



Summary Final Evaluation Report

Child Sexual Exploitation Communications Campaign

FINAL – 13/07/16



Compiled by Communication Leads across Staffordshire County Council, Stoke on Trent City Council, Staffordshire Police and the Office of the Police and Crime Commissioner for Staffordshire.

July, 2016

Executive summary

A multi-agency communications campaign was delivered between October 2015 to April 2016 following permission to proceed from CSAF in October. The campaign was led on behalf of Staffordshire and Stoke-on-Trent's Children's Safeguarding Boards by key partners: Staffordshire County Council, Stoke-on-Trent City Council, the Office of the Police and Crime Commissioner (OPCC) for Staffordshire and Staffordshire Police, who worked with colleagues in the voluntary, health and wider public sector. The lead Communications team was supported and advised by the Staffordshire and Stoke-on-Trent CSE Co-ordinator and lead safeguarding and education officers from across the key agencies.

The campaign supports the delivery of the CSE Strategic Framework and CSE Outcome Framework which have five key thematic areas including 'Prevention,' which this campaign sits under.

There were three parts to the campaign:

- 1) **'Professionals' campaign** - To raise awareness and understanding of CSE, the associated warning signs, sexting and associated risks among all relevant professions and partner agencies to support a proactive approach to identify CSE, safeguard the child and ensure all allegations are investigated.
- 2) **'Say no to sexting'** – a campaign developed as a result of internet safety research with young people. Sexting was discovered as the main digital and online risk factor. The campaign group worked with young people to design a simple solution to tackle perceptions and the likelihood of repeat sexting.
- 3) **'Know About CSE'** – a campaign to raise general public, parents and young persons' awareness of the signs of CSE, how to report concerns and to increase reporting. In addition, to support young people to know what is and what is not a safe and healthy relationship, and to recognise targeting and grooming.

This report summarises the activity undertaken across the city and the county during the campaign and reports on the results against the original objectives. Analysis shows how the campaign has changed attitudes and behaviour of parents/general public, professionals and young people and increased public awareness. It should be noted that the 'outflows' of this campaign with regards to young people (i.e. the effect on attitude and behaviour over time) and the answers to some of the more sensitive requirements of the campaign – i.e. if they recognise being targeted and groomed – are currently being evaluated in schools as part of the Joint CSE Performance Framework* pilot. This will be reported on in September.

*The indicators and associated tools in the Staffordshire and Stoke-on-Trent CSE Outcomes Framework have been tested over the last few months across a number of settings, including schools. This will give us an indication of progress in schools regarding CSE in terms of implementing local CSE policies as well as identifying young people who at risk of CSE and working with them to address this including referrals into other services, as necessary.

Summary headlines

- **Exceeded target:** Over 85% of professionals and partners in Staffordshire and 87% in Stoke-on-Trent are now confident in spotting the warning signs of a child being sexually exploited.
- **Exceeded target:** 25% fewer young people think that sexting is normal.
- **Exceeded target:** 15% fewer young people are likely to sext again.
- **Exceeded target:** 4% increase in children who feel safe online (the figure was very high to begin with!).
- **Exceeded target:** 14% increase in the number of parents who feel confident in recognising the signs of CSE.
- **Exceeded target:** 17% increase in number of parents who feel confident about how to report CSE concerns.
- **Exceeded target :** 66% increase in calls from Staffordshire education professionals to dedicated safeguarding support line over the campaign period.
- **Exceeded target –** In Stoke on Trent, the number of contacts made to the council number about concerns about a child increased by dramatically during the campaign period, compared to the same month last year - **74 calls were received in March 2016 versus 36 in March 2015** . Although there is a general upward trend this year, calls received in the campaign period were significantly higher when compared to the month before (54) and the month afterward (36) the campaign period.

In Staffordshire, the number of contacts made to the council number recognised as being from members of the public also increased significantly when comparing the campaign period to the same month last year - **103 calls were received in March 2016 versus 43 in March 2015**. Although there is a general upward trend this year, calls received in the campaign period were significantly higher when compared to the month before (86) and the month afterward (67).

The Police have seen a 12% increase in recorded CSE related sexual offences over the course of the campaign period .

This indicates that this campaign exceeded its target of increasing reports of potential CSE from members of the public by 3%.

The campaign achieved all of its objectives, although cautious celebration must be made of the ‘Say No to Sexting’ campaign. Although we will be able to draw conclusions from a more representative sample from the Joint CSE Performance Framework, our post-campaign sample indicates significant impact. Not only have we reduced the number of young people that intend to sext again, the evidence suggests a significant change in young people’s perception of sexting.

Calls for help and advice have increased as a result of this campaign. In Staffordshire, there has been a 12% increase to calls to the Education Safeguarding Advise Service (ESAS) line and reports of more conversations in schools - the campaign has succeeded in equipping professionals with what they need to support young people before the more serious stages of sexual exploitation.

Although the campaign has significantly increased the number of calls from members of the public, research reveals that there continues to be some misconceptions about the reporting process - i.e. that they needed to be sure of sexual exploitation before they report and can only do so to the Police. The DfE campaign was used in order to overcome these barriers. Research suggests that hard hitting, real-life local case studies of 'survivors' of CSE would also increase effectiveness and further increase the number of calls.

Although an effort was made to support communication to relevant businesses, district and borough councils undertake their own work with these businesses, so we were unable to analyse the direct impact of the campaign on this audience. Activity should therefore be viewed as supporting the long term efforts of district and borough councils.

All in all, this is a successful campaign that has played a considerable part in preventing CSE across our communities and leaves a legacy of personal responsibility across professionals, parents and young people that safeguarding from CSE is everybody's responsibility.

Analysis of campaign strategy and implementation

The following OPCC guidelines form the CSE Outcomes Framework, which have steered the strategy and implementation of the campaign:

- All children receive CSE education awareness sessions as an integral part of the curriculum
- All children identified as potential victims or perpetrators of CSE receive targeted CSE education
- All parents/carers receive CSE education sessions/messages and guidance on how to respond to CSE-related issues
- All communities receive CSE education sessions/messages and guidance on how to respond to CSE-related issues
- All relevant businesses (eg hotels, taxi operators, take-aways, gyms) receive CSE education sessions/messages and guidance on how to respond to CSE related issues
- All professionals receive CSE education sessions/messages and guidance on how to respond to CSE-related issues

The need for partners to work together to tackle CSE has been consolidated in the CSE Outcomes Framework. This Framework covers prevention; building resilience and education and awareness; as well as identification and information sharing, interventions and service commissioning. The Framework is linked to Staffordshire's CSE strategy and is designed to help inform targeted action to keep children safe and protected. The approach covers victims, perpetrators, parents, carers, businesses and communities. The document for the joint approach outlines a new approach to managing the performance of agencies to ensure they understand risk and improve the protection for children at risk of, or who have been, sexually exploited.

Activity and results

Phase 1 – Benchmarking surveys: A benchmarking and insight-gathering survey was undertaken across professionals, young people and parents to ascertain:

- Current understanding of CSE - what it is, how it manifests online and offline; how to report and confidence to do so, understanding of targeting and grooming, what makes a healthy relationship
- Current understanding of sexting - what it is, occurrences, how to report concerns and confidence to do so

In addition to this, measures in the professional's survey also evidenced:

- Current understanding and ability to communicate 'consent'
- Current understanding of powers around sexting
- Current understanding of own agency's safeguarding procedures
- Workforce development and training needs (in liaison with Staffordshire and Stoke on Trent CSE Co-ordinator)

Phase 2 – The professionals and partner campaign – October 2015 to January 2016

Primary purpose:

- Increase recognition of the warning signs of CSE online and offline
- Increasing the number of calls to the ESAS helpline

Strategy: Engage with appropriate partners to design materials and messages that ensure that all family professionals have the tools they need to understand CSE and communicate the issues to families and young people. Develop appropriate and effective resources for organisational leads to cascade to staff and provide ongoing supportive messages. Measure the understanding of messages half way through the campaign to ensure that misconceptions can be corrected.

Outputs/activity undertaken

Development and implementation of social worker toolkit

A toolkit of materials and presentations to be used with social workers to raise awareness and recall of the warning signs of online and offline CSE, sexting, recognition and disruption of grooming, reporting procedures:

- 'What you need to know about CSE' presentation and engagement guide – introducing specifically developed digital resources - discussed with every social worker in Staffordshire
- 'Disrupting and recognising grooming and targeting' posters
- DL leaflet and calling card

Promotion of the materials on the SSCB website by:

- Ongoing channel communications
- Strategic support from service leads

<ul style="list-style-type: none"> • Council based events • Team briefings
<p>Development and implementation of teachers' toolkit</p> <p>Comprising of :</p> <ul style="list-style-type: none"> • Toolkit – A guide to CSE and Sexting – A Head teachers' Guide – Introducing the Education Safeguarding and Advice Service, new resources, encouraging school representation at panels • Toolkit – A guide about school sexting powers • Teacher DL leaflet and calling card <p>Promoted via:</p> <ul style="list-style-type: none"> • Attendance at Head teacher Forums • Ongoing channel communications • Utilisation of Education Safeguarding contacts
<p>Development and implementation of wider professionals toolkit :</p> <ul style="list-style-type: none"> • 'What you need to know about CSE' presentation and engagement guide for wider professionals – which was discussed with every social worker in Staffordshire • 'Disrupting and recognising grooming and targeting' posters • DL leaflet and calling card • Promoted through programme of internal communications

The results

Objective	Result
<p>Agreed outcome objective: At least 60% - 65% of professionals feel they are aware of the signs of CSE and know what to do about it</p>	<p>TARGET EXCEEDED 85% in Staffordshire vs 58% prior to the campaign 87% in Stoke-on-Trent vs 58% prior to the campaign =27% and 29% increase versus 10% target</p>
<p>Agreed outcome objective Increase the number of calls to the ESAS helpline in Staffordshire by 5- 10% (Current level to be benchmarked)</p>	<p>TARGET EXCEEDED – Average 25 calls a week received to ESAS line in the campaign period vs 15 calls a week prior to campaign period – 66% increase</p>
<p>Outtakes:</p> <ul style="list-style-type: none"> • Increase confidence in communicating grooming to young people by 5- 10% • Increase confidence in communicating consent by 5- 10% • Audience engagement 	<p>Target exceeded – Increased by 15%</p> <p>Target achieved - Increased by 6%</p> <p>Over 300 schools used the professional resources for staff</p>
<p>For consideration</p> <ul style="list-style-type: none"> - The Youth Offending Service saw an increase in the number of 	<p>Although the campaign is likely to be just one of the reasons for the increase.</p>

referrals to them about sexting and CSE incidents.	
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Reflections and improvements

Online/ offline - The campaign raised awareness of the signs of CSE overall but evaluation showed that levels of confidence in recognising a child being exploited online and offline differed significantly. 72% said that they were confident or very confident in recognising the signs of a child being exploited, whereas only 52% said the same about online exploitation. Although this 52% is 20% higher than before campaign (exceeding target), 52% is still a low, when we consider that most abuse starts online. More training is recommended as part of the workforce development programme.

Participation - Ideally all partners are involved in the design and implementation of campaigns. However, because some organisations did not make it mandatory to fill in the post-campaign survey, it is impossible to be sure the extent to which the campaign has been cascaded through organisations such as SSOPT, HMPS, the voluntary sector and the NHS.

Consent – Although the campaign target was achieved, feedback identified that only 44% of professionals are confident in communicating the issues to young people. It is recommended that consent is seen as a single topic to be tackled in isolation in the future with a training package developed to support an intensive campaign.

Phase 3 – Internet Safety – December 2015 to January 2016

“Say No to Sexting” – February

Original purpose: Increase the number of young people who know how to keep themselves safe online by 3%.

Strategy – consisted of 5 key elements:

- 1) Christmas-themed activity to ensure parents and young people know how to prepare new digital gifts to keep safe online – encourage conversations between parents and young people. Delivered through social media and radio advertisements during the Christmas period.
- 2) Research young people’s understanding of online safety and identify particular issues that need to be tackled, following guidance from the Staffordshire Safeguarding Children’s Board about sexting. This revealed that young people are generally internet savvy and are using traditional ways of keeping safe online (e.g. filters, etc – 75%) but sexting is potentially a real problem in Staffordshire. A survey and five focus groups suggest that:
 - 88% of young people think that most people sext/ it’s normal
 - 33% had sent a sext
 - 30% said they’d sext again

- 1 in 5 young people have sent on or posted online a sext sent to them

The disparity between results 1 and 2 indicated careful communication could make a difference in young people sexting and the general perception that it's normal - helping to prevent sexting in the future.

The campaign messages therefore focused on sexting rather than wider internet safety.

- 4) To test and research relevant key messages to reduce the number of young people who believe that sexting is normal and the number likely to sext again.

Research suggested that the most effective way to affect young people's perceptions and actions was to illustrate how they could become embarrassed from sexting, how often trusted people send on sexts and accept that they weren't going to just 'stop' sexting. The illegality of sexting, although one of the drivers to changing behaviour, was ranked lower in importance. The NSPCC endorsed 'Zip It' app provided to be extremely popular and helped young people with witty comebacks, etc, rather than sext.

Conversely, the parents' benchmarking survey showed that the illegality of sexting captured adults' attention. This was therefore the most important message in communicating to parents and encouraging them to talk to their children.

Behaviour change principles with young people also highlights that people need to engage with the subject and find out for themselves that there is a problem. MTV's 'A Thin Line' quiz proved to be the perfect way for young people to understand if they were oversharing information and images.

We also understood from teachers that they needed to know what to use in the classroom.

Our simple solution was to engage with schools to enable them to be advocates for the campaign and appear on regional media. This was paired with communication through school to parents about sexting, a social media campaign and a classroom toolkit of materials that we knew were impactful with young people.

- 5) Capitalise on national Safer Internet Day to launch www.knowaboutcse.co.uk and the 'Say No to Sexting' campaign

NB: The Chair of the Staffordshire and Stoke-on-Trent Safeguarding Boards attended a national conference on 29th June to illustrate the approach. The presentation used, which contains more detail about the strategy, is attached as appendix 1.

Outputs/activity undertaken	Evaluation notes on this activity
30 second radio advert across north of the county – Boxing Day until 2 nd week in January	No significant increase in reports.
Social media 'Wrap it up' campaign (i.e. put internet s - 20 th December to 2 nd January	Social media performed adequately: 13 posts across Facebook and Twitter, with a 4.2% engagement through Facebook. 456 people clicked through to the website as a result

	of social media (performing about national average). This indicates that this is not a subject area where parents needed considerable guidance.
<p>School-based 'sexting' toolkit on SSCB:</p> <ul style="list-style-type: none"> • Tried and tested external videos :x2 NSPCC videos - "Lucy and the Boy" and "I saw your willy" • 'Thin Line' quiz • Zip IT app • Staffordshire based Sexting video – commissioned by SSCB • Conversation starter leaflet for parents 	<p>Toolkit used by over 300 schools.</p> <p>1,325 watched the video vs target of 500 views</p>
School based media activity (three county and city wide media releases and proactive broadcast interviews with the Chair of the Safeguarding Board)	35 pieces of media coverage including 21 mentions on Central News, Signal FM and Touch FM
Letter to parents from the Joint Chair delivered through schools – directing to website and giving general advice	It is estimated that at least 50 schools have distributed the letter to schools
Social media across all partners - parent focus - Conversation starters and 5 things you should know about sexting	<ul style="list-style-type: none"> • 20 posts across Facebook and Twitter, reaching 25, 124 people. • 2.4% engagement through Twitter versus 2.8% industry average and 5.6% engagement through Facebook (Versus industry average of 4,2%) – indicating that Facebook is reaching the most appropriate audience. • 1,590 people clicked through to the website as a result of social media (performing about national average). The majority of these were to the /parents webpage – suggesting that they looking for more help and advice on sexting. 964 parents downloaded the support guide to help them to talk to their child.
School assemblies (based on the 'Party Animal' concept) –carried out by Comms Team	<p>Feedback received from the school indicated that as a result of the campaign:</p> <ul style="list-style-type: none"> • 53% young people felt that the assembly was 'useful' or 'very useful' • 52% said that they were more likely to think about whether they should go to a party when they don't know the people.

The results

The results are based on a sample survey of 100 young people across the city and county. The Joint CSE Performance Framework pilot survey is currently being undertaken and will indicate the success of the campaign throughout all schools in Staffordshire and Stoke on Trent.

Objective	Result
Agreed outcome objective: Increase the number of young people who know how to keep themselves safe online by 3%	Target achieved - 79% of young people surveyed indicated that they know how to keep themselves safe online (vs 75% prior to the campaign)
<p>Sub outcomes:</p> <p>Reduce the number of young people who think that sexting is normal by 5%</p> <p>Reduce the number of young people who will sext again by 5%</p> <p>Increase in the number of parents or carers who have talked to their children about staying safe online by 3%</p> <p>Reduce the number of young people who strongly agree or agree that ‘it’s Ok to send a sext to someone you trust by 3%</p>	<p>TARGET EXCEEDED – The figure is now at 53% vs 88% prior to the campaign, a reduction of 25%</p> <p>TARGET EXCEEDED– The figure is now at 15% vs 30% prior to the campaign i.e. 85% are not likely to sext again</p> <p>Target achieved - 61% of survey recipients have talked to their parents about sexting versus 53% prior to the campaign. 71% of parents said that they had a conversation with their children about CSE versus 62% prior to the campaign.</p> <p>Target achieved – Only 19% of young people agree or strongly agree versus 53% prior to the campaign</p>

Reflections

The statistics indicate a reduction in young people’s perception that it is ‘normal’ to sext, and the likelihood of sexting again. This is perception and behaviour change in action. Although evidence is derived from a small sample, this well researched and co-designed campaign with young people has produced exciting initial results at a fraction of the expected costs.

The Joint CSE Performance Framework pilot survey will indicate whether the behaviour and perception changes has lasted over time (as it is taking place 3 months later) and whether a strategic approach to embedding the toolkit in the curriculum is called for.

Phase 4 – ‘Know About CSE’ campaign - March 2016

Original purpose: To raise public and parent awareness and understanding of child sexual exploitation, the warning signs and to encourage reporting; supporting young people to know what is; what is a safe and healthy relationship; recognise if they are being targeted and groomed.

Strategy:

Parents (primary target audience) - Encourage reporting of CSE, talking to their child about CSE and finding more information at www.knowaboutcse.co.uk

Use of behaviour change model to enable action: a) informing – what CSE is and the high incidence, b) awareness – using case studies to illustrate warning signs, c) creatively illustrating the warning signs to add recall d) overcoming perceptual barriers to reporting.

General public: Social media and media campaign, and to parents through schools. Following research with parents, media activity was planned using real life case studies of CSE victims. Although this approach was pursued, professionals felt uncomfortable about it and the approach was discontinued.

Young people: Encourage understanding of grooming and healthy relationships through the launch of classroom resources (BAIT) and digital materials – i.e. social media (asking young people to test their understanding of how healthy their relationship is through the use of the ‘Treated Badly’ website), use of existing videos exploring health relationships, loving relationships and abusive relationships. A classroom toolkit to help young people understand grooming online and offline was produced. Young people potentially suffering exploitation themselves were encouraged (through social media) to report concerns to a trusted professional.

Businesses: ‘Calling cards’ asking hoteliers, taxi firms and the night-time food industry to act as ‘eyes and ears’ was distributed through the Police Prevent team and the district and borough council Community Safety Managers. They were primarily used in training.

Activity

Outputs/activity undertaken	Evaluation notes on this activity
Parents and general public: <ol style="list-style-type: none"> 1) Letter from the Chair of Staffordshire and Stoke on Trent CSB through schools 2) Full page feature in Your Staffordshire and Our City residents’ magazines 3) Media releases: ‘Pilot on new approach to join up work to tackle CSE,’ ‘Launch of CSE website,’ x4 district releases supporting campaign , x1 Police about operational activity, x3 schools taking part in the campaign, launch of ‘Party Animals’ poster 	The most effective communications channels to parents was: <ol style="list-style-type: none"> 1) Email 2) Social media (Police had the greatest following) 3) TV 4) Leaflet or letter from school A full breakdown of the effectiveness of each communication channels is available on request.

<ul style="list-style-type: none"> 4) Social media campaign around the warning signs and messages to overcome barriers to entry – including highly successful video on CSE Awareness Day 5) Social media – Thunderclap 6) Email marketing to 35,000 parents 7) Social media animoto 8) Social media campaign – Helping Hands 9) Distribution of ‘Party Animals’ poster across hotspot areas and through Police Prevent team operations 	<p>The email sent to parents worked extremely well –an open rate of 31% is higher than previous campaign and industry average of 16.1%.</p> <p>Social media: 32 Facebook and 32 Twitter posts helped to direct 4,074 users to knowaboutcse.co.uk, 90% directly from Facebook.</p> <p>One post supported by paid-for advertising on Facebook and video reached over 47,000 people.</p> <p>A post by the OPCC reached over 51,000 people As a partnership we reached over 86,000 people with one ‘case study’ post.</p> <p>700 people viewed a short video of the signs of CSE. Social media made an impact on CSE Awareness Day, but not significantly at any other time.</p> <p>*In-depth digital evaluation is available on request.</p>
<p>Young people:</p> <ul style="list-style-type: none"> 1) Launch of BAIT and healthy relationship classroom materials, in collaboration with ‘How to recognise grooming,’ discussion prompt 2) Launch across social media and distribution 3) Police operational activity including social media, 4) Distribution of ‘Party Animals’ poster across hotspot areas and through Police Prevent team operations – this contained tips for 5) Social media campaign – How healthy is your relationship? 6) ‘Helping Hands’ social media campaign 7) X3 school assemblies in hotspot areas 	<p>The BAIT and ‘Party Animal’ poster - both implemented through schools, is the most effective mechanism.</p>
<p>Businesses Distribution of calling cards to key taxi, hotel and night-time food industry business</p>	<p>To be evaluated</p>

Results

Objective	Result
<p>Agreed outcome objective (general public):</p> <ul style="list-style-type: none"> • Increase the number of people who can recognise the signs of CSE by 3 to 5% • Increase the number of people who know what to do and where to get help by 5% • Increase the number of reports of potential CSE by 3% 	<p>The campaign is measured by a survey of 1,077 parents / carers/ foster carers, compared to a similar survey taken prior to the campaign. This is statistically representative of Staffordshire and Stoke-on-Trent’s general population of people aged over 30 years old. Whilst 14% of parents felt more confident in recognising the signs of CSE, actual testing of recall of the warning signs was lower. However, the campaign did increase the number of people who could actually recall at least three signs increased by 4.6% as a direct result of the campaign. In addition, 85% agreed that the campaign has helped them understand more about CSE is</p> <p>Target achieved – 19% increase in proportion of parents who know what to do and how to get help as a result of the campaign. 79% of parents now know more about how to report concerns they may have as a result of the campaign</p> <p>Target exceeded - The Police have seen a 12% increase in recorded CSE related sexual offences over the course of the campaign period . Stoke on Trent City Council has seen an increase - 74 calls were received in March 2016 versus 36 in March 2015. Staffordshire County Council has seen an increase - 103 calls were received in March 2016 versus 43 in March 2015.</p>
<p>Young people –transitional years (Years 5, 6 &7):</p> <ul style="list-style-type: none"> • Increase the number of young people who understand what a healthy and safe relationship is by 5% • Increase the number of young people who understand the nature of being targeted and groomed by 3% 	<ul style="list-style-type: none"> • Target achieved – 60% of young people demonstrated a good understanding, vs 51% prior to the campaign <p>This will be measured by the Child Safety Survey.</p>
<p>Young people (Years 8 – 13):</p> <ul style="list-style-type: none"> • Increase the number of young people who know what to do if they have concerns by 7.5% 	<p>EXCEEDED RESULT: 91 % of young people know where to report their concerns (although 85% only said a teacher or the police) – an increase of 35%</p>

Reflections

The Know About CSE campaign has increased understanding and awareness of CSE amongst all target audiences across Staffordshire and Stoke-on-Trent. It has been particularly successful in ensuring that people know where they can go for help and far more people can accurately list some of the warning signs. The campaign also helped to reduce some of the risky behaviours such as sexting. Young people across the city and county are now more confident in preventing and recognising CSE.

Our partnership with schools has been critical to success. Although communications activity has successfully engaged with parents, young people also benefit from exploring the subject in school and with their peers. In future we must continue to foster these links with schools to ensure that any future professionals, sexting and CSE campaigns have this supportive framework.

This campaign was successful in increasing the number of calls to the two councils from concerned members of the public. However, an important measure of success of this campaign must be about ongoing awareness and understanding so that parents/ members of the public know what to do whenever they encounter any of the warning signs. It is therefore suggested that the parent and public evaluation is run again in September to measure this and formulate ongoing plans.

The objective to raise understanding of grooming and targeting was added late in the planning process. The Communications Team feel that this should have been a separate campaign built on more in-depth research. The success of the efforts made by the communications team will be measured by the Joint CSE Performance Framework Pilot Survey, and the team expects that the survey will reveal that more specific work is needed in this area.

Summary recommendations from the Communications Team:

1. Building awareness over time is more important than immediate campaign results, so ongoing evaluation is needed, and we should measure parent awareness again in September.
2. There is a need for a campaign with young people and professionals on 'consent' – this is a difficult area to communicate but with far reaching potential
3. The 'Say No to Sexting' campaign was especially successful - but was not taken up by every school and academy. The campaign should be written into recommended guidelines for all schools.
4. Recognising and preventing CSE is an ongoing challenge. Because CSE manifests itself in many different forms, and the channels and platforms that young people use to socialise or absorb information is changing at a rapid rate, all future campaigns should be researched and co-designed with young people and parents. Although the current campaign can be rolled out again, it should be ensured that the messages and implementation mechanisms are still relevant through regular testing.
5. Activity would have been more effective overall if governed by a wider operational group of communication professionals – this would ensure ownership of the campaign and full utilisation of all materials

6. Campaigns should take a digital first approach as other than fa-to-face activity in schools, web, email and social media is the most effective way to reach and engage with the target audiences.
7. Considerable resource was dedicated to developing the knowaboutcse.co.uk website which was the right thing to do to ensure that all audiences had the information they needed in one place. However use of the website has dipped following the campaign. We have also seen a further shift towards all audiences expecting delivery of bit-sized content through social media and digital channels. It is recommended that the website continues to be updated as this is now imbedded into schools and partners. Considerable redesign of the website in the future, however, is not recommended.
8. Schools and parents continue to be a critical delivery mechanism and this relationship should be fostered through the development of school and parent champions.
9. Future communications around CSE should continue to report on successes from around the partnership and capitalise on general awareness created through promotional days – i.e. CSE Awareness Day etc.

BUDGET: The total campaign expenditure was **£7398.50 against a budget of £7,500**

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