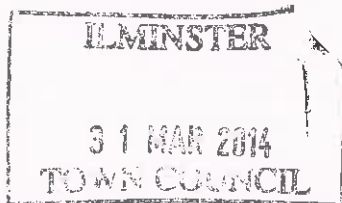


NSPCC, 1st Floor, Brunswick House,  
Brunswick Road, Plymouth, PL4 0NP

26 March 2014

Mrs Joy Norris  
Ilminster Town Council  
Council Offices  
Ilminster  
TA19 0DG



Agenda No 10  
**NSPCC**  
Cruelty to children must stop. FULL STOP.

National Society for the Prevention  
of Cruelty to Children

"Imagine a generation of children who have the knowledge to stop abuse.  
We believe it's possible and with your support we can make it happen"

We believe it's possible and that's why we have developed our **ChildLine Schools Service**. Identifying abuse and making it stop has been ChildLine's mission from the outset, we started on the phone, we went online and now we are reaching out, taking the service direct to children. Many primary school children are suffering abuse and neglect in silence. Some suffer in silence so long that they can believe what's happening to them is normal.

We are aiming to visit every Primary School in the South West, every two years to talk to children about abuse in a way they can understand. We want them to have the knowledge to protect themselves and know who they can turn to for help. By helping children understand and identify abuse in an appropriate way, we can empower younger children to prevent abuse before it starts. We want to encourage them to speak out earlier, protect themselves and others from the devastating effects of abuse.

We want children to be able to say **"Now I Know"** and not **"I wish I had known"**

The ChildLine School Service has already visited 31 schools within the Somerset Education Authority area and we have received very positive feedback from children and teachers. The following information has been gathered from children who have received the service:

- 89% understood that they had the right to feel safe.
- 97% said that if they had a problem, they now knew it was best to talk about it.
- 87% said they had learned from the assembly and workshops.

This is what one child told us after their school visit:

*"Since I listened to you in the hall last week, I called ChildLine twice last week. I was a bit scared but the lady on the phone was really nice – she listened to me....."* John, age 11

Fantastic results, but we still have a way to go and a service like this takes a huge financial investment and this is why we have launched our "Now I Know" appeal to raise funds for this innovative service. It costs:

- £12 for the ChildLine Schools Service to reach one primary school child
- £34.13 for 720 children to create their own Buddy Kit – a personalised advice sheet to help them keep safe and happy
- 84 for 10 volunteers to have their own Buddy mascot – a loveable ChildLine mascot which is used to deliver the service
- £230 to recruit a new ChildLine Schools Service Volunteer
- £482 for 7,200 children to receive a take-home activity booklet to help them get the most out of the service

I hope that you have been inspired by our work and that you will consider making a donation to the "Now I Know" appeal, allowing us to reach even more children within our communities across the South West. Thank you for your consideration and please do not hesitate to contact me should you require any further information or you can visit [www.nspcc.org.uk](http://www.nspcc.org.uk)

Yours sincerely,

Nigel Impey  
Head of Region South West



Patron: Her Majesty The Queen  
Founded in 1884. Incorporated by Royal Charter RC000374.  
ChildLine is a service provided by the National Society for the Prevention of Cruelty to Children (NSPCC).  
Registered charity numbers 216401 and SC037717. [www.nspcc.org.uk](http://www.nspcc.org.uk)

