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CUMBRIA CONSTABULARY SHOW SUPPORT FOR CHILD SEXUAL ABUSE PREVENTION CAMPAIGN

(February 29, 2012) Child sexual abuse prevention campaign Stop it Now! England, with the support of Cumbria Constabulary, is set to improve child protection measures across the county this week through the delivery of specialist training to frontline practitioners.

Being hosted at Shap Wells Hotel, Penrith, the training will ensure multi-agency staff who work with children and families in and around Cumbria are as best placed as they can be to protect children from harm.

Called '*Preventing Child Sexual Abuse – Making it Everybody's Business*' the training will be delivered to Cumbrian police officers, social workers, education staff and other multi-agency professionals from the area. It will advise attendees on how to better coordinate and deliver their preventative efforts, emphasising ways that agencies can work together and with the public to increase child sexual abuse prevention measures across the county.

Assistant Chief Constable Michelle Skeer of Cumbria Constabulary said: "This training will be beneficial in building on the partnership work we already have in place to tackle child sex abuse and will help to develop further preventative measures to make Cumbria a safer place for children and young people. "

The training will feature workshops delivered by expert staff from child protection charity, The Lucy Faithfull Foundation in areas that include; 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 and resources in Cumbria and the surrounding areas.

Director of Stop it Now!, Donald Findlater said: "We cannot leave tackling the issue of child sexual abuse to any one agency or organisation – we all have a role to play when it comes to protecting children from harm and the best way to do this is to prevent abuse from happening in the first place.

"By learning how abusers and potential abusers operate and talking about the ways that multi agency staff can collaborate, those who attend the training will be better equipped to play a much more significant role in prevention."

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

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Notes to Editors

For further information and interview opportunities please contact Deborah Denis on 01372 847160 or ddenis@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 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