

**NORTH YORKSHIRE COUNTY COUNCIL****YOUNG PEOPLE OVERVIEW AND SCRUTINY COMMITTEE****13 November 2015****ONLINE SAFETY OF CHILDREN AND YOUNG PEOPLE****Purpose of Report**

- 1.1 To provide a progress report on the implementation of the recommendation that was presented by the Young People's Overview and Scrutiny Committee in their report 'Online Safety of Children and Young People' – June 2014. The first recommendation of the Committee was to ask North Yorkshire County Council Executive to consider: 'supporting the North Yorkshire Safeguarding Board the decision to work with the NSPCC on a county wide campaign to raise the profile of online safety for children and young people.'
- 1.2 There was an additional recommendation that the North Yorkshire Safeguarding Board consider the sharing of regular progress reports on the development of the campaign with the Young Peoples Overview and Scrutiny Committee.
- 1.3 The Young People's Overview and Scrutiny Committee are asked to note the information in this report.

**Background**

2. A campaign plan was developed by the NYSCB e-safety task group and was informed by a consultation event with children and young people in February 2013.
  - 2.1 The aim of the plan was to deliver a campaign in North Yorkshire which assists parents to have conversations with their children about how to stay safe online and promotes online safety to children aged 8-12 years.
  - 2.2 The plan worked to the following objectives:
    - a) Increase knowledge and confidence of parents to discuss issues of online safety with their child/ren
    - b) Increase awareness and understanding amongst children aged 8-12 years of how to stay safe online.

**Measures of success**

3. There were a number of potential indicators of success presented in the Task and Finish group's report - Online Safety of Children and Young People.

- a) Increase in schools and partner agencies requesting eSafety Training (and offering eSafety training to parents in a way that is interesting and engaging)
- b) Raised awareness of the dangers of internet and social media misuse, evidenced through the 'Growing up in North Yorkshire' Questionnaire.
- c) Reduction in % of young people leaving their online identity visible, evidenced through the 'Growing up in North Yorkshire' Questionnaire
- d) Reduction in the incidence of cyber-bullying, evidenced through the 'Growing up in North Yorkshire' Questionnaire
- e) Reduction in % children playing inappropriate, age restricted games, with full Increase in communication with parents/ carers regarding issues of online safety.
- f) Increase in communication with parents/ carers regarding issues of online safety.

#### **4. Campaign Activity and Outcomes**

4.1 The campaign began with a period of planning and stakeholder consultation which resulted in all local stakeholders having an understanding of and opportunity to input into the campaign. Parents feedback was influential in setting the content and tone of the resource for parents.

##### *4.2 Parent Resource*

A Booklet was produced by the multi-agency partners represented on the group. The North Yorkshire Safeguarding Board (NYSCB) Chair has written to all maintained schools in the county to promote the booklet and request that the link be emailed to all parents. The letter also referenced e-safety training for parents and directed parents to the training available by North Yorkshire Police. The booklet is also available to download from NYSCB website. This booklet has influenced the development of an NSPCC booklet which will shortly be available nationally for parents to access.

##### *4.3 Awareness raising sessions for parents*

Invitations to become Parent Zone trainers were sent to all relevant agencies in the pilot area. Six trainers undertook training and 35 sessions were then delivered to parents in a variety of settings before the end of 2014. Feedback was gathered from parents and trainers about the usefulness of the information sessions which provided evidence that the parents felt more supported in addressing online safety issues with their children.

##### *4.4 Awareness raising amongst 8-12 year olds*

The original planned activity was to develop an online safety resource via a DVD and a supporting delivery pack which was to be disseminated to all Yr. 7 pupils in the pilot area. Young people were to be identified to be trained to deliver sessions to Yr. 7s. However, this was superseded by an agreement to commission a play, based on consultation with children and young people who wanted to hear about E-safety in a different format.

4.5 The play was delivered to 7 secondary schools in the County and a DVD with accompanying workshop pack has been disseminated to every school in the county, with the option of schools buying in a live production of the play.

4.6 The E-safety play has attracted attention from other parts of the Country due to its impact on children and Head teachers. The play is being adapted for use as part of York LSCB/NSPCC's 'It's not OK' campaign, which aims to raise awareness and change attitudes around Child Sexual Abuse and Child Sexual Exploitation.

4.7 All of the campaign activity has now been mainstreamed and the decision of the NYCSB has been to disband the e-safety task group.

<p><b><u>Recommendation</u> – the Committee is asked to note the information in this report.</b></p>
--

**KAREN SQUILLINO**  
**NSPCC Schools Service**  
**Schools Manager – North Region**

Contact Officer: Neil White, Corporate Development Officer, 01609 532669,  
Neil.White@northyorks.gov.uk

5 November 2015

Background Documents: None