

Health and Wellbeing Board



Date of meeting:	12 March 2020
Title of Report:	Together for Childhood
Lead Member:	Councillor Jemima Laing (Cabinet Member for Children and Young People)
Lead Strategic Director:	Alison Botham (Director for Childrens Services)
Author:	Siobhan Wallace, Head of Service for Referral, Assessment and Early Help, Children Young People and Families Service, Oliver Mackie, Strategic Service Manager, NSPCC
Contact Email:	siobhan.wallace@plymouth.gov.uk
Your Reference:	N/A
Key Decision:	No
Confidentiality:	Part I - Official

Purpose of Report

Provides updated information to elected members about the Together for Childhood Project- a 10-year partnership initiative co-led with the NSPCC, aimed at preventing child sexual abuse in Plymouth.

Recommendations and Reasons

No recommendations- report is for information only.

Alternative options considered and rejected

Not applicable- report is for information only

Relevance to the Corporate Plan and/or the Plymouth Plan

This project is relevant to the Caring Council priorities of keeping children, young people and adults protected, focus on prevention and early intervention and people feeling safe in Plymouth.

Implications for the Medium Term Financial Plan and Resource Implications:

No significant financial resource implications for PCC- resource is in kind in terms of commitment of staff time across a range of directorates but most significantly the Children, Young People and Families service.

Carbon Footprint (Environmental) Implications:

No direct carbon/environmental issues identified

Other Implications: e.g. Health and Safety, Risk Management, Child Poverty:

** When considering these proposals members have a responsibility to ensure they give due regard to the Council's duty to promote equality of opportunity, eliminate unlawful discrimination and promote good relations between people who share protected characteristics under the Equalities Act and those who do not.*

This project is relevant to risk management and health and safety in that it aims to prevent the sexual abuse of children.

Together for Childhood fits into the agenda for a Trauma-Informed city, and relates to I-thrive principles.

Prevention of the harm caused by sexual abuse aims to have a long-term impact on prevention of offending, substance misuse and domestic abuse. This project is therefore relevant to the Safer Plymouth agenda.

Appendices

*Add rows as required to box below

Ref.	Title of Appendix	Exemption Paragraph Number (if applicable) <i>If some/all of the information is confidential, you must indicate why it is not for publication by virtue of Part 1 of Schedule 12A of the Local Government Act 1972 by ticking the relevant box.</i>						
		1	2	3	4	5	6	7
A	Together for Childhood							
B	Equalities Impact Assessment, contained within the PID document							

Background papers:

*Add rows as required to box below

Please list all unpublished, background papers relevant to the decision in the table below. Background papers are unpublished works, relied on to a material extent in preparing the report, which disclose facts or matters on which the report or an important part of the work is based.

Title of any background paper(s)	Exemption Paragraph Number (if applicable) <i>If some/all of the information is confidential, you must indicate why it is not for publication by virtue of Part 1 of Schedule 12A of the Local Government Act 1972 by ticking the relevant box.</i>						
	1	2	3	4	5	6	7

Sign off:

Fin	djn.1 9.20. 268	Leg	ALT/3 0508/ 04	Mon Off	Click here to enter text.	HR	Click here to enter text.	Asset s	Click here to enter text.	Strat Proc	Click here to enter text.
Originating Senior Leadership Team member: Jean Kelly, Service Director CYPFS											
Please confirm the Strategic Director(s) has agreed the report? Yes Date agreed: 27/02/2020											
Cabinet Member approval: Cllr Jemima Laing (by email) Date approved: 02/03/2020											

1.0 Introduction

[Health and Wellbeing Board will be shown the 5 minute TFC film](#)

Together for Childhood is an innovative, 10-year, place-based project, that was launched in Plymouth in January 2018 at a stake-holder event. It is co-led by PCC and the NSPCC with the support of the PSCB, a range of partner agencies and the community, and aims to target the prevention of child sexual abuse. The community of Ernesettle has been selected as a pilot site so the programme can engage with, learn from and develop new activities that are co-created. The evidence emerging from this work will inform future delivery across the wider city.

This is an exciting opportunity for Plymouth. We are one of only 4 sites nationwide chosen to work in this way. Plymouth was identified on the strength of our existing partnership arrangements and the multi-agency partnership are very much engaged in the project development.

There are 4 outcomes being sought

- More support is available to prevent harmful sexual behaviors and sexual offending.
- Increased confidence in preventing child sexual abuse, among people who work with children.
- Increased evidence base on 'what works' in preventing child sexual abuse.
- Increased public belief that child sexual abuse can be prevented.

We have just completed the first stage of our evaluation which focused on identifying baseline data around child sexual abuse in Plymouth and on levels of understanding and awareness amongst professionals and within the community in the pilot site. Ninety-eight community members from Ernesettle completed the Knowledge, Attitudes and Behaviour survey and the following 4 key messages have been identified;

- Community members think it is important to prevent sexual abuse and have a good knowledge of what abuse is, but don't always know what to do if they are worried or how to spot the signs of sexual abuse
- Community members aren't always clear about how agencies work to prevent sexual abuse or who to contact for advice and support
- Community members think the main responsibility to keep children safe lies with parents, schools and children themselves
- Most people had talked to their children about stranger danger, but we know that children are more likely to be abused by someone they know. People may not have these conversations because they think their children are too young or they are worried about scaring them.

A media and communications strand aims to ensure positive outcomes and stories are reported and publicised - for instance there is an active twitter feed and a regular set of articles in the local paper.

2.0 How Together for Childhood works

Together for Childhood follows a strengths-based, community-led model and is an innovative, evidence-informed approach. It brings local partners and families together to make our communities safer for children. Working collaboratively, we are starting to develop and test effective approaches for preventing child abuse, drawing on examples of best practice from around the world.

We are creating a wide range of local partnerships between social care, schools, health, voluntary and community groups, alongside the police, NSPCC and communities. There are currently 35 agencies / organisations actively involved in Together for Childhood.

We use three types of interventions to achieve our goals:

- primary (universal) interventions – stopping abuse before it occurs, such as campaigning to raise awareness of what sexual abuse is
- secondary (targeted) interventions – reducing the impact of an ongoing issue, such as delivering services that help families experiencing domestic abuse
- tertiary (specialist) interventions – helping children after abuse has occurred.

2.1 Evaluation of Together for Childhood

We are committed to evaluating Together for Childhood robustly, with the development of a multi-stranded evaluation for each area. Local evaluation teams are embedded and we aim to learn lessons from the implementation of Together for Childhood in other sites. The evaluation activity covers three strands.

Process evaluation

A process evaluation is exploring the planning and setting-up of Together for Childhood and examining how the initiative has been implemented in each of the sites.

Impact evaluation

This will help determine how Together for Childhood has helped prevent abuse and neglect, in the short, medium and long term.

Economic evaluation

This will investigate the costs of delivering Together for Childhood and how cost-effective it is.

At the heart of Together for Childhood is continuous learning and improvement. This is in contrast to more traditional models, where learning and development are seen as the final step and the end result of the evaluation.

2.2 Learning how to work with communities to prevent sexual abuse

If we really want to create lasting change we need to work with community members. We aim to provide a framework around which communities can build social change, so that our power to prevent abuse is multiplied exponentially. For communities to begin building something new, they need to be

empowered and inspired, which is why we put young people and their parents' voices first when setting up our site in Plymouth.

We decided upon Ernesettle as the pilot location, after hearing from local people that this is a community which recognises that everyone has a part to play preventing abuse from happening; it has a passion for keeping children safe, and there is already a thriving network of community groups carrying out vital work for children and families in the area.

By providing expert knowledge, project management and evaluation skills, we can enable this community to decide upon programmes which fit their context, wants and needs, and develop sustainable, locally-driven change.

We have made fantastic progress creating the partnerships with a wide range of agencies and groups who can support this. The more we build relationships, and a presence, within Ernesettle, the more we see conversations about preventing child sexual abuse become a normal part of life. From those conversations, we are able to identify what the community needs and wants to make itself safer.

The next stage of the work is for initiatives piloted successfully in Ernesettle to be rolled out more widely. This will be an organic process as each initiative comes online over the life of the whole project. Examples where this is starting to happen include the TALK PANTS Citywide campaign and the Empower Education resource pack which supports schools to quality assure their resources and approach to relationship and sex education.

3.0 Activity to Date

The work of Together for Childhood is delivered through 5 themed "Building Block" groups.

3.1 Relationship and Sex Education

- Young People (through EMPOWER) have been involved in co-production of an education resource pack to help schools start preparing for statutory RSE, leading a strategic piece of work for the city sets aspirations for all of us in our work with young people.
- Marine Academy Plymouth are working with the Together for Childhood partnership to help deliver "InCtrl", a secondary-age prevention group work offer for young people at risk of sexual abuse online, this service commenced in February 2020.

3.2 Community Engagement

- Asset based community engagement is continuing with staff regularly engaging with community members at "Tea and Toast" and other community events.
- A project with the Sports Hall has been completed which resulted in a contextual safeguarding plan, 10 parent pledges to keep children safe in sport and PANTS messages being shared.
- A National Lottery application has been submitted to continue community engagement work and delivery of the SUSTAIN programme (an Exeter University evidence-based programme to develop community cohesion).

3.3 Trauma Informed System

- Plymouth Cabinet and Health and Wellbeing Board endorsed the Plymouth Trauma Informed Approach Document. The Trauma Network is aligned with the Together for Childhood Building Block and this approach helps create the conditions for focused effort on prevention of adverse childhood experiences, including sexual abuse.

- Need, demand and gap analysis along with pathway mapping is underway for therapeutic (tertiary) support for children who experience sexual abuse. There is also the requirement to consider how CSA recovery services are quality assured and whether there is sufficiency. It is worthwhile referencing the Ofsted JTAI into CSA services (embedded)



Multi_agency_respon
se_to_child_sexual_ab

3.4 Public Health Messaging

- A city-wide PANTS campaign has been co-designed (in Efford, Ernesettle and with all Children Centres) and launched with great success on Saturday 28th September 2019 for the public, followed with a professionals launch in October. Pantosaurus (the campaign mascot) is widely recognised and children write and ask for his attendance at schools in the City. The assemblies delivered more often than not result in child disclosures of abuse.
- Local people in Ernesettle have knitted over 200 pairs of pants for teddy bears to support the message and we have anecdotal information about how this has started conversations in the community about safe and unsafe touch, and talking to children about privacy and their bodies etc.
- Co-creation work is also underway for a healthy relationships campaign.

3.5 Preventing Offending and Harmful Sexual Behaviour

- In summer 2018, we partnered with the police in workshops with the National Citizen Service, participating in workshops on preventing child sexual exploitation with more than 800 young people across Plymouth. Young people said that they were unsure what unhealthy or healthy relationships were, and that they learned best through peer-to-peer networks. 3 year funding (£277K) was subsequently secured from The Samworth Foundation to develop a campaign focused on peer-to-peer relationships. Recruitment of youth workers now complement the multi-disciplinary team and campaign development is well underway with young people recently agreeing a partnership with Plymouth Music Zone to progress a creative approach to getting key messages out.
- Marine Academy Plymouth are working with us to baseline Harmful Sexual Behaviour and will start recording concerns on their IT system (CPOMS) as a category, initial analysis of this data is providing significant learning and opportunities for enhancing safeguarding in schools.
- The Harmful Sexual Behaviour Audit as a city-wide activity launched in February 2020, facilitated by the NSPCC, funded by Safer Plymouth.

3.6 Promote existing services that work alongside Together for Childhood

In addition, the project supports and promotes the delivery of existing work aimed at preventing child sexual abuse. For example, “Speak out- Stay Safe” has been delivered in 93% of Plymouth primary schools