

PANTS Campaign

Report Card

2021-22

NSPCC Health & Wellbeing Service

- 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 SHSCT then launched NHSCT during 2020-21 and continued during 21-22. The campaign in NHSCT was developed and implemented in partnership with community, voluntary and statutory organisations including the NSPCC, NHSCT CYPSP LPG coordinators, 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 clear and 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.

How much did we do? & How well did we do it?

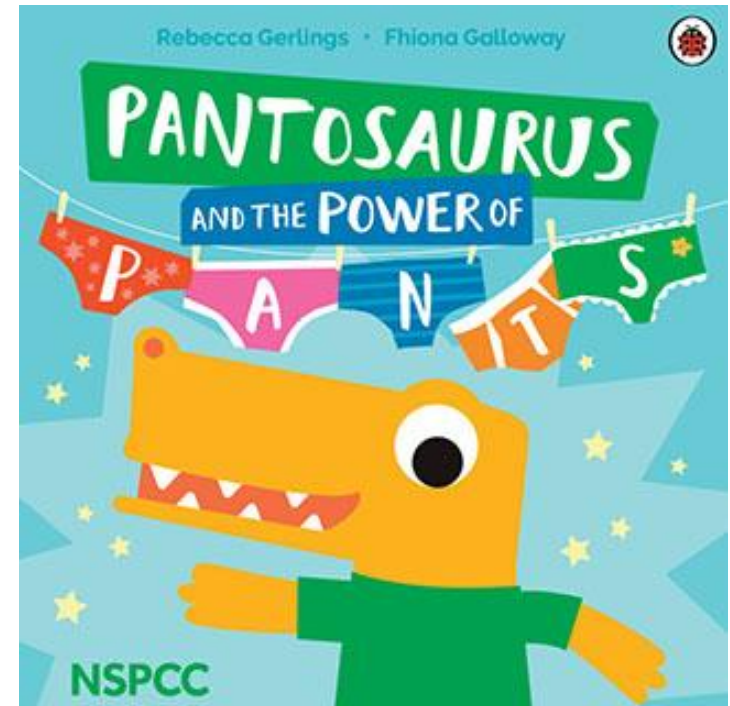
Held 11 familiarisation workshops for public health nurses, childminders, staff working with ethnic minorities and school staff- 170 staff attended

PANTS incorporated as part of the Year 3 reviews by Public Health Nursing in Year 2021/2022 reaching over 6,000 families in the NHSCT area

Need for PANTS campaign material to be translated into additional languages identified

All primary schools in the Northern Trust area offered PANTS information and resources

Pantosaurus and the power of PANTS books provided to all Northern schools for their libraries



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 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 2022-2023 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 2022/23 which will reach over 6,000 families in the NHSCT area?

