

PFCC Decision Report

Please ensure all sections below are completed

Report reference number: 006/19
Classification Not protectively marked
Title of report: <i>Parents Did You Know?</i> CSE campaign
Area of county / stakeholders affected: Countywide
Report by: Greg Myddelton
Date of report: 15 January 2019
Enquiries to: greg.myddelton@essex.pnn.police.uk

1. Purpose of the report

To approve an allocation of up to £2,000 to support the Child Sexual Abuse and Exploitation awareness campaign.

2. Recommendations

Approve the allocation of up to £2,000 to Essex Safeguarding Children's Board to support the Countywide "*Parents Did You Know?*" CSE campaign.

3. Benefits of the proposal

- 3.1. The campaign aims to improve parents' understanding of Child Sexual Abuse and Exploitation and seeks to empower them to take appropriate action to safeguard young people from harm.
- 3.2. The project aims to;
 - Raise awareness of Child Exploitation and its relevant themes
 - Support Parents / Carers understanding of the 'services', 'organisations' and 'interventions' that will support them in educating / safeguarding their children
 - Support Parents / Carers understanding of how to reach out for emotional support around their own needs as secondary victims

4. Background and proposal

- 4.1. This campaign is led by the Essex Safeguarding Children's Board Child Exploitation Project Manager and is supported by a range of organisations such

as The Children's Society, Barnardo's, Essex Police, Community Safety Partnerships, and local authorities.

- 4.2. The project benefits from match funding from other organisations. The PFCC's contribution is around 50% of the cost of the campaign
- 4.3. The campaign will include 5 public events in Summer 2019 & early 2020 which will be pilot learning events. Other campaign elements include social media, radio adverts, news articles and partner website content. Content will be developed in consultation with parents/carers to ensure suitable messaging. There will be direct marketing of the events through schools, children's social care, health, ECVYS organisations, Essex Police, and third sector partners.

5. Alternative options considered and rejected

- 5.1. This campaign supports the work of the Essex Safeguarding Children's Board's priority around CSE. It complements and develops the previously well-received partnership CSE campaign which was titled "I didn't know".
- 5.2. There are no planned alternative partnership campaigns.

6. Police and Crime Plan

This campaign supports the priority to protect children and vulnerable people

7. Police operational implications

No operational implications

8. Financial implications

The PFCC would make a one-off grant payment of up to £2,000 to Essex Safeguarding Children's Board to support the delivery of the "*Parents Did you Know?*" campaign from the 2018-19 Community Safety Fund.

9. Legal implications

No legal implications

10. Staffing implications

No staffing implications

11. Equality and Diversity implications

No D&E implications

12. Risks

This campaign is based on the previously well-received "I Didn't Know" CSE campaign. No risks are anticipated in the deployment of this campaign.

13. Governance Boards

The campaign has been developed by a small task and finish group under the direction of the Essex Safeguarding Children's Board.

14. Background papers



OASIS PLAN parent events and campaign

Report Approval

The report will be signed off by the OPFCC Chief Executive and Treasurer prior to review and sign off by the PFCC / DPFCC.

Chief Executive / M.O.

Sign: *[Handwritten Signature]*

Print: *P. Bevan - Isaac*

Date: *8 March 2019*

Chief Finance Officer / Treasurer

Sign: *[Handwritten Signature]*

Print: *ASSET G. G. G.*

Date: *13/3/19*

Publication

Is the report for publication?

YES

NO

If 'NO', please give reasons for non-publication (Where relevant, cite the security classification of the document(s). State 'None' if applicable)

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If the report is not for publication, the Chief Executive will decide if and how the public can be informed of the decision.

Redaction

If the report is for publication, is redaction required:

1. Of Decision Sheet? YES
NO

2. Of Appendix? YES
NO

If 'YES', please provide details of required redaction:

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Date redaction carried out:

Treasurer / Chief Executive Sign Off – for Redactions only

If redaction is required, the Treasurer or Chief Executive is to sign off that redaction has been completed.

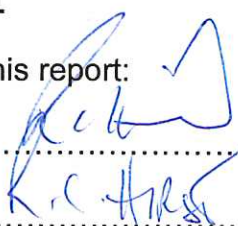
Sign:

Print:

Chief Executive/Treasurer

Decision and Final Sign Off

I agree the recommendations to this report:

Sign: 

Print:

PFCC/Deputy PFCC

Date signed: 

I do not agree the recommendations to this report because:

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Sign:

Print:

PFCC/Deputy PFCC

Date signed: