating services for whole families affected by child sexual abuse including expanding our preventative and early intervention Parents Protect work
- Build strategic partnerships with statutory, voluntary and tech-based organisations with a focus on primary prevention, secondary prevention and situational prevention to drive forward innovation in prevention

## Research

- Improve the volume, quality, relevance and analysis of our data to improve and enhance the services we deliver and identify new ones which respond to changing threats to children
- Evaluate our work more rigorously, track longer term impacts and continually improve the quality of our professional services
- Share our insights with partner organisations and collaborate with them to develop further effective responses to child sexual abuse prevention, both domestically and internationally
- Support our staff to remain current about the latest child sexual abuse prevention and intervention evidence, improve their knowledge and skills, and enhance the learning culture that supports their development and wellbeing
- Use our research to demonstrate the learning from and impact of our work with professionals, politicians and the broader public



## Advocacy

- Use our position as a thought leader in the field to change the debate on what works to prevent the perpetration of child sexual abuse, and speak with a louder, stronger voice to make sure people know what we stand for and why
- Share our knowledge and expertise with statutory and voluntary partners, both domestically and internationally, to support child sexual abuse prevention across the world; to ensure what we know and learn benefits children far beyond our own reach
- Ensure the voices of our beneficiaries continue to be heard by policy makers, service providers and partner organisations
- Work with the media to encourage responsible reporting of child sexual abuse issues which help change the narrative and support prevention, rather than hinder it
- Nurture relationships with supporters and work with them to amplify our messages and garner support for our work and help it become more sustainable

## Demonstrating success

**A range of delivery plans will sit beneath our organisational pillars to turn our ambitions into outcomes. Success in delivering on our strategy will be measured through monitoring and tracking, and the strategy will be reviewed annually, to ensure we continue to meet the changing needs of our beneficiaries - a diverse population with complex needs. Throughout the years, our website will feature updates and key achievements, making sure that our supporters, partners, funders and other interested parties can follow our progress, and be inspired by our work.**

**LUCY  
FAITHFULL  
FOUNDATION**

# Join us

These are big ambitions, and the Lucy Faithfull Foundation is not a huge charity. So, are we trying to do too much? **We don't think so.**

We are in a unique position. We deliver a wide range of services throughout the UK and are supporting developments across the world.

Our Stop It Now helpline is the largest of its kind in the world for people who are looking for advice on child sexual abuse prevention. More than 6,000 people contact us each year looking for support in relation to preventing and responding to child sexual abuse. Almost half of whom are people who have abused, or those with the potential to abuse, looking to manage the thoughts or feelings they have towards children. Tens of thousands of people use our online resources because they are struggling with sexual behaviour that can put children at risk. We assess hundreds of adults and adolescents each year who have been charged with sexual offences and provide groupwork interventions to several hundred more.

All of our pioneering work is supported by a psychology team that ensures everything we do meets the highest professional and ethical standards; our interventions and approaches are informed by current scientific evidence.

We have access to some of the most important data in the child sexual abuse prevention field and while we already analyse what we do, to ensure that our work is robust and that impact can be evidenced, we must do more.

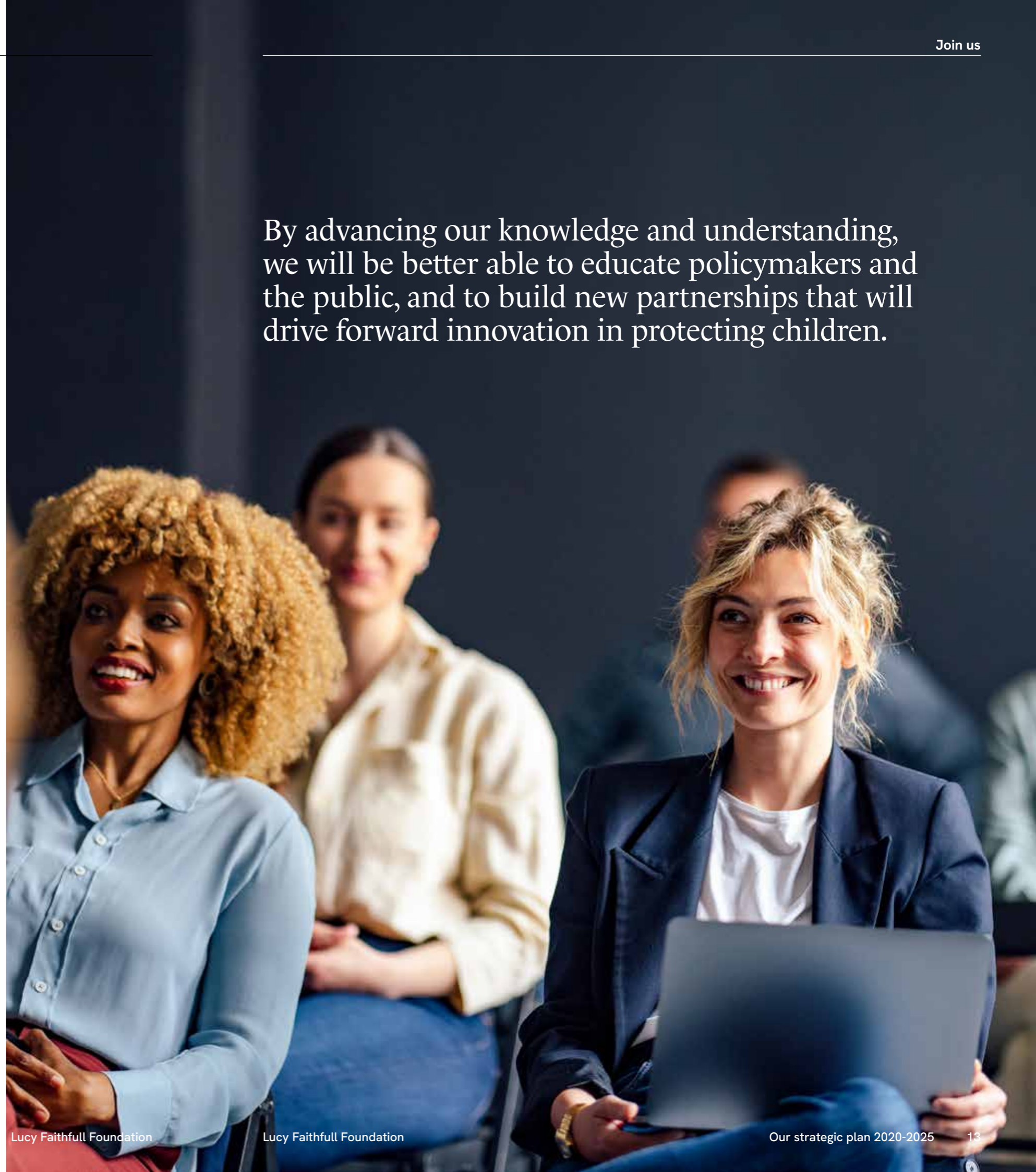
With the support of others, we could conduct additional research that better our understanding of child sexual abuse and what we need to do to eradicate this social problem. This could be better understanding the processes by which adults abuse children online, so that we can use technology more effectively to disrupt the activities of those who abuse children. Or it could be understanding the contextual drivers of abuse in organisations where sexual abuse happens. Or it could be learning about how we more effectively motivate individuals who are worried about their sexual feelings towards children so they can take the first step forward and ask for help before abuse occurs.

And by advancing our knowledge and understanding, we will be better able to educate policymakers and the public, and to build new partnerships that will drive forward innovation in protecting children.

Together we can lead the way and demonstrate that child sexual abuse is preventable, not inevitable.

**Deborah Denis**  
CEO

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# How you can help

## Donate

One-off and regular donations all add up and help us continue our vital work.



## Fundraise

Our supporters have run marathons, climbed mountains, and hosted charity music gigs - what could you do?

## Leave a gift in your will

We rely on the generosity of our donors, including those who choose to leave us a gift in their will.



## Get your employer involved

We work with organisations that want to have a real impact on the lives of children. Perhaps consider donating through Payroll Giving (Give As You Earn) or nominate us for a charity partnership.

## Campaign

Sign up to receive our newsletters which give an insight into what we've been doing and what we have coming up, as well as containing crucial prevention information. By following us on Facebook, Twitter and LinkedIn you can help us reach more people and protect more children.



If you share our ambitions for the prevention of child sexual abuse, we invite you to join us on our journey to make a world in which children's right to live free from abuse and exploitation is, at last, their reality.

Visit [lucyfaithfull.org.uk/support-us](https://lucyfaithfull.org.uk/support-us)



# Our work in practice

## Working with potential abusers to prevent offending in the first place

Jamie\*, 27, lives with his parents and brother. He called our Stop It Now helpline concerned about his sexual thoughts towards his 8-year-old niece.

He told us that on several occasions he felt aroused after playing with her, and that he has masturbated when he returned from visiting her house. Jamie said he can only recall getting aroused around his niece. Jamie said he has not accessed any indecent images of children online, but does view a large quantity of legal adult pornography – which is escalating in the extremity of content. He also stated that he has masturbated to thoughts about children, but he is trying to refrain from doing this. Jamie was already engaging in cognitive behavioural therapy work with a counsellor. Jamie was very anxious throughout the call. He expressed great concern about hurting or upsetting his family.

### What we did

We worked with Jamie over a series of calls – discussing the consequences for his niece, himself and his family if he was to act on his inappropriate sexual thoughts. We discussed the importance of Jamie implementing child protection measures and not having any unsupervised contact with his niece – and that he should not put himself in any situation where he could come into contact with any children. We explored the consequences of masturbating to inappropriate thoughts and how this would reinforce his sexual thoughts and feelings towards children. We explored the benefits of discussing his problematic thoughts with his family and how, while they may be initially

shocked and upset, they would be able to provide better supervision and support if they knew. We encouraged Jamie to address his pornography use, as there is a risk that this could escalate to illegal material if he continues to use it at the frequency and escalating extremity that he currently is. We discussed the possibility of him contacting his service provider in order to prevent him being able to access any pornography. We also talked to him about using our online self-help website, and we encouraged him to engage in active distraction activities and replacement activities in order to reduce his anxiety level and fixation on his inappropriate sexual thoughts.

### The outcome

Jamie called us several times to discuss his progress in controlling his inappropriate sexual thoughts. He told us about his progress through the Get-Support website – and how useful he found the modules. He said that as a result, he is managing well but still feels anxious at times. He told us he had followed our advice and discussed his inappropriate thoughts with his counsellor. He also discussed his concerns with his brother and sister who have been supportive and are encouraging him to focus on moving forward with his life in a positive way. He confirmed he has been able to make excuses not to visit his niece and her family and therefore has found his thoughts about her have diminished. Jamie told us he obsesses less often about his inappropriate sexual thoughts – and is engaging in replacement activities and structuring his days. He has started driving lessons and is seeing adult friends more often. He also said he now has a part-time job (not involving children), which consumes a lot of his time. Jamie is continuing to use the helpline for ongoing support and advice and regularly calls to update helpline staff on his progress and any concerns he has.

## Helping people identify worrying situations

Some months after completing a public education Parents Protect Plus course, a parent wrote to us:

“**I noticed that a teenage family member was spending lots of time online. After completing Parents Protect Plus, I put in place safeguarding measures such as using passwords and moving the computer to a family room. However, it was discovered that a man in his thirties appeared to be grooming the teenager. I contacted the police immediately and appropriate action was taken. Without having done the course and without knowing what to do, the outcome could have been very different.**”

## Working with young people with harmful sexual behaviour

Ben\* is 16-years-old and lives with his mum and sister. Ben was arrested for viewing indecent images of children online.

Ben has Asperger syndrome and struggled to understand why his behaviour was wrong because the children in the pictures were the same age as him. After he was arrested, Ben felt so ashamed and guilty that he refused to leave his room for weeks. His mother called our Stop It Now helpline desperate for help. We were able to work with Ben to help him take responsibility for his behaviour while also enabling him to believe a positive future is possible. Almost all the families who contact us say that they have nowhere else to turn.

## Working with survivors

Laura called our Stop It Now helpline to discuss abuse her uncle had inflicted on her as a child.

Over a series of calls, over a number of years, our operators and staff supported Laura through the process of deciding whether to report her abuse to the police, through the subsequent police investigation, and into the trial. She told us we were the only organisation she had contacted who had been able to give her practical advice, and stayed with her throughout the process.

Laura said: “I am a victim of historic child sexual abuse and, following the sentencing of the perpetrator, I have been awarded £10,000 in compensation. I really believe in the work that you guys do. The Stop It Now helpline offered invaluable support to me right at the beginning of the process of bringing the perpetrator to justice. The calm clear advice and warm empathetic support was of great help to me and made me feel less alone during a very stressful and isolating time. I do not want to accept the compensation money for my own personal use. I reported the abuse to the police for two reasons: to be heard by the authorities and have the abuse acknowledged; and to prevent him from ever hurting anyone else. If some good can come from what happened to me – if I can somehow protect other children, and get potential perpetrators the help they need to not commit an offence – then I know justice has been done and I can truly begin to move forward with my life. I therefore would like to make a donation to the Lucy Faithfull Foundation of £5,000 (and the other £5,000 to the National Association of People Abused in Childhood).”

Find out more about our work to protect children:

**[lucyfaithfull.org.uk](https://lucyfaithfull.org.uk)**

Lucy Faithfull Foundation Scotland:

**[lucyfaithfull.org.uk/scotland](https://lucyfaithfull.org.uk/scotland)**

Lucy Faithfull Foundation Wales:

**[lucyfaithfull.org.uk/wales](https://lucyfaithfull.org.uk/wales)**

Find out about our Stop It Now helpline  
(0808 1000 900) and campaign:

**[stopitnow.org.uk](https://stopitnow.org.uk)**

Our Shore website provides a safe space for  
teenagers worried about their own or a friend's  
sexual behaviour:

**[shorespace.org.uk](https://shorespace.org.uk)**



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Important note: All images within this document are for illustrative purposes only. Names of case studies have been changed to protect anonymity.