

SAFEGUARDING PHASE 2

COMMUNICATION & ENGAGEMENT PROGRAMME: PREVENT

EVALUATION REPORT

PROGRAMME OVERVIEW:

Background and engagement project:

In February 2019, the Partnerships team with the support of the Council's Communications team developed a promotional campaign - '*See something, Say something*' which aimed to raise awareness of abuse, as well as encouraging people to report any concerns they may have about an individual.

The campaign was split into two elements: safeguarding and vulnerability.

The safeguarding element was the first phase and focused on the key categories associated with child and adult abuse.

This was extremely successful with campaign messages being displayed across the District using online adverts on social media, the Council's website, refuse vehicles, housing vans, internally on Arriva buses and on a large plasma screen at South Staffordshire College.

Printed material was also distributed to key venues including posters and information leaflets.

The second phase of the campaign focused on vulnerability, in particular around extremism and radicalisation. This phase not only continued to promote the key messages from phase one, but also involved community engagement in order to reach a wider audience. This involved a tour of local secondary schools focusing on the PREVENT agenda.

Working closely with Loudmouth Education & Training (theatre in education company), a new script and workshop option was developed covering extremism, discrimination and hate crime. Local partner agencies included students from South Staffordshire College contributed to the story of the production which ensured the content was real and relevant to the local area. A 'Task and Finish Group' was set up to achieve this.

Loudmouth was commissioned to deliver a 30 minute interactive assembly including a drama performance, hot seat/character interview and interactive discussion session to a whole year group at each school.

The assembly was followed by 30 minute workshops with accompanying lesson plans to each class within the year group.

Each school was also given a resource pack at the end of each visit which provided information about local support services, details about the PREVENT agenda and further campaign material.

Supporting Partners:

The Chase Community Partnership led on the delivery of the campaign with support from:

- Cannock Chase Council – Partnerships & Communications
- Staffordshire Police – The Prevent Team
- Staffordshire Fire and Rescue Service
- Staffordshire County Council – Safer and Stronger Board
- Community Safety Hub (CSH) partners - LST
- Staffordshire & Stoke Safeguarding Boards (children & adults)

Funding:

This project was successful in receiving funding via the following funding streams:

- | | |
|---|---------|
| • The PCC's Proceeds of Crime Fund | £10,000 |
| • Building Resilient Families and Communities Fund | £1,700 |
| • West Midlands Counter Terrorism – Targeted Initiatives Fund | £4,000 |

Delivery of Phase 2:

The campaign and engagement programme launched in January 2020 and ran until March. The sessions were targeted at Year 8 pupils with the following schools engaged.

- Cardinal Griffin
- Cannock Chase High
- Kingsmead
- Staffordshire University Academy
- The Hart (due to be delivered in July 2020)
- Hednesford Valley High
- Norton Canes

In addition to this two key primary schools were also identified (Western Springs and Redhill) and were included on the tour schedule as well as the local PRU.

The table below shows a breakdown of schools and the number of sessions and pupils engaged as part of the tour prior to COVID-19.

Date of session	Venue	Number of sessions	Year Group(s)	Number of participants
21 Jan 2020	Redhill Primary School	1	6	27
24 Jan 2020	Norton Canes High School	1	8	75
30 Jan 2020	Western Springs Primary School	1	6	18
4 Feb 2020	Staffordshire University Academy	1	8	96
10 Feb 2020	Cardinal Griffin Catholic High School	1	8	180
14 Feb 2020	Kingsmead Academy	1	9	200
25 Feb 2020	Hednesford Valley High	1	10-13	29
26 Feb 2020	Cannock Chase High School	1	8	172
9 March 2020	Chaselea PRU	1	7-11	19
			Total of young people engaged:	816
July	The Hart	TBC		

Due to receiving additional funding from the West Midlands Counter-Terrorism Unit's Targeted Initiative Fund, the programme may also be delivered to students attending South Staffordshire College (Cannock Campus) later in the year. A tailored package will be developed and delivered by Loudmouth on PREVENT.

THE CAMPAIGN:

Primary message:

‘See something, Say something’

Secondary message:

‘Cannock Chase Safeguarding – protecting vulnerable adults and children’

Tertiary messages:

‘You don’t always know who’s influencing them on their laptops...’

‘You don’t always know who’s influencing them on their phones...’

‘You don’t always know what’s happening behind closed doors...’

Creative Concept:

The vulnerability element was based on themes from local cases and visuals had already been designed to reflect the areas. New visuals focusing on extremism were developed. Examples of the visuals are below:



New visuals for PREVENT campaign:



Communication Channels:

There were a number of promotional and engagement methods used and these were broken down into separate pieces of work which were suited to the relevant target audience.

1. Standard communications – Continuation of awareness raising

- A press release was issued to local, regional and national media when the campaign and project launched. A press photo was also organised with the PCC attending.



- Scheduled general safeguarding messages on social media platforms
- Updated safeguarding section on Council's website – Since its launch the online campaign pages have had the following page views and unique people visiting:

Page (link)	Page views	Unique people
https://www.cannockchasedc.gov.uk/council/your-community/see-something-say-something	676	522
https://www.cannockchasedc.gov.uk/council/your-community/safeguarding-see-something-say-something/prevent-phase-2-extremism	126	112
https://www.cannockchasedc.gov.uk/council/your-community/safeguarding-children-and-vulnerable-adults	5579	4197

- Continued to link with local and national campaigns
- Awareness stickers displayed in local taxis – *window stickers will be designed, printed and distributed to taxi drivers across the District to promote the helpline numbers.*
- Rear vinyl wraps to be displayed on housing vehicles – *artwork will be fitted to 10 Council Housing vans promoting the extremism message as well as the general safeguarding messages.*

Van mock up...



2. Vulnerability 'PREVENT' promotion

- Tour of schools

Loudmouth started the school tour in January and since it launched they have delivered a total of 9 sessions to local primary and secondary schools. A total of 816 pupils have been engaged with during this process. The session at the Hart school in Rugeley is still outstanding as well as the tailored programme for South Staffordshire College.

- Resource packs distributed to every school within the District. The packs included:
 - A4 campaign posters
 - Information booklet
 - Lesson plans
 - Pre and post evaluations
- General awareness information circulated to all local schools (primary and secondary)
- Social media scheduled on the Council's various platforms:

A total of 17 posts were promoted over a 3 month period on the Council's Twitter and Facebook accounts. These reached a total of 95,125 accounts, resulting in 29,557 impressions with an engagement rate of 0.69%.

There were 30 direct clicks from posts on Facebook and 17 direct clicks from Twitter.

- Facebook advertising



The advert above went live on 1 February and ran until 30 March. It reached a total of 14,839 accounts resulting in 86,854 impressions and 52 direct clicks to the support information.

- Email/text messaging on parents portal
 - Digital advertising on school websites
 - Information leaflet distributed to all parents

THE BUDGET:

Budget breakdown:

There was a total of £15,700 contributed towards this project. Below provides a breakdown of costings:

Description of activity	Cost	Status
Design new campaign material <ul style="list-style-type: none">• Posters• Information booklet• Vinyl wraps	£800	Completed Completed <i>Outstanding – to be designed</i>
Vinyl wraps on housing vans	£1,000	<i>Outstanding – to be processed</i>
Printing of resource packs x 100: <ul style="list-style-type: none">• Resource folders• Letter to parents• Pre Evaluation• Post Evaluation• Laptop poster x 300• Phone poster x 300• Information booklet• Lesson plans	£338.10 £9.05 £9.05 £9.05 £16.28 £16.28 £34.19 £16.55	Completed – internal recharge
Printing of taxi window stickers A6 x 150	£10	<i>Outstanding – to be processed</i>
Facebook advertising	£75.10	Completed
Tour of schools <ul style="list-style-type: none">• Script and workshop development• Delivery of assembly and workshops in 7 secondary aged schools	£1,500 TOTAL: £4,795 £685 Norton Canes High £685 Staffordshire University Academy £685 Cardinal Griffin High £685 Kingsmead Academy £685 Hednesford Valley High £685 Cannock Chase High £685 The Hart*	Completed – processed Completed – processed £4,795
• Delivery of assembly and workshops in 2 primary aged schools	TOTAL: £1,370 £685 Redhill Primary School £685 Western Springs Primary School	*Session at the Hart still to be delivered (£685) Completed – processed
	TOTAL: £685	Completed – processed

• Delivery of assembly and workshops in Pupil Referral Unit	£685 Chaselea PRU	
Tailored package for College	£2,000*	*To be undertaken when is safe to do so due to COVID-19 pandemic
TOTAL ALLOCATED:	£12,683.65	
TOTAL SPENT UP UNTIL 30 MARCH:	£8,988.65	
TO CARRY FORWARD TO NEXT STAGE:	£3,016.35	

THE OUTCOME:

The main outcome for this project was to increase awareness around safeguarding people and communities from the threat of extremism.

To measure the impact of the school tours a pre and post evaluation was completed by 30 pupils before and after each session. Below shows the key findings:

1. The percentage of students who knew what the term extremism means rose from 25% to 88% as a result of the Loudmouth session.
2. The percentage of students who felt confident or very confident about spotting signs of extremism rose from 41% to 88% as a result of the Loudmouth session.
3. The percentage of students who knew where you could report extremism rose from 38% to 94% as a result of the Loudmouth session.
4. The percentage of students who said they would tell someone if they thought their friend was involved in extremism rose from 79% to 93%. Reasons given were:
 - so that the person can get help
 - to help them be safe
 - to keep them from danger
 - to be a good friend
 - because you care
 - it is the right thing to do
 - so they don't go to prison / get a criminal record
 - so it doesn't get out of hand and get really serious
5. 97% of students stated that after the session they felt that Loudmouth's session helps raise young people's awareness of different forms of extremism.
6. The children and young people after the session listed 3 ways they felt that extremism may negatively impact someone's life. The top reasons are below:
 - Can affect mental health e.g. anxiety or depression

- Can get a criminal record
 - Can affect future careers e.g. can't work with children
 - Could limit which countries they are allowed to travel to
 - Could affect / destroy their family
 - Could commit violent acts
 - Could make them scared
 - Could lose friends
 - Could limit when they can go online
 - Could make them racist
7. 77% of the students stated that as a result of the session they would act differently. They were asked to complete the sentence “As a result of taking part in the Loudmouth programme I...”
- am more aware about grooming and extremism.
 - won't be racist.
 - understand extremism and its impacts.
 - will tell people if I see someone involved in extremism.
 - realise what extremism is and how to recognise it.
 - will be able to watch for the risks.
 - have learnt how to know if someone is being groomed.
 - would know how to recognise the signs.
 - know how to get help if one of my friends are in this situation.
 - will be careful online and respect other people.
 - will never judge people different to me.
 - now understand what extremism is and if I ever saw it happen I would report it.
 - will not take part in racist groups.
 - have learned that not to listen to negative people.

The full results of each survey are attached to this report.

- **Appendix 1 - Cannock Summary Pre Data**
- **Appendix 2 - Cannock Summary Post Data**

FEEDBACK FROM TEACHING STAFF:

A total of 12 feedback forms were completed by teaching staff. The results showed that over 91% of teachers thought the sessions were excellent with 100% saying they would recommend the programme to other schools and organisations.

Teachers felt the sessions had a considerable and high impact on them and their pupils.

A full breakdown of the teachers feedback is detailed in **Appendix 3**.

NEXT STEPS:

The next stage of the project will include a tailored programme for South Staffordshire College as well as delivering the school tour to a couple more primary schools where the budget allows.

A meeting will be scheduled with the Task & Finish Group to evaluate the project and see how it can be rolled out Countywide. This will be delivered when it is safe to do so.