

Keeping Children Safe

Home Office

Your Right To Ask

**Communications
Guidance**

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Introduction

This communications guidance pack has been developed based on the communications lessons learned by the four pilot areas. It is aimed at helping the Single Points of Contacts in each participating force to increase awareness and understanding of the Child Sex Offender Disclosure Scheme, using positive and empowering child protection messages. If you are unfamiliar with developing and delivering a communications strategy this pack provides you with basic information and suggestions on the most effective media, key messages and evaluation.

The Pack is supported by practical communications tools, including poster and leaflet templates to communicate with the public about the Scheme and about how to safeguard children.

Why is communications activity necessary?

The pilot of the Scheme, between September 2008 and September 2009 in four police areas (Hampshire, Cambridgeshire, Cleveland and Warwickshire), clearly demonstrated that communications can drive awareness and demand for the Scheme, but that communications needs to be targeted correctly.

The evaluation of the Scheme, concluded: **‘Marketing and publicity requires a consistent approach to avoid confusion about the remit of the Scheme; briefing to a wide range of partner organisations; and specific plans to target vulnerable and minority groups’.**

This guidance has been written based on the learning gathered during the pilot and includes communications examples from each pilot force. The majority of the pilot forces found that working with the local media and radio outlets increased awareness of the Scheme. The case studies throughout this document highlight how the forces worked with the local media, local partners to distribute materials to interested parties and examples of how the radio adverts were used.

What's included in this pack?

This pack contains specific communications guidance to help you identify your audiences and includes tools and key messages to help you reach them. The communication tools can be downloaded from <http://www.homeoffice.gov.uk/disclosure-scheme>.

Here you will find:

- A5 Disclosure Scheme Booklet: this is for police forces to give to members of the public at the time of enquiry. It covers how to make an application and what the public can expect from the Scheme;
- A5 Keeping Children Safe booklet: this contains advice for parents, guardians and carers on how to keep children safe from sexual abuse;
- a template Poster A3 and A4 versions; and
- A7 roll-fold leaflet: this gives information on the Scheme and other sources of support.

Sample radio scripts which were used in the pilot areas will be sent to the Single Points of Contact in participating forces.

The guidance is specifically tailored for the Scheme, however the advice also shows you how to approach any communications campaign, so you can adapt and expand it for your own needs.

This pack is split into three sections:

1. Setting the communications strategy

This is about defining the role for communications, setting objectives, defining your audience and messages; and planning how you will measure success.

2. Developing and implementing the communications plan

This is about making it happen – here you will find ideas on the most appropriate channels and information on marketing materials you can use.

3. Monitoring and evaluation

Finally, there are tips on how to measure your success and feed the learning into future activity.

Background to the Child Sex Offender Disclosure Scheme

In June 2007, the Government published the *Review of the Protection of Children from Sexual Offenders*. The disclosure pilot was set up to fulfil Action 4 of the Review, which is to:

“Pilot a Scheme where members of the public can register their child protection interest in a named individual. Where this individual has convictions for child sexual offences and is considered a risk, there is a presumption that this information will be disclosed to the relevant member of the public”.

In the pilot, members of the public were given a formal mechanism to make enquiries about an individual they were concerned about who had contact with children.

If an individual was found to have convictions for sexual offences against children and there is reasonable cause to believe that the individual poses a risk of causing serious harm to the child or children concerned, the police may disclose this information to the person best placed to protect the child or children. This is usually the parent, carer or guardian and not necessarily the person who made the enquiry.

The Scheme started in September 2008 in police force areas within Hampshire, Cambridgeshire, Cleveland, and across all of Warwickshire. In March 2009, the pilot was rolled out across all four forces after being successfully implemented in the first six months of the pilot.

Following the success of the pilot, the Scheme will be rolled out initially to a further 20 forces from 1st August to October 2010.

All remaining police forces in England and Wales will be invited to consider joining the Scheme before March 2011.

What is disclosure?

In relation to this Scheme, disclosure means telling a member of the public the full or partial results of a series of checks into a named individual who has a record of child sexual offences and is considered to pose a risk of serious harm to the children that they currently have contact with. In some cases the individual may not be known to the police for child sexual offences but may be known for other offences that might put a child's safety at risk – such as serious violent offending. Disclosure may also be considered in these circumstances.

Section 1

Setting the communications strategy

Agree your communications working group

The first step is to organise a communications working group and agree: who needs to be involved in the activity, who needs to be consulted and who needs to be kept informed. Within the group set roles and responsibilities and agree who will lead on each area.

It will be important to involve key external partners in the working group e.g. staff from probation, prisons, children's services, local children's charities and organisations working with sex offenders and representation from the Local Safeguarding Children's Board.

Set your communications objectives

The first part of the strategy is to agree the role for communications and set your communications objectives. When doing this you should consider the policy objectives:

- We want to ensure that parents know what they can do if they have a concern and also that they are more alert to any warning signs of abuse, so they can better protect their children.
- The principal objective of the strategy will therefore be to provide parents, guardians and carers with information that will enable them to better safeguard their children's safety and welfare.

A primary role for communications is to INFORM – to raise awareness of the new service among the public and partners and drive appropriate demand. However there are a number of other factors to consider:

1. Child protection is a sensitive issue. Communications need to be well targeted and reassuring in tone, in order to avoid unnecessarily increasing the fear of child sexual abuse.
2. Publicity of the Scheme may cause anxiety amongst local Registered Sex Offender's (RSO's) if they feel it's likely to result in vigilantism against them. In this case, some RSO's may 'go underground' and break the terms of their supervision, which may increase the risks they pose.
3. If you are using any broadcast media e.g. radio you should ensure the advertising is specific about the area where the Scheme operates and minimises seepage into any areas where the service may not be available.
4. Without clear communication on the remit of the Scheme, members of the public may have unrealistic expectations and resource could be taken up with inappropriate enquires, which could also leave members of the public feeling frustrated.
5. Even where there is nothing to disclose, parents may be left feeling anxious, therefore it is important to deliver empowering child protection messages and guidance.
6. How to factor communications about the Scheme in to existing public protection and child protection communications efforts.

So in summary your communication objectives could be defined as:

1. To raise awareness amongst the local public and partners about the Scheme
2. To clearly communicate the remit of the Scheme
3. To deliver empowering child protection advice to those with concerns

Objectives should be SMART:

- Specific
- Measurable
- Achievable
- Realistic
- Time bound

Evaluating success

Once you have set your communication objectives you may want to evaluate them. One way of doing this is by setting Key Performance Indicators (KPIs). KPIs are a useful way of monitoring and record performance against your objectives. Possible KPIs are included in Section 3.

Defining your audience

Before you implement any communications activity, it's vital to first define your audience.

There are likely to be four broad groups you need to speak with:

1. Police Officers and staff (internal communication)
2. Local partner organisations / agencies
3. Registered sex offenders (RSOs)
4. General public

1. Internal communication

You are best placed to know which staff needs to know about this new Scheme and the most appropriate internal communications channels. However, as a guide, all public facing staff should have a general awareness of the Scheme i.e. front counter staff and call handling staff. An electronic general awareness training package has been developed by the National Policing Improvement Agency (NPIA), however you may want to supplement this training with regular internal communications. These could involve regular updates on the intranet and the circulation of communications materials to all staff.

2. Local partner organisations/agencies

Before you commence any public facing communications, consider the local organisations that need to know about the Scheme, what they need to know and how you will contact them. You may want to consider speaking with:

- Probation and prison staff
- Children's and Adult Social Services
- Health practitioners
- Relevant Voluntary Sector organisations e.g. children's charities and charities that work with registered sex offenders
- Community Safety Partnerships
- Local Safeguarding Children's Boards
- Strategic Management Boards
- Police Authority

3. Registered Sex Offenders (RSOs)

Before the Scheme commences (and on a regular basis thereafter), communications with RSO's and their Offender Managers is imperative and should be coordinated by the public protection staff operating the Scheme. This is to reassure RSOs about the remit of the Scheme to minimise the risk of them 'going underground' in fear of much wider disclosure which can lead to their posing more of a risk.

Communication of the Scheme to RSOs who are being released from prison is also important to ensure that they are aware of the remit of the Scheme. Again, this should be managed by Offender Managers and public protection staff.

It is also good practice to discuss, with those staff who are overseeing the Scheme, updating RSOs about the Scheme ahead of planned media campaigns.

4. General public

The Scheme allows any member of the public to make an enquiry about an individual who is in contact with children. However, communications are most effective when focussed on a specific audience.

The first audience you may want to target is **matriarchs (mothers/female carers/guardians) with children**. This group is most likely to have concerns about neighbours, family members or family friends. The choice of this group is based on a number of assumptions:

- within a conventional family, mothers are more likely to lead on the child's welfare and take concerns to the police
- in single parent families, children are most likely to live with the mother

By targeting mothers, it doesn't mean that fathers won't come forward – this is likely to be an important 'overheard audience' and it's likely that mothers and fathers will discuss the Scheme together. During the pilot phase there were a number of applications from fathers (often with concerns about their ex's new partner). This approach means that your communications will be more focussed and therefore more productive.

The second group to consider is **extended family** of young children, for example grandparents and aunts. During the pilot, there were a number of applications from grandparents who were concerned about their daughter's new partner.

The evaluation of the pilot noted that communications requires 'specific plans to target vulnerable and minority groups'. Targeting extended family members described above may also be an effective way of reaching vulnerable single mums. Further information on communicating with minority groups is covered in the implementation phase in section 2.

Who applied during the pilot?

During the pilot:

- 87% of applicants were parents, guardians or carers of the child(ren) named in the application form. Just over half were female.
- applicants most frequently registered concerns about neighbours, ex or new partners or family members or friends of family members.

Audience insight

Once you have defined your audience, record all the relevant insights you know about them. This will help you to define your messages and plan your channel selection. When developing audience insight, consider:

- who are they? e.g. demographics (age, social class, location etc);
- what do they think and feel? e.g. attitudes, beliefs, desires;
- what do they do? e.g. behaviours – activities, interests, media consumption.

Here are some examples you may find useful.

Matriarchs

Who are they?

- Females aged 21 – 50 with a child at home under 18.
- Any social class (child sex offenders are very diverse therefore so are their victims¹).

What do they think and feel?

- Fear tends to be driven by ‘stranger danger’. Unlikely to be aware that majority of offences are committed by someone known to the victim.
- Most trusted source of parenting advice is friends and family (highlighting importance of reaching extended family).
- Mums are most concerned about their children’s safety when they’ve just left them or just as they are reunited with them – mid morning and late afternoon².

1. Grubin, D. (1998) *Sex offending against children: Understanding the risk*

2. MGOMD Touchpoints survey

What do they do?

- 25% of mums are full time housewives, 40% work part time.
- High contact with community environments such as GP surgeries, dentists etc.
- Media consumption³:
 - they are above average viewers of daytime TV and it's their main choice of media during the evening;
 - radio is also popular and peaks during the morning but falls to low levels during the evening. They are more likely to listen to local radio stations than other groups;
 - they are heavy consumers of magazines and newspapers; and
 - the majority are online. Their online usage peaks during the day.
- They live busy lives so the best time to talk with them is when they are on their own and have the time to concentrate on the message. This is likely to be during the day when they are at home or out and about in the community. Late afternoon/early evening they are busy with their children and media consumption falls. Post 9pm, contact with children drops; however this is typically a time for relaxation so it may not be the best time to reach them with a delicate message.

Messaging

Once you have defined your communications objectives and audiences, you can agree what you need to say to each group. These are some suggested messages that you may want to use when communicating the Scheme.

3. TGI – media habits of mums aged 21-49 who are protective of their children

Messaging: Public

What is it?

- A Scheme for members of the public – a parent, carer, guardian or interested third party – to ask for information on an individual they are concerned about who has contact with a child they know.
- The application may not result in disclosure. The police can only disclose information if: that disclosure is necessary to protect a child from harm; that there is a pressing need for such disclosure; and that it is necessary and proportionate in relation to the rights of the offender. For example, the individual being enquired about may have a conviction for a sexual offence against a child but disclosure will not take place because the individual does not have any known contact with children.
- Where there is information to disclose, it may not be given to the applicant asking for information but will be given to the person best placed to safeguard the child, usually the parent, carer or guardian. For example the parent who was the original applicant may be estranged from the family and not in a position to protect the child or children concerned. Therefore disclosure may be made to the other parent who is in the best position to protect the child.
- Action will be taken if a risk is identified, even where disclosure isn't made.

Messaging: Public

- If disclosure is made, the information must be kept confidential and only used to keep the child in question safe.
- If there is no information to disclose it does not necessarily mean that there is no risk of harm to the child and the applicant should continue to take steps to safeguard your child(ren), using the advice provided.

Other important messages

- **If you think a child is in immediate danger, call the police on 999.**
- If anyone is worried about the safety of their child or the behaviour of an individual then they can and should report that to the police right away **wherever they live.**
- Every police force already has a public protection team in place to manage offenders and protect children and Multi-agency Public Protection Arrangements (MAPPAs) are in place. MAPPAs are the arrangements through which the police, probation and children's services work together with other agencies to manage the risks posed by violent and sexual offenders living in the community, in order to protect the public and provides disclosure to parents and carers where there may be a risk.

Messaging: Public

- The difference with this Scheme is that it provides a more formal mechanism for a member of the public to make an application for information about a particular individual who has contact with a child or children. It may also alert the authorities that a registered sex offender may be having contact with a child, or showing other worrying behaviour, of which they were previously unaware.
- Within the areas implementing the Scheme, if a member of the public has a concern about a child's welfare they can ask about an individual knowing the forces will deal with these requests in a consistent and high quality way with standard training and clear expectations about turnaround times and processes for dealing with applicants.

Why should I care?

- Around 75% of child sexual offenders are related to or known to their victim.

What else is done/was done before?

- The police already disclose information about registered sex offenders and violent offenders in a controlled way and to a variety of people including head teachers, leisure centre managers, employers and landlords, as well as parents.
- MAPPA does an effective job of managing risk of known offenders – not all down to parents/carers.

Messaging: Public

- The authorities are already expected to consider disclosure of an individual's convictions, whether for sexual offences against children or not, where this may assist in protecting a child from serious harm.
- Criminal Records Bureau (CRB) checks are done on those with who volunteer or work with children.

Why must the disclosure information be kept confidential?

- There is evidence from the United States⁴, that if offenders' details were automatically made available to all members of the public, a proportion would no longer comply with the notification requirements and could disappear, leaving the authorities unsure of their whereabouts and unable to monitor them, meaning they could pose more of a risk.
- If you feel that another person needs to be disclosed to, speak to the police about this. They will then make an assessment about whether that person should receive the information.
- The police may take action against you if the information is disclosed without their consent to another person.

4. (2007) *Review of the Protection of Children from Sexual Offenders*, Home Office

Messaging: Public

What can I do to keep my child/children safe?

- The police can provide you with guidance on how to safeguard your child.
- There are other sources of support available – Parents Protect, NSPCC, Think U Know. Further detail can be found in the ‘Information to help you keep your child safe from sexual abuse’ leaflet.

Messaging: Partner Organisations

What is it?

- A formal process for members of the public – a parent, carer, guardian or interested third party – to ask for disclosure (for a record of child sexual offences) on an individual they are concerned about who has contact with children.
- It is a separate Scheme to Criminal Records Bureau checks which are aimed at providing employers and organisations with information about potential employees and volunteers.
- The application may not result in disclosure. The police can only disclose convictions or indeed intelligence if: that disclosure is necessary to protect a child from harm; that there is a pressing need for such disclosure; and that it is necessary and proportionate in relation to the rights of the offender. For example, the individual being enquired about may have a conviction for a sexual offence against a child but disclosure will not take place because the subject does not have any known contact with children.

Messaging: Partner Organisations

- Where there is information to disclose, it may be given to someone else. For example the parent, carer or guardian who was the original applicant may be estranged from the family and not in a position to protect the child or children concerned therefore disclosure may be made to the other parent, or the guardian or carer who is in the best position to protect the child.
- Action will be taken by the police and/or Children's Services if a risk is identified, even where disclosure isn't made.
- If disclosure is made, the information must be kept confidential and only used to keep the child in question safe.

Messaging: Registered sex offender

- A Scheme for members of the public to ask for disclosure (for a record of child sex offences) on an individual they are concerned about who has contact with children.
- It is not about revealing information to the public in general and does not change the circumstances when information will be disclosed. The authorities already consider disclosure of an individual's convictions, whether for sexual offences against children or not, where this may assist in protecting a child from serious harm. By allowing members of the public to register their interest in a named individual via the Scheme, the authorities may be informed of a relationship between a child and a person with convictions for sexual offences of which they had not previously been aware.
- The police will disclose information only if it is lawful, necessary and proportionate to do so in the interest of protecting the child or children from harm.
- If disclosure is made, the information must be kept confidential and only used to keep the child in question safe.
- The scheme was piloted in four force areas in 2008/09. During this period no serious breach of confidentiality occurred and no instances of vigilantism occurred as a result of the pilot.

Messaging: Registered sex offender

- Most registered sex offenders saw the pilot Scheme as an extension of existing controls. It was perceived to have no negative impact on accommodation or employment.
- Unless you are breaking the terms of your supervision, you are unlikely to have a member of the public request disclosure about you.
- If you do not comply with your notification requirements, you could end up on the Most Wanted website – anyone, anywhere in the world can view this information.

After you have developed your key messages, map them against each audience and insight to inform your communication approach. An example is shown below.

Audience	Insight	Key Messages
Matriarchs – mothers/carers/ guardians of children under 18 (but will be overheard by other groups)	Fears driven by stranger danger	The majority of child sexual offences are committed by someone known to the victim.
	Most likely to have concerns about neighbours, family friends, possibly new partners	If you're worried about someone who has contact with your child e.g. a neighbour, family friend or new partner, you can ask the police whether they have any information about that person that means they present a risk to your children.
	Best time to reach them is in the mid morning or on the way to work when they are alone and media consumption is high	
Extended family – ex partners, aunts, grandparents	May have concerns about sibling's/ daughter's/ex's new partner	The majority of child sexual offences are committed by someone know to their victim.
	Can be a good way of reaching vulnerable single mums	If you're worried about your ex/sisters's/ daughter's new partner, you can now ask the police whether they have any information about that individual which means they present a risk to children.

Section 2

Developing the communications plan

Once you know who you are targeting and what you want to tell them, the next step is to decide how best to reach them i.e. what channels you are going to use.

Communications with local partners

Hopefully, many of your key local partners will be involved in your communications working group. However, for any partners who haven't yet been involved, the best approach is likely to be a face to face presentation, before the Scheme is launched. You may be able to do this through regular MAPPAs meetings and you may want to use the supporting materials accompanying this document to update partners. **Cleveland Police** also provided partner agencies with briefing notes that they could share with others.

Communicating with Registered Sex Offenders (RSOs)

Communications to RSOs should be managed through Offender Manager's (OMs) routine visits to RSOs and through information provided to RSOs upon leaving prison. In the pilot areas the initial contact to explain the Scheme to RSOs, where possible, was done through face to face contact. For example, **Cleveland Police** raised awareness of the new process in their area amongst RSOs by giving a presentation to a group at a sex offender treatment program. Following this initial contact the pilot areas then provided the RSO with a letter from the force which explained the process. A template RSO letter has been sent to force Single Points of Contact separately.

Going forward, a description of the Scheme should also be incorporated into the sex offender registration process.

Communicating with the public

There are three approaches to consider when developing your communications plan:

1. Delivery of your messages through local media
2. Marketing – delivery of messages through planned (often paid for) media i.e. advertising
3. Face to face communications in the community

Working with the local media

The advantage of using PR is that it is free and can provide an immediate burst of awareness. Local media is also a trusted source of information. However, coverage is not guaranteed, depending on the level of interest and what other stories are being run at that time.

The launch of the Scheme in your area is an obvious media opportunity. Work with local partners to develop a communications plan that involves distributing a local press notice and identifying local spokespeople to field media enquiries. When sending out your press notice, consider organisations other than just the local paper. For example, community newsletters, council website or newsletters and parenting groups. Consider planning further media opportunities such as a press release six or twelve months after the Scheme was introduced, with an update on its success using case studies wherever possible.

Marketing

The advantage of marketing is that it is an opportunity to express your message exactly as you want, rather than in the words of journalists. It can also build sustained awareness over a period of time and target specific groups. Posters and leaflet templates are available to download at <http://www.homeoffice.gov.uk/disclosure-scheme> to support your communications efforts. To ensure you raise awareness of the Scheme among the target audiences you should consider placing these materials in the following sites (unpaid marketing):

- Parent groups
- Places of worship
- Community centres
- General Practice surgeries, dentists, hospitals
- Libraries
- Supermarkets
- Sports clubs, gyms, leisure centres
- Children's services/council buildings
- Post offices
- Local Children's Centres

Case study: Cambridgeshire

Cambridgeshire Constabulary made contact with their County Council who coordinated the delivery of publicity materials to all public council venues in Cambridgeshire (e.g. libraries, schools etc.) on their behalf. They also hand delivered posters and leaflets to all hospitals and clinics, including paediatric departments and midwifery services. Finally, they also distributed the literature to women's refuges in the county.

The following paid for channels perform well for the target audiences identified in Section 1:

- local radio advertising
- press advertisements in local media – newspapers, newsletters, community magazines etc
- adverts in doctors surgeries/dentists/post offices

The extent to which you use some or all of these channels will depend on the resource available to you. There may also be other suitable channels described not listed here. The key thing is to consider which channels will deliver best against your communications objectives and audiences, in the most cost effective way. Examples of paid media are set out in the next section.

Paid media

Advertising can be expensive, so it's important to be clear about the role of the advert and to properly evaluate the activity, to ensure value for money. Also, media owners are often open to negotiation, so always challenge them on price. You may be able to negotiate paid for advertising based on access to news editorial e.g. interviews with senior officers.

Jargon Buster

Here are a few terms you may come across when buying advertising.

- **Reach/coverage** – the number or percentage of your audience your advert is likely to reach.
- **Frequency** – The number of times your audience are likely to see or hear your ad. Also known as opportunity to see (OTS) or opportunity to hear (OTH).
- **OBC/IBC** – outside/inside back cover.
- **IFC** – inside front cover.
- **DPS** – double page spread.
- **Solus** – Only ad on page/spread.
- **ROP** – run of paper i.e. not a specified site.

Radio

Hampshire and Cambridgeshire Constabulary jointly produced two radio adverts during the pilot period to raise awareness of the Scheme. Both forces found that following the advertising, there was a significant increase in enquiries and Cambridgeshire Constabulary found that the month they ran the advertising, all enquires resulted in applications.

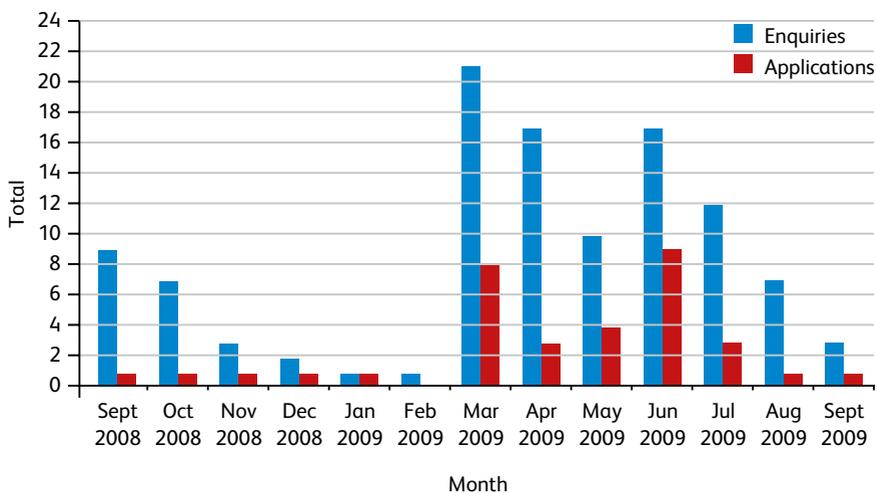
Case study: Hampshire and Isle of Wight (IOW)

Hampshire and IOW force teamed up with their local Wave 105 radio station. The station produced two adverts for them and ran two 2 week bursts, one in mid March and one in late May 2009. The station also hosted an article on their website which linked through to the forces' website. The total cost of the package, including production and media was £11,000.

The results were impressive:

- They reached 458,944 listeners on average 6.6 times each.
- The article page on the Wave 105 website was viewed 794,751 times and generated 424 clicks through to the Hampshire constabulary site.
- The advertising correlated with two large spikes in interest as shown in the following graph.

Disclosure pilot results for Hampshire and IOW



* During March, the pilot was also extended from Southampton to the whole of Hampshire.

Tips for successful radio advertising

- Consider which local radio stations your target audience are most likely to listen to.
- Approach your chosen station and negotiate a media fee based on your objectives.
- Your chosen radio station will be able to produce your advert for you. However, to help you, the scripts of the adverts that Hampshire and Cambridgeshire produced have been sent to the Single Points of Contact in participating forces. Using these will save you creative and productions costs. The cost of production may be included in the media package you agree. If not, you shouldn't expect to pay more than £300 per advert for production based on the adverts provided.
- These scripts have proven successful and have already been cleared by the Commercial Radio Companies Association (RACC) so no further clearance is necessary. However, if you produce anything new, you must get clearance from the RACC before using the adverts.

- Think about when you want the adverts to run:
 - What time of year? Are there any events you want to coincide with or avoid? Booking far in advance may save you money on the media cost.
 - How often? You may want to deliver the adverts in phased bursts throughout the year to manage demand or you may wish to do one big burst to maximise impact.
 - What time of day do you want your adverts to run? The station should ask you to select the most appropriate times of the day. Radio listening amongst mums peaks between 9am and 3pm Mon – Fri. Research has shown that mums are most concerned about their children’s safety as they’ve just left them and are about to be re-united with them, so prioritise 9-10 am and 2-3 pm.
- The guidance from the RACC is the adverts should be scheduled when children are less likely to be listening i.e. schedule away from breakfast and drive time.
- If a particular station produces the advert for you, they may retain the copyright on the advert. If you want to use it on another station, you must seek their permission first.
- Work with other forces. If a neighbouring force shares the same radio station and is also operating the Scheme, you could split the costs. Likewise, if your neighbouring forces are not yet operating the Scheme, check that any radio advertising you run will not be heard (or will be minimal) in their areas.

Press adverts

Press adverts and inserts are useful as they can be highly targeted to local audiences. In addition to your local paper, consider any local magazines and publications that are likely to reach your target audience e.g. community newsletters.

The cost of the advert will depend on the reach of the publication and the size and placement of the advert.

To create your press advert, ask the media owner to adapt the poster artwork which can be found online at <http://www.homeoffice.gov.uk/disclosure-scheme>

Case study: Cambridgeshire

Cambridgeshire Constabulary ran a press advert in a Community Safety Handbook which was delivered to 82,000 homes in Cambridgeshire.

Advertising in doctor's surgeries

GP surgeries are good environments for reaching mothers and grandparents of young children. As well as placing posters and leaflets in these environments, you may wish to consider paid for advertising. There are two main media owners who manage digital advertising in GP surgeries:

- The Life Channel, www.thelifechannel.com, operates TV screens in over 2,300 GP surgeries across the UK and also runs screens in other community venues such as dentists and opticians.
- Digicom, www.digicomoutofhome.com, manage a large number of screens in GP surgeries and hospital waiting rooms.

There is no video footage available to advertise the Scheme, but both media owners will be able to take assets and messages from the posters and leaflets and create a video advert for you.

Case study: Cleveland

Cleveland Police ran an advert on the Life Channel in 70 GP surgeries in their area. The advert ran three times an hour, every day for two months. The adverts cost £8,700. They supported the adverts by distributing 2,000 leaflets to the surgeries.

Cleveland Police did find media to be the most effective channel in driving demand. They noticed that paying for advertising in GP surgeries didn't generate a significant increase in enquiries.

Communicating face to face in the community

Ensure all neighbourhood police and Police Community Support Officers (PCSOs) are briefed on the Scheme so they can raise awareness amongst concerned members of the public. You can provide them with copies of the A7 information leaflet which is available to download at <http://www.homeoffice.gov.uk/disclosure-scheme>

Public Education programmes

It is important that along with the Scheme, parents and carers receive sound information about how to protect their children from sexual abuse. During the disclosure pilot, two public education programmes were piloted in Surrey and Birmingham and due to their success will be rolled out hand in hand with the Scheme. A major focus of the programmes were face to face awareness raising seminars with parents and carers.

The Lucy Faithfull Foundation, which ran the two pilots, has created an electronic toolkit for forces to use when planning their own public education programmes. The DVD includes a video of a child sexual abuse awareness seminar being conducted with real parents in a school based setting and associated materials including:- a PowerPoint presentation with presenter notes, lesson plans, video material, sample letters to parents, marketing and publicity advice and sample feedback forms.

DVDs can be obtained from the Lucy Faithfull Foundation on **01372 847160** or **wolvercote@lucyfaithfull.org.uk**. Staff are also available to assist forces with their first events – at no cost to the force.

Online

- Online opportunities may include parenting sites that have regional pages and any popular community websites.
- Each force should also update their own website with a brief description of the Scheme and guidance on why/how to make an enquiry, using the messages in this pack.
- There is a page about the Scheme for the public online at **www.direct.gov.uk/keepingchildrensafe** which will signpost each participating force.
- There are a number of organisations which provide information online for those who are worried about child sexual abuse including CEOP, Stop It Now and NSPCC. Further detail about each can be found in the Keeping Children Safe leaflet.
- A dedicated child sexual abuse prevention and awareness website is also available at **www.parentsprotect.co.uk**. The site is a useful resource of information for parents and carers who want to do their best to protect children. This link can be included on each force's own website.

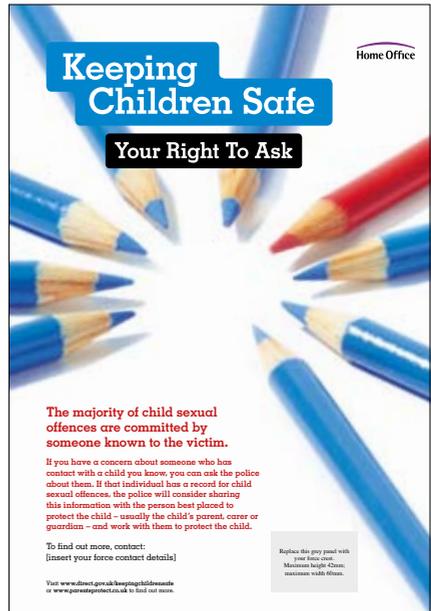
Reaching minority audiences

During the pilot, the applicant profile was overwhelmingly white (98%) and the first language of most applicants was English (98%); suggesting awareness of the Scheme amongst black and minority ethnic groups was low. To reach black and minority ethnic groups, place posters and leaflets in relevant places of worship; and consider any group specific publications that are produced locally and any relevant local radio stations.

Disabled children and young people with learning difficulties may be more vulnerable to child sexual offences. Ensure you use relevant communications opportunities, such as local disability group newsletters and special need school newsletters, to reach this group.

Available materials

A4 and A3 posters and A7 roll-fold leaflets are available online at <http://www.homeoffice.gov.uk/disclosure-scheme>. These have been designed so you can add your own force logo and contact details and then print locally.



A3 poster

Also available to download are two booklets:

- Keeping Children Safe – your right to ask. The Child Sex Offender Disclosure Scheme
- Keeping Children Safe – Information to help you keep your child safe from sexual abuse

These should be given to the applicant at the point of contact and provide information on how the process works, what to expect and advice on how to keep their children safe, as well as further sources of support.

All of the materials use a simple and accessible concept which references childhood, without being too explicit about the sensitive issue of child sex abuse. During the pilot phase, this concept was found to work well.



Section 3

Monitoring and evaluation

Once you have implemented your communications plan, it is important to monitor and record performance against the Key Performance Indicators (KPIs) and evaluation measures you set during the strategy phase.

Here are some possible KPIs you may want to consider setting for your communications campaign.

KPI 1: awareness and understanding of the service

Indicator: percentage of the local audience who are aware of the Scheme and their understanding of it. This could be captured in any annual public surveys you run. For more information on conducting a public survey, see www.mrs.org.uk or www.idea.gov.uk/

Example KPIs:

- 60% of the audience to be aware of the service in year 1
- 40% to have a clear understanding of the Scheme

KPI 2: Appropriateness of demand

Indicator: The percentage of enquiries that are appropriate. During the pilot, 53% of enquiries resulted in applications

Example KPI:

- 50% of enquiries result in an application

KPI 3: Parents/Carers with concerns are given information to protect their children

Indicator: Parents feel confident they have the knowledge they need to protect their children

Example KPI:

- Number of empowerment packs given out in year 1

These KPIs will help to assess whether you have achieved your communication objectives. However, there are also a broad range of metrics that are useful to capture so you can measure the success of your communication activity. These fall into three areas.

1. Outputs – what you did

- Number of people your communications reached and frequency of exposure
- How effective / appropriate each media channel was for reaching the target audience
- How appropriate each channel was for delivering the campaign messages
- How cost effective

2. Outtakes – how the audience received your message

- Awareness of Scheme (KPI)
- Key messages received and understood
- Response to calls to action (e.g. hits to website / calls)

3. Outcomes

- Number of enquiries (KPI)
- Number of applications (KPI)

The above are all quantitative measures, but qualitative evaluation will also be useful. For example, the feedback an applicant gives verbally to an officer about what made them make an enquiry. Capture any qualitative feedback like this at regular meetings or on the application form.

At the end of your communications campaign, collate all the relevant data and look at:

- Did you achieve your planned communications objectives as measured by your KPI's?
- How has each channel performed in terms of outtakes, outputs and outcomes? Which was most successful and which would you use again?

Have you achieved everything you planned to or is there a further job to be done?

Evaluating your communications will determine whether you have achieved your objectives and crucially, show you what has and hasn't worked so you can improve performance next time.

