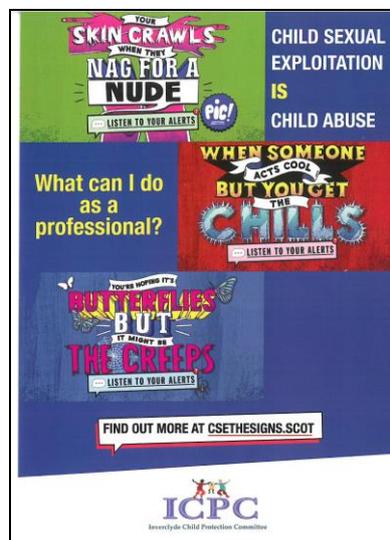




## ICPC Public Awareness Campaign 2016

### ‘Child Sexual Exploitation’



## Final Report

August 2016



Report prepared by:  
Communications Sub Group of ICPC

Report available to download from  
[www.inverclydechildprotection.org](http://www.inverclydechildprotection.org)

## CONTENTS

	Page
<b>Background .....</b>	<b>4</b>
<b>Development of the Campaign .....</b>	<b>5</b>
<b>The Campaign Activity.....</b>	<b>6</b>
<b>Impact .....</b>	<b>9</b>
<b>Conclusion .....</b>	<b>11</b>

# 1 Background

Raising public awareness is a core function of Child Protection Committees across Scotland<sup>1</sup>. In delivering this function Inverclyde Child Protection Committee (ICPC) has delivered an annual public awareness campaign since 2010.

Inverclyde Child Protection Committee agreed that Child Sexual Exploitation (CSE) should be a priority area for improvement in 2014 with a CSE strategy group established in February 2015 to drive forward this area of work. The work plan for this group included a commitment to take action to raise public awareness of CSE and to increase knowledge and understanding of CSE with staff working with young people. It was therefore agreed by ICPC that the focus of the 2016 annual conference for staff and the 2016 public awareness campaign should be Child Sexual Exploitation.

A National Action Plan on CSE was published by Scottish Government in 2015 which included a commitment to undertake a national awareness raising campaign, scheduled for early 2016. It was agreed that the Inverclyde public awareness campaign should complement the National Campaign, using the national images and resources but adding value to this campaign by introducing a local focus on the prevention of Child Sexual Exploitation.

The aims of the campaign mirrored those of the national campaign

- To raise awareness and understanding of that Child Sexual Exploitation is and provide support for those at risk or concerned
  - Specifically, to inform parents in Inverclyde about the warning signs of CSE and the appropriate course of action if they are concerned about a child
  - And to raise awareness amongst young people in Inverclyde aged 11 to 17 of what constitutes CSE (what it can look like) and where they can go for advice and support

---

<sup>1</sup> National Guidance for Child Protection in Scotland 2014 [www.scotland.gov.uk](http://www.scotland.gov.uk)

## 2 Development of the Campaign

The CSE strategy group and the communications sub group of ICPC jointly led a programme of public awareness raising on behalf of ICPC.

A marketing plan was developed based on learning from previous campaigns. The marketing activity was enhanced by linking to the ICPC staff conference at which the campaign was officially launched and to a programme of educational activity delivered by Community Learning and Development during the campaign period.

The following marketing materials were developed to support the campaign

- ICPC branded versions of the x3 national campaign posters targeted at parents (adapted for a range of mediums)
- ICPC branded versions of the x3 national campaign posters targeted at young people (adapted for a range of mediums)
- Bespoke A5 staff cards with key campaign messages
- Bespoke credit card sized resources developed in conjunction with young people promoting key campaign messages
- Bespoke radio advert recorded

*Excerpt from Script from Radio advert*

*'Child sexual exploitation is child abuse. It can happen online or in the community. It can happen to boys and girls from all backgrounds. It can take place on a one to one basis or in gangs and groups. It involves a young person being manipulated, forced or pressurised into taking part in a sexual act in exchange for gifts, money, alcohol or the promise of affection.....It is unacceptable'*

### **3 The Campaign Activity**

The local campaign was officially launched at the ICPC annual conference on 23<sup>rd</sup> February 2016 and ran throughout until the end of March 2016.

The promotion of the campaign was through a marketing approach and media strategy with a combination of print, online, outdoor and social media based approaches to ensure the messages reached as wide an audience as possible. This was combined with supporting educational activity for young people delivered by Community Learning and Development workers as part of the 'Wasted' programme.

#### **3.1 Marketing Campaign**

The marketing campaign consisted of the following elements:-

- Over 1,000 Posters targeting the general public and young people were distributed to public offices, GP surgeries, libraries, schools, voluntary centre projects, i-zone youth services, community centres, local sports and recreation facilities.
- The campaign design was placed on two prominent billboard sites within Port Glasgow throughout March. One targeting parents and the other targeting young people.
- The campaign materials featured on the TV screens in GP surgeries, council buildings and secondary schools using a mix of images targeting both parents and young people.
- Advert aired regularly on local Radio over a two week period.
- Two editorials were published in the Greenock Telegraph during the campaign. These gave an opportunity to develop the message of the campaign further using materials provided as part of the national toolkit. Alongside the editorials x2 half page and x2 quarter page adverts were published in the Greenock Telegraph using a mix of images targeting both parents and young people and the campaign was promoted through advertising on the Greenock telegraph website.
- The campaign featured as a banner on 'Inverclyde Now' throughout March
- News articles were published on the ICPC website.
- Campaign featured on the Inverclyde Young Scot page with rewards offered to young people who used the link to find out more about CSE
- Campaign images featured on pop up banners promoting i-zone and other Community Learning and Development activity
- The campaign featured on the council intranet with four different messages appearing at weekly intervals

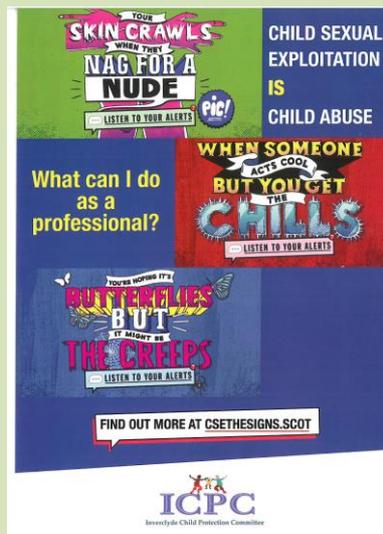
- The campaign featured on the council and HSCP twitter feed with a series of 4 campaign messages during the period of the campaign

## Examples of Campaign Materials

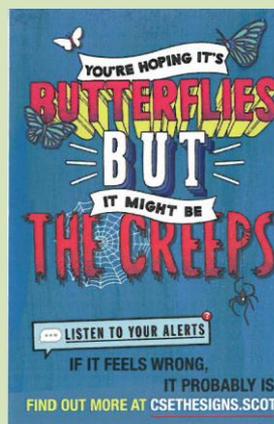
### Plasma screen



### Staff card



### Young Person Card



### **3.2 Media Engagement**

A press release was issued to mark the launch of the national Campaign in January 2016. This was followed up with a press release covering both the launch of the local campaign and the Annual Child Protection Conference. Both resulted in coverage in local press including the Greenock Telegraph and Inverclyde Now.

### **3.3 Supporting Activity**

During the period of the public awareness campaign the annual Inverclyde wide 'Wasted' programme was offered S2 pupils in Inverclyde schools. This programme is delivered by Community Learning & Development Service, alongside Inverclyde Alcohol Services, Inverclyde Health & Social Care Partnership and Police Scotland. In 2016 the opportunity to take part in a day-long event at the Port Glasgow Town Hall was provided for all 740 S2 pupils who attend School in the local area. The focus of the event was substance misuse and the subsequent risk taking behaviours that may be displayed.

Following feedback from pupils and partner agencies who attended/supported the Wasted Project in 2015 and in support of the Child Sexual Exploitation campaign a workshop was included with a focus on online safety, in particular sharing of inappropriate images and sexual exploitation. This workshop covered; what CSE is and how this could occur incorporating not only social media and organised networks but also behaviours within relationships. Pupils were introduced and guided through the [csethesigns.scot](http://csethesigns.scot) national website and took part in a variety of interactive activities which focused on understanding myths and facts around CSE. This forum allowed participating young people to explore their ideas around online behaviours and sharing of images. Using recognised information from organisations including CEOP –think you know- and Police Scotland, pupils were supported to understand the criminal aspects, impact on individuals caught up in such actions, as well as safeguarding measures that could be implemented.

## 4 Impact

Indicators of the impact of the campaign were

- National Evaluation Findings
- Website Visitors to Inverclyde CPC website and Young Scot Inverclyde 'Listen to Your Alerts' webpage
- Participant Evaluation of 'Wasted' workshop

### 4.1 National Evaluation Findings

The National campaign evaluation reported the following

- Substantial increase in spontaneous awareness from 16% before the campaign to 36% after the campaign
- 'Creative treatment' made a strong impact (53% remember some element)
- 86% of sample remembered some element of campaign message
- Positive movement in scores measuring understanding of CSE
- Widespread claimed action as a result of campaign: 55% talked to children / family
- 'Great' support from local authorities and charities who ran copy on their websites and social media channels (with the Inverclyde CPC website featured as an example of this and the quote from Councillor Joe McIlwee used to illustrate stakeholder support)

#### ***Inverclyde Population visits to National Website***

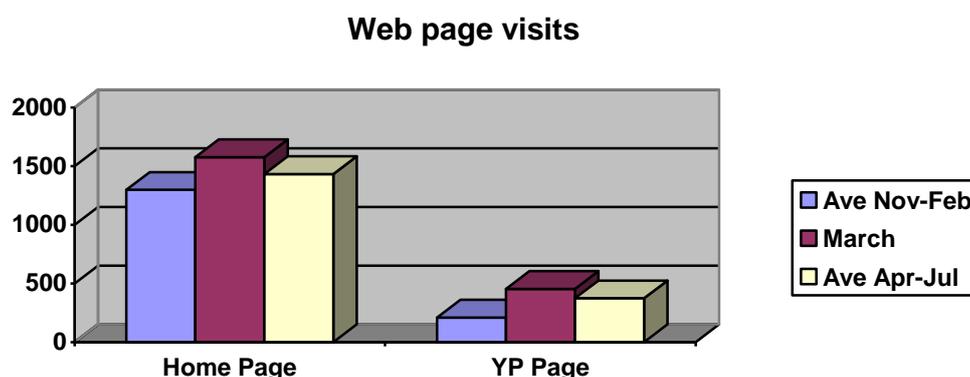
Inverclyde generated 2.1% of sessions from users in Scotland. This put the Inverclyde area as the 5<sup>th</sup> highest source of Scottish visitors to the website behind Glasgow, Edinburgh, Aberdeen and Dundee. The percentage of sessions from selected areas is shown in the table below.

<b>Area</b>	<b>% of sessions</b>
Glasgow	29%
Edinburgh	19%
Aberdeen	5.5%
Dundee	5%
Inverclyde (Greenock and Gourock)	2.1%
Inverness	2%
Renfrewshire (Paisley and Renfrew)	1.4%
West Dunbartonshire (Clydebank, Dumbarton and Alexandria)	1.2%

One route to the website was for individuals to click through to the campaign website from a number of sources including Twitter and Facebook which in total generated over 3,000 sessions on the website. Inverclyde Now had a click through option on their website for the duration of the campaign and this generated 274 sessions. This was the third most common source of referral traffic behind the main sources of Facebook and Twitter and compared favourably to other websites such as bbc.co.uk (222 sessions) and Police Scotland (188 sessions).

## 4.2 Web-hits to Inverclyde CPC Website & Young Scot Inverclyde

The table below shows page visits to the Inverclyde Child Protection Committee Website home page and young person's page. It shows the average number of hits in the 4 months before the campaign (November – February), the actual number of hits during the month of March 2016 when the campaign was primarily delivered and in the 4 months following the campaign (April – July).



The statistics show an increase of 21% in visits to the Home Page during March compared to the 4 months previous and an increase of 117% in visits to the young person's page for the same period with a total of 454 visits to the young people's page during March 2016. Visits in the months following the campaign were lower on average than during the campaign but higher than in the period leading up to the campaign.

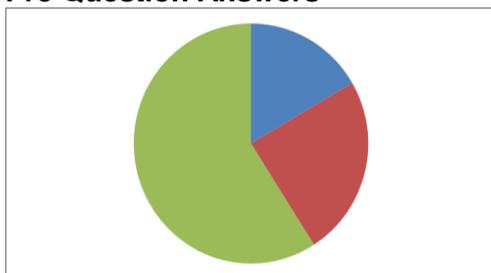
In addition there were two news articles published on the CPC website to promote the campaign. The first achieved 616 visits from publication on 28<sup>th</sup> January (to coincide with the launch of the national campaign) to the end of July and the second received 391 visits from publication on 3<sup>rd</sup> March to the end of July 2016.

The Listen to Your Alerts page on the Young Scot Web site received 484 views with 46 young people claiming the reward code on that page from launch until August 2016.

## 4.3 Participant Evaluation of 'Wasted' workshop

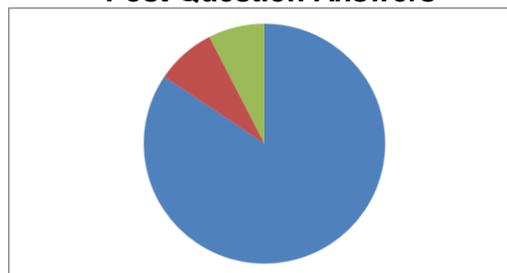
Pupils attending the 'Wasted' event completed a questionnaire at the start of the day and repeated the questionnaire at the end of the day. Information gathered from the section relating to online safety and CSE highlighted that there was a dramatic shift in knowledge and understanding of the young people.

**Pre Question Answers**



**CORRECT 17%**  
**WRONG 24%**  
**NO ANSWER 57%**

**Post Question Answers**



**CORRECT 85%**  
**WRONG 8%**  
**NO ANSWER 7%**

## 5 Conclusion

The National Child Sexual Exploitation Campaign was used as the basis for a local Inverclyde campaign in 2016. A range of materials were developed to complement the national materials and both were promoted throughout Inverclyde using a range of marketing approaches.

Linking the campaign to the annual conference was useful in securing better quality local media coverage while linking to the 'Wasted' event provided a valuable opportunity to promote the campaign messages directly with young people.

Joint working across the sub groups of the Child Protection Committee (Communications, CSE and Training sub groups) and with partners including Community Learning and Development, Corporate Communications, Barnardo's and the Moving Forward Group was effective in delivering a wide reaching and co-ordinated campaign.

The indicators of impact suggest that the National campaign was successful in achieving increased awareness of Child Sexual Exploitation amongst the general public. The national data suggests that the local activity to promote the campaign resulted in Inverclyde achieving a higher level of engagement than other areas including our comparator authorities of Renfrewshire and West Dunbartonshire. Local data suggests that the campaign in Inverclyde was successful in prompting visits to the local website, in particular pages dedicated to Child Sexual Exploitation and the Young Person page. The evaluation of the workshop provided for young people demonstrated that this was an effective way to increase knowledge and understanding in an interactive way.