

CHILD PROTECTION LINE - NATIONAL IMPLEMENTATION GROUP (TIG)

Minutes of 4th Meeting - 12 January 2007

Convened by the Scottish Executive (SE) and held at Holiday Inn Express, Leith, Edinburgh

Present:	Maggie Tierney	-	Scottish Executive (Chair)
	Gaynor Davenport	-	Scottish Executive
	Alyson Lees	-	Marketing Unit, Scottish Executive
	Gillian Buchanan	-	Lead Officer, Glasgow CPC
	Pene Rowe	-	Highlands CPC
	Debbie Smith	-	Development Officer, North East Scotland CPC
	CPC Peter Reilly	-	Grampian Police
	Alwyn Bell	-	Lothian & Borders Police
	Sandra Thain	-	Continuous Improvement Officer, ELBCPO
	Anne Mitchell	-	ELBCPO
	James Pinkerton	-	Access & Duty Services Manager
	Astrid Telfer	-	Lead Officer, Edinburgh CPC
	Pam Armstrong	-	Head of Service Development Children & Families Dept., City of Edinburgh Council
	Joyce Nisbet	-	Communications Manager, Children & Families Division, City of Edinburgh Council
	Susan Fraser	-	IAS Smarts (PR Agency)
	Nadine Reilly	-	IAS Smarts
	Leigh Dobson	-	Whitespace (Agency Web Developer)
	Russell Stout	-	Whitespace

1. **Introductions**

Maggie Tierney welcomed everyone to the meeting and invited introductions.

2. **Update**

The Scottish Executive explained the period running up to the Scottish Parliament elections due to be held on 3 May where Ministers take time out for electioneering (Purdah). This gives little flexibility for the launch of the telephone line which is currently scheduled for 12 February 2007. **The telephone line and the associated media campaign must launch on or before 12 February.**

The Scottish Executive Bid Evaluation Team received 5 bids with four potential runners who can fulfil the criteria and can demonstrate safe recruitment skills. It is expected that the successful tender will be awarded on Tuesday 16 January.

The freephone number 0800 022 3222 is due to be activated on 12 February.

SE invited James Pinkerton to discuss the future contract with the successful contractor based on his own experience of the out of hours social work telephone line.

Action: SE to notify members of the successful contractor by Email ASAP
SE to arrange meeting with successful contractor, ChildLine, and invite James Pinkerton and Alywn Bell

3. Call Centre Training

SE will contact ChildLine's training and consultancy section, to propose a contract for ChildLine to train the new call centre staff on basic child protection. The contract would include development of a core script for handling and streaming incoming calls. The group agreed that this approach would provide consistency in line with similar phone lines and relieve the burden of in-house child protection training from another CPC. There were some concerns raised about how to incorporate local issues into national training and about continuous training to accommodate staff turnover. The group also discussed interpretation requirements and it was agreed to take advice from ChildLine on this. A critical issue is the time available to let the contract and deliver the child protection training as well as training on the "screens" to be used to support the core script.

James Pinkerton agreed to attend a meeting to be arranged with ChildLine and SE. It was also agreed that there may be some merit in continuous email discussions in the coming weeks as tasks develop.

Action: SE to circulate draft core script for discussion
SE to arrange meeting with ChildLine and invite JP and AB
Alywn Bell agreed to forward the core script currently used by
ELBEG Force Control Centre and attend the meeting with ChildLine,
the contractor

4. Local and national launch plans and spokespeople

Annex A provides details of members who agreed to liaise with Alyson Lees and Susie Fraser initially and to further identify key media spokespeople in each CPC area. SE communications contacts are also attached.

Alyson Lees emphasised the nature of the media campaign is to sensitise the public to child protection issues, make it easy for the public to use the line, and reinforce the message that people can make a difference in their local communities. The PR campaign will not focus on abuse only but will educate on a raft of other issues e.g. support mechanisms for single parents. Alyson introduced Susie Fraser of IAS Smarts, the agency contracted to develop the PR plan.

SE are in the process of organising a range of 'below the line' materials and activities to ensure that the telephone line is promoted to as wide an audience as possible including:

- Posters and leaflets for circulation to a wide range of organisations and groups.
- A small pack which includes a credit card sized fridge magnet which contains brief key children protection messages and the freephone number. We are exploring having this available at checkouts through a supermarket/chemist chain.
- A web page which will be hosted on www.infoscotland.com/childprotection
- Editorial and news slots in local and national press and on local radio.
(pre-recording broadcasting)

Key CPCs will engage with SE Communications (Alyson Lees and/or Jan Murray) to collect local information, case histories, child protection statistics etc. An embargoed media launch will be developed involving contact with local media representatives week commencing 12 February.

Alyson Lees talked through the Campaign “Wish List” attached at Annex B. The group agreed to each action, for their areas, the tasks and activities identified.

It should be noted that local marketing may not take place during Purdah due to local elections taking place at the same time as the Scottish Parliament elections.

Action: Each CPC to contact Susie Fraser or Alyson Lees with the following information (see Annex A) by Friday 19th January:

Alyson Lees: (Advertising/Marketing/Web Enquiries)

- **Total Numbers of posters required and which ones (a choice of 5)**
- **Number of campaign leaflets required**
- **Numbers of promo items required (info booklets/magnet)**
- **URL of local CPC websites**

Susie Fraser: (PR/Media Relations Enquiries)

- **Media spokesperson BY END OF JANUARY**
- **Cases histories direct to (Jan Murray)**
- **Name of practitioner(s) for possible feature stories**
- *** Local research and statistics**
- *** Any black spots**
- **possible business contacts/sponsors for PR activity**
- **any local character to support the campaign generally.**
- **To investigate opportunities for slots in editorials from councils and health boards**

** For press office/background information only, not for public domain*

Action – For IAS Smarts not already identified in Wish List:

To contact First Bus about the possibility of “donated” space, endorsement of campaign outside Purdah period.
To circulate brief for key media spokespeople

Action: SE to explore possibility of tapping into existing campaigns e.g. alcohol/drug abuse
SE to circulate poster images (jpeg) by email

NESPC asked SE Communications to provide a half day briefing to CPC.

Action: Alyson Lees and Susie Fraser agreed to meet with NESPC.

5. Post Launch Work

After the launch we will continue to seek local sponsorship e.g. Aberdeen Football Club sponsored the Grampian pilot.

6. Website

Leigh Dobson and Russell Stout joined the meeting to present the website material which supports the other campaign material. The site will explain the aims and purpose of the service, what happens to the telephone calls, and the roll out of the national programme. It will emphasise confidentiality and will provide downloadable leaflets in other languages to be downloaded or available depending on demand. The website uses screen shots similar to the posters with links to different sections.

The group agreed that a map to access links to local information is required.

Action: Website Developer to import map of Scotland SE to establish whether leaflets can be translated into some languages (note: it is unlikely that this will be feasible until we gain more experience of actual demand. SE will keep this under review)

7. Name of telephone line

Various options were discussed and the group agreed plain English, easy to understand name for the service - "ChildProtectionLine". Other suggestions included Connect and Protect and Child Protection Gateway

Action: Whitespace to check availability of the names

8. 3 Year Funding commitment

SE have committed 3 year funding to the project with an evaluation after 12-18 months of operation. The evaluation will aim to determine outcomes achieved and whether the line has added value to existing service.

Action: Local areas need to consider now how they would want to build in monitoring which would enable effective evaluation.

9. Final confirmation of CPC involvement:

Maggie Tierney asked for final confirmation that the 4 CPCs represented were still planning to launch in week beginning 12 February. Ideally, Edinburgh CPC would like to launch across their other local authority areas (ELBEG), however, the timing is not right for the rest of ELBEG so Edinburgh and Midlothian will launch with Glasgow, NESPC and Highland on 12 February, and Borders, East Lothian will consider shortly.

10. Important Action Points for all CPCs

Action 1: To provide SE (Gaynor Davenport) local links for telephone contractor for inclusion in the core script

Action 2: SE to get necessary phone contact from every CPC area, for complete national coverage for inclusion in the core script.

Action 3: Date of next meeting to be arranged.

11. Finish

ANNEX A

Agreed contacts for 24 hour telephone line communications strategy

(Posters/Leaflet Materials/Promo Items/Website/Advertising Queries)

Alyson Lees

Telephone: 0131-244-4042

Email Alyson.Lees@scotland.gsi.gov.uk

Communications – PR (Media Relations, Editorial Platforms, Photocalls & Press Coverage in Newspapers & Newsletters)

IAS Smart

Susie Fraser

Telephone: 0131 555 0425

Email: susie.fraser@iassmarts.com

Edinburgh CPC

Joyce Nisbet, Communications Manager, Children & Families Department, City of Edinburgh Council

Telephone: 0131 469 3134

Email: Joyce.nisbet@educ.edin.gov.uk

Glasgow CPC

Gillian Buchanan, Lead Officer, Glasgow CPC - to be confirmed

Telephone: 0141 420 5800

Email: Gillian.buchanan@glasgow.gsx.gov.uk

Highlands CPC

Penny Rowe, Lead Officer, Highland CPC

Telephone: 01463 703 421

Email: Pene.rowe@highland.gov.uk

North East Scotland CPC

Debbie Smith, NESPC

Telephone: 01224 814639

Email: debbiesmith@aberdeencity.gov.uk

Midlothian CPC

Rana Ahmed, Communications Manager

Telephone: 0131 271 3423

Email: Rana.Ahmed@midlothian.gov.uk

Midlothian CPC

Donald Urquhart, Lead Officer, Midlothian CPC

Tel: 0131-272-3674

Email: Donald.Urquhart@midlothian.gov.uk

Contact point for enquiries, especially operational issues, other than active marketing and communications:

Gaynor Davenport

Telephon: 0131-244-4906

Email Gaynor.davenport@scotland.gsi.gov.uk

Contact point for case histories

Jan Murray

Tel: 0131-244-4907

Email: Jan.murray@scotland.gsi.gov.uk

ANNEX B



Campaign 'Wish List'

WHAT WE NEED	DETAILED DESCRIPTION	DEADLINE FOR COMPLETION
Poster distribution	<p>CPCs to assist in displaying posters in public areas via as many local contacts as possible and identify (where possible) where the posters can be sent. These could include community centres, job centres, police stations, school foyers, supermarkets, pharmacies, local businesses, voluntary organisations, GP surgeries, libraries, police stations, schools and in local authority services. Scottish Executive can help with some distribution and/or look at funding people in each area to distribute posters.</p> <p>Each CPC to confirm how many printed colour posters each CPC requires (A3 size only) and which name and delivery address these posters should be sent to for onward distribution.</p>	End Jan
Website	CPCs to advise the URL of any local area websites that they would like us to include a link to from the campaign "umbrella site".	End Jan
<p>Minimum of 1 x media spokesperson in each area:</p> <ul style="list-style-type: none"> • Highland • Grampian • Edinburgh • Glasgow 	CPCs to identify local spokespeople on child welfare issues prior to and on the day of the launch. Spokesperson needs to be comfortable speaking to the media about child protection issues; have great local contacts in the local area; knows local characters who may back the campaign; is willing to take part in PR photography and be quoted in the local press and broadcast media.	End Jan
Case histories from each area.	Ideally CPCs to provide two case histories from each area that had a positive outcome once social services / reporting had taken place. Needs to be written as a synopsis of the case, with ages, locality (where feasible in the area). Case histories can be anonymous.	Mid/End Jan
1 x Name and cooperation of local social worker in each area to do social work feature/story on about their role and	CPCs to identify minimum of one social work professional in each area for possible media feature which highlights their daily routine and their interactions with the public and child protection responsibilities. Needs to be written	Mid/End Jan

daily routine	as a synopsis of the case, job titles, locality (where feasible in the area).	
1 x Name and cooperation of local police and NHS representative in each area for possible feature/story on about their role and daily routine	CPCs to identify minimum of one support service stories in each area which highlights their daily routine and their interactions with the public e.g. a child was protected and a parent received support. Needs to be written as a synopsis of the case, job titles, locality (where feasible in the area).	Mid/End Jan
Local research and statistics about child protection in each of the four areas from the CPCs.	If possible, CPCs to provide local research and statistics about child protection in each of the four local areas. It would be helpful to have statistics or research findings which show increased confidence in services/more children being protected. (This information will help us to form factsheets and we will also scrutinize it for possible news hooks). Statistics to be referenced/dated.	End Jan
High profile child protection cases	If possible, CPCs to alert Executive to any child protection cases that might 'go live' around the time of the campaign.	Ongoing
1 x name of a key local business or organisations in each area that can be approached to support the campaign	CPCs to provide details of good contacts who would support the campaign i.e. football clubs, voluntary organisations, business, etc. To be aware of child protection issues and keen to support the campaign; is willing to take part in PR photography and be quoted in the local press and broadcast media, is happy to be identified.	Mid Jan

***Child Protection Reform Team
January 2007***