

# ChildLine Schools Service



**Kevin West**

Area Coordinator: BathNES, Bristol, Swindon and  
Wiltshire

# Background to the CLSS

- We are a key part of the NSPCC Strategy to 2016
- The service aims to reach every primary school in the UK once every two years
- The service was piloted between April and September 2010, and rolled out from February 2011
- The key area of the curriculum that our work fits into is PSHE/PSHCE/PDMU
- Our resources have been produced in consultation with children, teachers and child protection specialists

# Aims and objectives

- To ensure children have an understanding of abuse in all its forms, including bullying, and an ability to recognise the signs of abuse.
- To ensure children know how to protect themselves from all forms of abuse.
- To make them aware of how to get help and sources of help (including ChildLine).

KEEPING  
HAPPY AND  
SAFE

# Why?

- On average, two children in every primary school classroom have suffered abuse or neglect
- A new study by YouGov shows ONLY 36% of adults taking part in the survey would have been able to recognise abuse if it was happening to them in school
- ONLY 38% claim they would have known who to ask for help
- 79% thought educating children about abuse would be a powerful weapon against child abuse

# How?

The programme consists of:

30min Assembly presented to all Year 5 and 6 Children

Return 1 – 2 weeks later to deliver a 60min workshop the children in their classes

Delivered by Area Coordinator and Volunteers

# Meet Buddy



Buddy knows  
a lot about  
keeping safe!

# ChildLine



## 0800 1111

[www.childline.org.uk/buddy](http://www.childline.org.uk/buddy)

- Free
- Confidential
- Available all day, every day





Buddy believes in children's rights,  
such as:

- the right to be listened to
- the right to stay safe and not to be hurt
- the right to get help when you need it



**No one should be treated in a way that makes them feel sad, worried, anxious or frightened.**

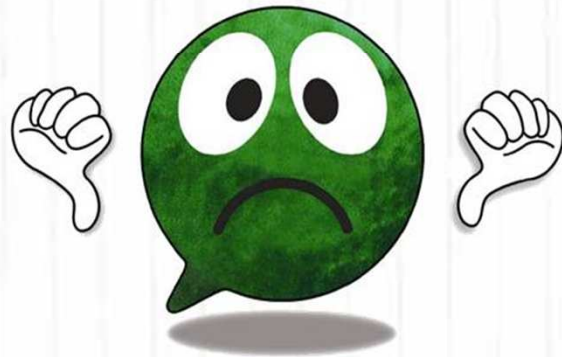
# Neglect



- When a child is not looked after properly by their parent or carer.
- When a child doesn't get enough food, drink or the right kind of clothing.
- When a child is left on their own for too long.

# Buddy says

Neglect is



**NOT OK**

**ChildLine**

0800 1111



# Physical abuse



- This is when someone deliberately hurts or injures a child's body.
- This could be by kicking, biting, hitting, shaking or leaving marks.
- Physical abuse may cause pain, cuts, bruising and/or broken bones.

# Buddy says

Physical abuse is



**NOT OK**

**ChildLine**

0800 1111



# Emotional abuse



- When an adult deliberately hurts a child's feelings.
- This could be by calling someone names, making fun of them, or making them feel bad about themselves.
- Seeing or hearing parents or carers hurt each other can also make a child feel bad.
- It hurts on the inside, and doesn't leave a mark that can be seen.

# Buddy says

Emotional abuse is



**NOT OK**

**ChildLine**

0800 1111





# Sexual abuse



- When a child is being made, asked, or rewarded for doing anything with their body that frightens or worries them.
- It can involve touching, kissing or being made to show private parts of the body, or being made to do this to another person.
- It can involve being shown inappropriate films or pictures in books, magazines, on TV, mobile phones or the internet.

# Buddy says

Sexual abuse is



**NOT OK**

**ChildLine**

0800 1111



# Bullying



- Bullying is when children are mean and unkind to each other.
- It can include a child being pushed, hit, teased, threatened or called names. This usually happens more than once.
- It can also happen online or by text. This is called cyber bullying.

# Buddy says

Bullying is



**NOT OK**

**ChildLine**

0800 1111



# Buddy says

Abuse is **NEVER** your fault.

Someone might say it is,  
but abuse is **NOT OK** and  
it needs to stop.

I have the right to be  
happy and safe



# Story so far....



Across the UK, in 2012-13, we have visited 2,044 Schools, and over 138,000 children.

Across BathNES, Bristol, Swindon and Wiltshire, in 2014/15, we will have visited 158 Schools, and over 9,890 children.

BathNES: to date we have visited 11 schools and over 700 children.

# Current/Future Work

- Continued delivery of the ChildLine Schools Service
- Raise the profile of the service
- Exploration of other delivery methods
- Volunteer recruitment
- Appointment of new Area Coordinator for BathNES/Somerset



“The ChildLine schools service taught me how I can make a big problem into a small one and get my worries off my shoulders.”

*(a child who received the service in their school)*

