

Sexual Health Report Card 2020-2021

Health and Wellbeing Service

PANTS Campaign

- An estimated 1 in 20 children in the UK have been sexually abused
- 1 in 3 children sexually abused did not tell anyone else at the time
- 90% of sexually abused children were abused by someone they knew
- Abuse can have a devastating effect on a child's development and society as a whole
- Preventing sexual abuse of children falls under CYPSP Strategic Outcomes, in particular:
Children and Young People:
 - Are physically and mentally healthy
 - Live in safety and stability
 - Live in a society which respects their rights



Background

The Public Health Agency (PHA) had identified through the Regional Sexual Health Action Plan 2019-2025 the opportunity to support this campaign. It was first piloted in NI in the Western Trust, then rolled out to the Southern Trust then the Northern Trust during 2020-2021. The campaign in the NHSCT was developed and implemented in partnership with community, voluntary and statutory organisations including the NSPCC, NHSCT CYPSP LPG Co-ordinators, PHA, EA, PSNI and local Councils.

Since 2012, the NSPCC's PANTS campaign has been supporting and encouraging parents to talk to children aged between four and eleven about staying safe from sexual abuse. The PANTS tools and resources give adults clear and simple ways to open these conversations in a child-friendly way. The key messages for children are:

P – Privates are privates

A – Always remember your body belongs to you

N – No means no

T – Talk about secrets that upset you

S – Speak up, someone can help



Aim of the PANTS Campaign:

To promote and create awareness of healthy relationships to help protect children from sexual abuse by encouraging parents, carers and professionals to have conversations with children in an age-appropriate way.

Objectives of the PANTS Campaign:

- To inform parents/carers about the PANTS campaign and provide relevant resources to assist them with conversations with their children about how to stay safe from sexual abuse.
- To provide PANTS messaging in a format that meets the needs of preschool children, primary school children, children with disabilities, children living with foster carers and children from ethnic minority communities and/or living in non-English speaking families.
- To ensure that professionals providing family support in a range of settings, particularly Early Years and Family Support Hubs receive information about the PANTS campaign and are confident in supporting parents/carers to use the resources to assist them with their conversations with children to try to prevent sexual abuse.
- To increase awareness among parents, members of the public and practitioners of sources of available support and advice if they have concerns about a child that they know or are working with.



PANTS NHSCT Multi-Agency Approach



- 4 familiarisation workshops for key staff held online - 63 staff attended
- 9 community workshops for specific local community organisations held - 160 people attended
- Over 700 PANTS packs were provided to targeted families via Surestart and other partners including parent/carers booklets, activity packs, pencils and rubbers
- 252 Primary Schools were provided with PANTS information and resources
- 175 CYPSP member organisations were provided with PANTS information and resources
- PANTS blog agreed and shared with all key stakeholders
- 6500 resources were purchased to support the Public Health Nursing Year 3 review 2021-2022
- PANTS campaign material was translated to support work with ethnic minorities in the Trust area

How well did we do it?

The Northern Trust PANTS Campaign launched virtually in August 2020 in all Trust areas



How well did we do it?

100%

of staff attending the PANTS training agreed or strongly agreed:

- The content was relevant and interesting to my work
- The presenters were knowledgeable and engaging
- I now have a good understanding of the PANTS campaign research, development and resources
- I now feel more confident using the PANTS campaign with my team/families
- I know who to contact for more information on the PANTS campaign and resources locally

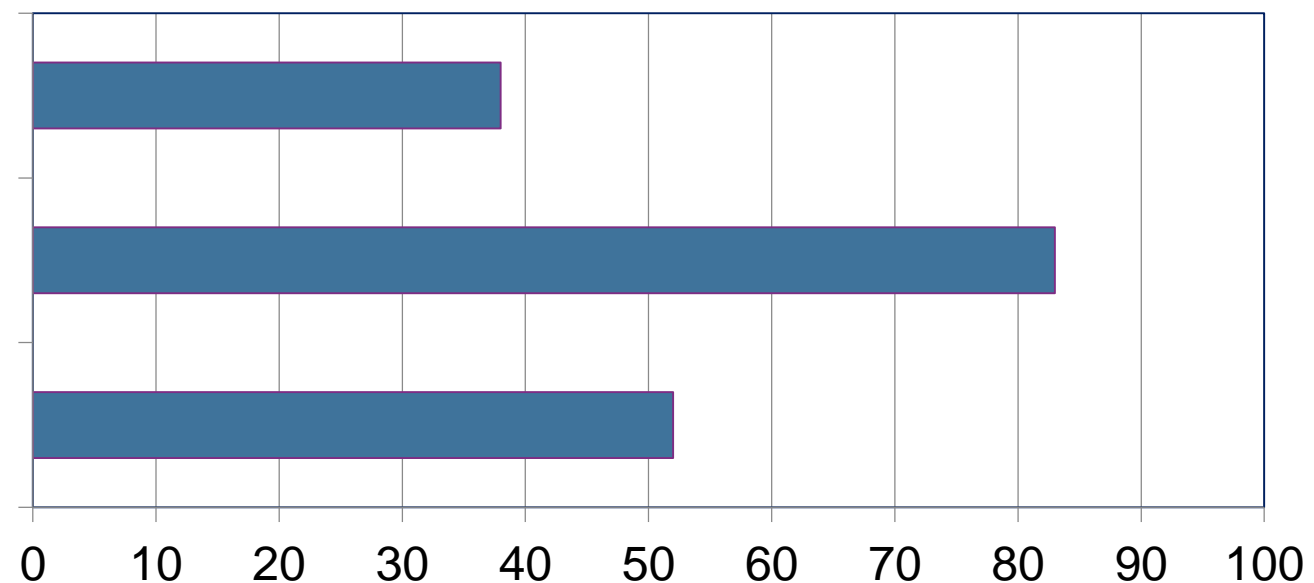
Is anyone better off?

Which, if any, have you done since attending the webinar?

Showed the Pantosaurus animated film to a friend/family member/colleague

Tell someone else (colleagues, friend, family) about PANTS

Visit the PANTS page on the NSPCC website for more information



Is anyone better off?

I have 4 children and my 3 youngest have been through the PANTS program in school. Very interesting and very informative. Enjoyed the song...it's catchy and memorable. Intend to play it to my own children first before trying it with others. Thank you very much!!

Will be integrating into my work

Facilitator was very knowledgeable, had a great understanding from a victim of domestic abuses perspective which is relevant for the clients we work with, not always understood by facilitators

Great course and was well presented

Very informative presentation. Fantastic resources

I have signposted parents to the resources and provided copies prior to the training. Didn't feel confident at delivering the message to the parents but provided resource printouts available also to support the discussion. After today I feel I would be more confident in my delivery of the message and resources to parents

I really enjoyed the session. Plan to now go through the resources and website. Thank you!

Very well presented, informative and helpful trainers who really are passionate about their work.

Informative session - great way to raise awareness of PANTS

Great way to share information

Well worth investing in the time to link in

Very informative without being too heavy, appreciated the insight particularly for use with local playgroup setting I am involved with (and the fact I am a mother of 3 young children)

My daughter received the PANTS resources at her 3 year health review. We discussed PANTOSAURUS and the PANTS rule while we coloured in the pictures!

Date has been set to share with team and discuss how we might use PANTS resources in our work

Campaign Challenges

- Originally this campaign was planned to be a face to face campaign. Due to the constraints of the Covid-19 pandemic this had to be changed to an online campaign with:
 - A virtual launch organised in 4 localities
 - Online training developed and provided to a range of staff from community/statutory/voluntary organisations
- Challenges were overcome using a flexible approach working collaboratively to develop new skills.
- This team effort delivered a successful campaign that reached hundreds of parents, carers and staff working with children.

Campaign Opportunities

- Gaps and specific areas of need for further work in 2021-2022 have been identified following this initial phase of the programme. They include work with ethnic minority groups, special schools and childminders.
- A regional plan is being developed by PHA to ensure the sustainability of the PANTS programme for the future.
- The NHSCT multi-agency approach is informing the PHA Regional Sustainability Plan.
- PANTS has been incorporated as part of the Year 3 reviews by Public Health Nursing in Year 2021-2022 which will reach over 6,000 families in the NHSCT area.