



STAFFORDSHIRE'S FRONTLINE PRACTITIONERS ACT TO PREVENT CHILD SEXUAL ABUSE

(March 20, 2012) Police officers, social workers, teachers and nurses will be amongst those receiving specialist child sexual abuse prevention training on Thursday (22nd March) in a push to improve prevention measures in and around Staffordshire. The training day will emphasise ways that multi-agency staff can work together and with the public to protect children from sexual harm. It will also equip attendees with a vital knowledge and understanding of child sexual abuse and abusers.

Taking place at The Barns Hotel in Cannock, the event is being organised in collaboration with Staffordshire Police, by Stop it Now! England – the country's only national campaign dedicated solely to preventing child sexual abuse. Run by child protection charity, The Lucy Faithfull Foundation, the campaign engages with statutory, private and voluntary sector workers as well as parents, carers and other members of the public.

Staffordshire Police Assistant Chief Constable, Jane Sawyers, will be giving the opening address at the event. She said: "Staffordshire Police work with partners across a range of business on a daily basis and we recognise that training and awareness events such as this bring together professionals to identify and share best practice in the complex area of tackling child sexual abuse. This conference will be extremely beneficial in building on the multi-agency approach we already have in place to tackle child sexual abuse and will help to develop further preventative measures to make Staffordshire a safer place for children and young people."

Called '*Preventing Child Sexual Abuse – Making it Everybody's Business*', the training will explore some of today's key issues surrounding child sexual abuse including female sexual abusers, sex offending and the Internet and children who display worrying sexual behaviour. The day will culminate by identifying where individual roles fit into prevention, exploring the potential to build upon existing preventative services in the area.

Director of Stop it Now! UK and Ireland, Donald Findlater said: "It is vitally important that we, as responsible adults, take control and learn more about child sexual abuse in order to protect children from harm.

"It is not good enough to only respond after abuse has happened, prevention is key to tackling this issue and it is not the responsibility of any one agency, organisation or individual – we all have a role to play."

The Stop it Now! campaign operates a free phone confidential helpline – 0808 1000 900 – which people can call for advice and support in relation to child sexual abuse issues.

Residents and parents from Staffordshire and the surrounding areas can access further information on protecting children from sexual abuse from the Parents Protect! website – www.parentsprotect.co.uk.

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Notes to Editors

For further information and interview opportunities please contact Naomi Joyce on 01372 847171 or njoyce@stopitnow.org.uk.

1. Stop it Now! England is part of Stop it Now! UK and Ireland. It aims to prevent child sexual abuse by increasing public awareness and empowering people to act responsibly to protect children. Stop it Now! believes that it is the responsibility of all adults to take positive action to prevent the sexual abuse of children. Stop it Now! is an alliance of leading children's charities, working with the government and child protection agencies, to promote public education and prevent child sexual abuse. The Stop it Now! helpline has been operating since 2002 and aims to prevent child abuse by encouraging abusers and potential abusers to seek help and by giving adults the information they need to protect children safely. The helpline is funded by the Ministry of Justice and the Lucy Faithfull Foundation. The England campaign is supported by the Department for Education. More information on Stop it Now! UK and Ireland is available from <http://www.stopitnow.org.uk>

2. Named after its founder, Baroness Lucy Faithfull of Wolvercote, the Foundation is a child protection charity operating UK-wide and specialising in safeguarding children from sexual abuse. The Foundation's policy is to collaborate with individuals and agencies internationally to develop a more child sensitive and offender aware culture in our societies. The Foundation contributes to legislation and to policy and procedure reviews concerned with safeguarding children in faith communities, in schools, in leisure facilities, on the Internet and living away from home.
www.lucyfaithfull.org.uk