

## Message from Tink Palmer Director of Stop it Now! UK & Ireland

**AFTER seven years, the Stop it Now! campaign is moving into its third stage of development.**

During the first three years local projects were established, the Helpline began operating and some awareness raising materials were developed. At the end of this period an evaluation of the campaign was carried

out by De Montfort University which concluded that, with some minor alterations we were "on the right track".

During the past four years we have continued to promote the campaign messages and the use of our Helpline whilst, at the same time, building up an infrastructure which will enable us to reach audiences across the whole of the UK and Ireland.

By the end of September we hope to have appointed national campaign managers for England and Wales who will join Martin Henry, our national manager in Scotland, in developing plans to roll the campaign out across their respective nations.

Colleagues in Northern Ireland continue to discuss funding possibilities for a national post with the relevant government departments whilst the Republic of Ireland steering group is actively considering ways in which it might develop Stop it Now! within its cultural and political context. Liaison between the NI and ROI steering groups has occurred regularly over the past three years which now enables them to consider the possibility of joint initiatives.

Government "buy in" through the allocation of government funding grants is essential for giving the campaign and its messages credence and a recognition, at national executive level, that there needs to be a child sexual abuse prevention campaign to better protect our children.

A further important addition to the infrastructure of the campaign was the appointment of a media/communications manager in September 2007.

Carol Geere has been in post for ten months and has been active in promoting Stop it Now! both through media activity and through her involvement in the development of government pilot projects.

In this third phase of the campaign we plan to become more proactive in promoting our prevention messages to a wider audience and encouraging members of the public and professionals to phone our helpline if they have concerns.

Our use of the media will increase; a more targeted approach to the distribution of our materials will take place; and we will identify key domestic, community and institutional settings to engage with.

Monitoring and evaluation methods are currently being reviewed to enable us to use a common evaluation model across the campaign activities.

As you will read in this newsletter, both Lucy Faithfull Foundation Stop it Now! staff and those in our partner agencies are actively involved in new developments as well as carrying on with their core business of maintaining the profile of the campaign messages in their specific nations and regions.

## Maurice's milestone trek raises over £850

**I TRAVELLED to John O'Groats on 28 April 2008, from North Yorkshire where I live, and started the challenge on 29th April.**

Then followed 79 days of walking, sometimes limping along, achieving approximately 14.5 miles per day. Along the way I had 11 rest days which were usually needed for washing clothes, looking after sore feet and planning the next stage of the walk.

My nights were spent in a wide variety of B&Bs, pubs and the occasional hotel. Rather more pints of beer were consumed during this time than normal for me, but after all that walking it seemed appropriate to have a restorative drink in the evenings!

The weather was good on the whole, apart from a few days when I was soaked from head to foot. I met some very interesting people along the way and enjoyed seeing large chunks of the country on foot.

I finally arrived in Lands End on Sunday 27 July, to be met by my wife and some other family members, with champagne and con-



gratulatory balloons and banners!!

My route totalled 1,172 miles, all in order to achieve a personal challenge for which I had trained for some months. I also aimed to raise money for Stop It Now! UK and Ireland, which is my wife's Charity of the Year as President of Soroptimist International Richmond and Dales. Sponsor money currently raised according to my website today is £644, and, with Gift Aid added, the total to date is £825.61. However I know there is more to come and I hope people will continue to contribute generously until the end of August when the website closes.

Thank you to everyone who has supported me in various ways during this walk, and particularly to those who have sponsored me for this worthwhile cause.

● And a BIG thanks to Maurice from everyone at Stop it Now! UK and Ireland, what a marvellous achievement.

## Wanted: England National Campaign Manager for Stop it Now! UK & Ireland

Salary circa £40,000

STOP it Now! is an innovative UK and Ireland wide campaign aiming to prevent child sexual abuse by increasing awareness and reaching people concerned about their own thoughts or behaviour or that of someone they know. It uses a public education approach to communicate its messages via the media, literature, a national helpline and regional projects.

The Stop it Now! campaign is run centrally by Lucy Faithfull Foundation and is supported by an advisory council of senior representatives from leading children's charities, survivor groups and statutory and government agencies. Some regional projects are run by partner agencies.

The England National Campaign Manager will be responsible for co-ordinating the strategic development of Stop it Now! across the regions and for publicising its messages to the general public and to professionals concerned with child sexual abuse prevention.

As an applicant, you will have knowledge of child sexual abuse and child protection issues, and experience in developing strategic partnerships as well as influencing policy. You will have a track record of excellence in communication including some public speaking.

You will be innovative, self motivating, a good planner, have ability to deliver results to deadlines and be prepared to travel. Ideally you will have experience in campaigning and working with the media and of negotiating/securing funding for projects. Above all you are, like us, strongly motivated and able to inspire others to improve the lives of children.

For an application pack and further information contact:

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Closing date for applications:

5th September 2008. Interviews will be held: 26th September 2008.

The Lucy Faithfull Foundation is a child protection agency committed to reducing the risk of children being sexually abused. Charity no.1013025.

# Big changes ahead for Northern Ireland

STOP it Now! Northern Ireland which is hosted by the NSPCC has been operational since February 2005.

Funding is provided for a part time co-ordinator by the Department of Health and Social Services and Public Safety (DHSSPS) and the Northern Ireland Office (NIO).

Our Steering Group, which supports the roll out of the campaign in N.I., has been existence since 2001.

Since Brenda Horgan returned from maternity leave, arrangements have been made for Sinead Hegarty, who provided maternity cover, to take on responsibility for developing the campaign in the Derry area. With two part-time co-ordinators in place Stop! N.I. should have greater impact.

In June, Tackling Sexual Violence and Abuse: A Regional Strategy 2008 - 2013 was launched. This long-awaited strategy seeks to inform future actions on policy development and service delivery in relation to sexual violence. The purpose of this initiative is highlighted in the foreword by Michael McGimpsey, Minister for Health, Social Services and Public Safety, and Paul Goggins, Minister of State for Northern Ireland.

The forward states: "It is a vital initiative in the drive against sexual offending and sends a clear message from Government that sexual violence and abuse are crimes that will be identified

and dealt with, and are not acceptable in any circumstances".

The Strategy has three stands - prevention, protection and justice, and support for victims. It is hoped Stop it Now! N.I. will be able to play a role in taking forward the identified actions, particularly in the area of prevention.

A new consultation document, entitled the Draft Guidance on Public Protection Arrangements Northern Ireland May 2008, has recently been published by the Northern Ireland Office.

This document proposes that the current non statutory Multi Agency Sex Offender Risk Assessment and Management (MASRAM) arrangements for managing the risk posed by sex offenders after release from custody should be placed on a statutory footing and the remit extended to include violent offenders.

Agencies have agreed that the new risk management which will be established under the guidance should be known as Public Protection Arrangements: Northern Ireland (PPANI).

This is to ensure the focus is firmly placed on broader public protection issues.

Stop it Now! N.I. welcomes these arrangements and will be submitting a response. Links to the response can be found by following link. [www.nio.gov.uk](http://www.nio.gov.uk) under the Public Consultation section.

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## Helen's "*Chosen*" to work with film crew

LONDON regional manager Helen Veitch, along with Stop it Now! colleagues, has been working alongside a team of film-makers on an exciting project.

BritDoc – a team of documentary-makers who work to forward causes they think are worth fighting for – has made a film about child sexual abuse called "*Chosen*" to be aired on More4 in September.

Helen went along to a screening of the film and asked if it would be possible to use parts of the film to help with Stop it Now! training events.

BritDoc thought that was a great idea and have kindly agreed to allow Stop it Now! and the Lucy Faithfull Foundation to use any parts of the film, for free, for training sessions.

Since then, Helen and other Stop it now! staff have been involved in

generating materials for the "*Chosen*" website as well as writing a set of questions for prospective parents to ask when assessing which would be the best and safest schools for their children to attend. These questions will form the basis of a campaign to improve child protection policies in independent schools

Helen will pilot this initiative and is currently trying to get these questions – which are printed on a postcard – included in school admissions packs going out to parents in September.

It is hoped that in the weeks leading up to the broadcast of the film, Helen will support 'house party' events at which invited audiences will watch the film and then form a discussion group around its contents.

# First Scotland Stop it Now! meeting is held

THE inaugural national steering group meeting for Stop it Now! Scotland took place in July and future meetings will be held on a quarterly basis.

Currently the Scotland manager is actively negotiating for office accommodation to enable the campaign in Scotland to have a central reference point.

Funding applications will be made in the near future to cover the cost of employing an administrator/information officer.

The Public Protection Unit within the Department of Justice of the Scottish Government has commissioned a short piece of research and consultation in preparation for the development of a national public information strategy on sex offending and sex offenders.

The research and consultation is being undertaken, on behalf of the Government, by The Leith Agency, a well-known and respected public relations and advertising company based in Edinburgh.

The research has involved consideration of the necessary components of a strategy and the best way of designing this for implementation in Scotland. In

doing so, a limited consultation with agencies, professionals and public has been undertaken and the report from this work will be submitted to the Government at the end of August.

In April, Stop It Now! Scotland submitted a proposal paper to the Department of Justice recommending that a national strategy be implemented jointly with Stop it Now! The proposal paper, "*Keeping the Public in Public Protection in Scotland*" was based on the view that messages and actions concerning the prevention of sexual abuse of children should be embedded in the strategy to complement and extend the important public reassurance messages that also need to be provided across the country.

We argued that the national strategy needs to approach the issue in the longer-term and not be based on a "one-off" information campaign.

The Government received our proposal sympathetically although decisions as to how this might be taken forward will be left until The Leith Agency has reported and recommendations from the research/consultation have been considered.

## Black Country Birmingham team grows

THE Stop It Now! Black Country and Birmingham team has grown considerably over the last few months.

Our group of volunteers has increased from six to 11.

Esha Johnson has been appointed as a development worker for the Birmingham area. Esha has previously worked in the child sexual abuse field. She has experience of working therapeutically with children who have been sexually abused. She will be targeting and engaging with Faith, BME, parents and community groups within Birmingham.

Stephane Bretton and Tessa Hawkes are also joining the team. They will be sharing a post and will be responsible for rolling out an education and awareness raising pilot project funded by the Home Office.

Stephane is a qualified social worker whose current role includes carrying out preventative work within schools, delivering presentations and training programmes to professionals and assessing young people who have committed sexual offences.

Tessa is a retired West Midlands Police sergeant with several years' experience of working within the Multi Agency Public Protection Arrangements. Together with a senior probation officer, she managed the West Midlands Public Protection Unit.

This summer, Stop it Now Black Country and Birmingham will be present at a number of public events across the area.

Staff have already attended the Wolverhampton City Show and Eid Mella, an event that celebrates the Muslim culture.

During Eid Mella, project workers launched a new leaflet, entitled "*Look After Your Community – Prevent Child Sexual Abuse*".

The leaflet was developed with the help of local Imams, who provided feedback and advice. It will be used to reach BME groups, where English may not be their first language.

Also during the event, project staff worked with members of the Birmingham Safeguarding Children Board to provide members of the Muslim community with key information on safeguarding children and preventing child sexual abuse.

## Keeping up to date with the helpline

### Dedicated 'callback' line

Since the start of July the helpline has begun to phase in a dedicated call-back line. When fully operational, this will ensure that when there is a therapist on shift taking pre-arranged call-backs, there will still be two lines available for the public to call in.

### Database

We have received the first phase of the new database and started inputting data on the 1st July. The initial implementation phase has gone smoothly with only minor amendments being requested. Work is currently being carried out on the reporting aspects of the database which we hope to have operational by the end of September.

### Helpline Figures – First Quarter 08-09

- Target 1: Number of Helpline Callers  
To achieve an average of 85 new callers per month across the year.  
Achievement in 1st Quarter: Helpline staff received 294 new callers in the 1st quarter, averaging 98 per month.

- Target 2: Number of Helpline Calls  
To achieve an average of 150 calls per month across the year.  
Achievement in 1st Quarter: Helpline staff have dealt with received 641 calls in the 1st quarter, averaging 214 per month.

- Achievement in 1st Quarter  
57% of calls this quarter were from adults who have abused or are thinking of abusing (including internet child pornography offences). When this figure is broken down, 83% of calls were from internet offenders or potential internet offenders and 17% from potential or actual abusers.

- 22% of calls this quarter were from adults worried about the sexual thoughts or behaviours of another adult (including internet child pornography offences).  
9% of calls were from adults worried about the sexual thoughts/behaviour of a child or young person (including internet child pornography offences) and from adults worried about children showing signs of abuse.

- 6% of calls were from professionals asking for advice.

- 2% of calls were from adult survivors of sexual abuse.

- Therefore, 96% of calls fell within the target groups while the remaining 4% of calls were general information requests.

### Helpline Media Calls

As a direct result of Donald Findlater appearing on Channel 5's *The Wright Stuff* and Tink Palmer being on Radio 2's *the Jeremy Vine Show*, 29 people phoned the helpline.