Campaign supported by

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NSPCC & Department for Education campaign toolkit for the helpline

1. An overview of the context

Since schools and education settings have closed, referrals to children's social services have fallen dramatically. With millions of children remaining at home, there is a hidden group of children potentially at risk of abuse or neglect who are having much less interaction with statutory services.

The COVID-19 pandemic has changed everyone's lives – and this has brought a whole new area of concerns about children. The NSPCC have already seen a range of new queries come in to the helpline, ranging from worries about domestic abuse, through to parents needing support with their children's mental health and behaviour.

To help protect these children, the NSPCC is receiving £1.6 million of government funding to expand and promote the helpline. The NSPCC are still here for children, and this service is open every day with free support for anyone who's worried about a child – over the phone, via email or through our online form.

2. An introduction to the helpline campaign

The government is supporting the NSPCC to run a month of promotion to raise awareness of the service. In this difficult time, it's vital that the public knows this support is available and that in turn this leads to more people contacting the helpline.

We will be running TV, radio, social media and video on demand advertising until the end of May to carry the message out far and wide. There will also be supporting press activity, and promotion via both NSPCC and government social channels.

Working with Government the NSPCC have pulled together this simple toolkit that has been designed to enable organisations to tell their networks about the vital service the NSPCC helpline provides via your own channels.

Enclosed you will find a set of key messages, ideas of ways you can support the campaign and materials for social media posts.

3. How and why you can support us

It is crucial that all of us in society recognise we have a role to play in looking out for young people whose home may not always be the safest place. For our campaign to be successful, we need to reach every member of the public with concerns about a child – with your support we can extend our reach as far as possible. To support this you can:

- Tell your networks about the helpline via the engagement channels you use. This could be email, Facebook, Twitter, Instagram or LinkedIn, through your website or newsletters, – or anywhere else where you and/or your organisation are prominent.
- Share, retweet or repost NSPCC, Department for Education, Home Office or any other government content about the helpline.

4. Key messages

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Overarching messaging:

- The NSPCC are still here for children, and still here to support you. If you're worried about a child, or need advice and support, talk to the helpline.
- Whether you want support and advice for adapting to family life in lockdown, or you're worried about a child, the NSPCC are here to help.
- The coronavirus has brought so many changes to our lives. But some things never change – we're still here for children and still here to support you.

Concerns about another child

- Home isn't a safe place for every child. If you're worried, talk to the NSPCC. The helpline is free, and you don't have to say who you are.
- With schools closed and children spending more time at home, you might have spotted something that's worrying you. Talk to the NSPCC – they can help. It's free and you don't have to say who you are.
- If you're worried about a child, contact the NSPCC. They're still here for children and still here for you. The helpline is open 7 days a week.

Advice and support for my child

- Whether you're juggling childcare with working from home, or your children are feeling anxious about the coronavirus, the NSPCC have got tips and advice for you.
- Visit the NSPCC coronavirus hub for information and advice to support you and your children.

5. Suggested social posts

Longer copy suitable for Facebook and LinkedIn:

- Home isn't always a safe place. Schools closing could put some children at greater risk of abuse and neglect and that's why we're supporting the NSPCC. If you're worried about a child or young person, or if you notice that something just doesn't seem right, the @NSPCC is here. You can talk to their helpline team who offer free support and guidance on 0808 800 5000 (8am-10pm Mon-Fri / 9am-6pm weekends) or you can email help@nspcc.org.uk 24/7.

- Now that we're in lockdown, sadly home is more dangerous than ever for some children. That's why we're supporting the @NSPCC who are still here if you need advice or support, or you're worried about a child or young person. Please call their helpline on 0808 800 5000 or email help@nspcc.org.uk.

Shorter copy suitable for all channels including Twitter and Instagram:

- Home isn't always a safe place. Schools closing could put some children at greater risk of abuse and neglect. If you're worried about a young person, the @NSPCC are here.
  Call 0808 800 5000 (8am-10pm Mon-Fri/9am-6pm weekends) or email help@nspcc.org.uk at any time.

- For many people things are difficult right now, and that's why we're supporting the @NSPCC who are still here for children who need their support now more than ever. If you're worried about a child, please call their helpline on 0808 800 5000 or you can email help@nspcc.org.uk.

- Now that we're in lockdown, sadly home is more dangerous than ever for some children. That's why we're supporting the @NSPCC who are still here if you need advice or support, or you're worried

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about a child or young person. Please call their helpline on 0808 800 5000 or email help@nspcc.org.uk.

- During isolation it can be harder than ever to spot the signs of abuse, but if you're worried about a child the @NSPCC's helpline is here. For advice and information on abuse, and to find out how you can report anything you're worried about, visit: https://bit.ly/3cKXAix

- If you're worried about a child or young person, or see something that just doesn't seem right, the @NSPCC helpline is here to help. Find out how you talk to them about anything you're concerned about here: https://bit.ly/3cKXAix

6. Images and videos you can use – strictly embargoed until Monday 4 May

- Images and short films which can be used are here:
  NSPCC helpline, sharable assets (password: helpline)

- Our 30 second and 60 second campaign films

7. How you can evaluate your support for the campaign

We understand that requesting formal evaluation analytics won't be suitable in this climate, but please do share feedback if you receive any strong immediate reaction and sentiments to the campaign from your audience, should there be any.

To share this or if you have any questions about this document or the campaign, please contact kristina.stephens@nspcc.org.uk.

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