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EVALUATION OF THE CHILD PROTECTION LINE

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York Consulting LLP

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EXECUTIVE SUMMARY

1. This report presents the findings from the evaluation of the Child Protection Line (CPL) undertaken by York Consulting LLP (YCL) on behalf of the Scottish Government.
2. The Child Protection Line was launched in February 2007 as one of the last outputs of the three year Child Protection reform programme. The main aim of the CPL was to *“provide a single point of contact for members of the public throughout Scotland who have a concern about a child or young person, to call.”* The Child Protection Line had a specific signposting remit; callers to the CPL could receive general information, be transferred to local Social Work or Police departments, or leave information to be passed on to appropriate agencies.
3. Between February 2007 and October 2008 2,530 calls were answered by the CPL; 538 calls were received between February 2007 – January 2008 and 1,992 calls were received between February 2008 – October 2008. Over 550 calls were received about specific children and families of which there was a concern. This information was then passed to either local Social Work departments or the Police.
4. The marketing campaign for the Child Protection Line was launched in February 2008. Engagement in this marketing campaign varied considerably across local Child Protection Committees (CPCs). Local areas chose to engage fully, selectively or not at all in the marketing campaign.
5. Call demand for the CPL has been relatively low. Increased call demand coincided with the launch of the marketing campaign, however in comparison to other existing telephone lines and perceived level of calls received through local access points, the level of calls has been low.
6. The CPL is successfully attracting callers with valid child protection concerns . Concerns about neglect and drug and alcohol abuse were most prevalent. These trends were seen both prior to, and after the launch of the marketing campaign. For example, since the launch of the CPL in February 2007:
 - 17% of calls (about specific children) were about unattended or unsupervised children;
 - 10% of calls were about children appearing hungry, tired or untidy;
 - 10% were about the misuse of drugs and alcohol.

7. There were difficulties identified in the ability of the Essentiagroup call advisers to immediately transfer live calls to local areas. A high proportion of calls related to concerns about a child or family were unable to be transferred immediately to local area Social work teams (this related to 51% of calls about specific children after the launch of the marketing campaign). Difficulties with the immediate transfer of calls to local areas indicates that callers, without the existence of the CPL, may face difficulties in being able to easily report concerns directly with local Social Work departments. In this respect, the CPL may provide a more accessible access point than is currently available at a local level. This issue needs to be addressed at a local level to ensure that there is the capacity for Social Work teams to effectively and efficiently deal with such calls.
8. There is considerable variation in referral levels across local areas. This reflects the variation in engagement in the marketing campaign across local areas. Areas with the highest levels of referrals include North East Scotland, Glasgow, Edinburgh and Fife. Referral levels varied across areas that had selectively engaged in the marketing campaign.
9. The average cost per call to the Child Protection Line is £259.69 (including call handling and marketing costs). Average call handling costs decreased slightly between the pre-marketing period and the launch of the marketing period. This is explained by the relative increase in the volume of calls being greater than the increase in call handling costs.
10. The majority of Child Protection Committees do not value the current operation model of the Child Protection Line. Whilst areas value the principle underpinning the establishment of the CPL, the current delivery model not viewed as being an effective solution to meeting this need.
11. There are a number of reasons for local areas' dissatisfaction with the CPL, this includes:
 - duplication of effort and resources with local awareness raising campaigns;
 - short length and low intensity of the marketing campaign;
 - inconsistent engagement of local areas in the marketing campaign. The Scottish Government proactively attempted to engage local areas in the marketing campaign, however there was a high unwillingness across some areas to engage;
 - low call demand and costs associated with operating the CPL;
 - narrow remit of the CPL.

12. Impacts achieved by the CPL are perceived as being minimal by practitioners and Child Protection Committees. Perceptions at a local level, triangulated with the views of callers, suggest that public awareness about access points to services has increased through the establishment of the CPL. However the conclusivity of these findings are limited by the small sample of callers involved in the evaluation. More intensive investigation at national level across the general public would be required to fully understand the role of the CPL in increasing public awareness about child protection.
13. There is some evidence that positive benefits have been achieved for children and families through the establishment of the Child Protection Line. Case file and referral review although undertaken on a small sample through the evaluation, identified that referrals made through the line resulted in the identification of families previously unknown to Social Services. The existence of prevalent issues with these families, suggests a positive outcome as a result of the Child Protection Line.
14. The majority of new families identified through the Child Protection Line were not pursued as child protection issues. Nine of the ten cases reviewed were below the child protection threshold and resulted in either advice on child welfare, support from other services or did not result in any further action. The CPL has therefore clearly been beneficial in some areas in identifying families that may require early intervention support.
15. Understanding the impact of the CPL at a child and family level has been **affected significantly by the poor tracking and monitoring of referrals at a local level**. Referral tracking has not been a high enough priority at a local level, causing difficulties in the identification of referrals; meaning that local areas are not effectively equipped to monitor and track referrals from the CPL. This suggests wider organisational issues in Social Work Departments in relation to being able to effectively identify case files that have been routed through a particular referral source. This has been detrimental in understanding the 'added value' of the CPL at an individual case level.
16. Strengths of the Child Protection Line include:
 - the powerful message portrayed through the national marketing materials – the telephone box campaign was viewed as being particularly powerful;
 - the effective operation and management of the CPL by the Essentiagroup and the Scottish Government working group;
 - perceptions at a Child Protection Committee level that public awareness concerning child protection has increased as a result of the line.
17. The operation of the Child Protection Line is currently not the most viable and cost-effective operational model. There are three potential approaches to developing the CPL further, based on the following considerations:
 - the outcomes and impact achieved by the CPL and the potential of maximising the impact of the CPL;

- the perceived value of the CPL by Child Protection Committees;
- key challenges and successes faced in the establishment of the CPL, and their potential solutions.

18. The potential options for the future development of the CPL are:

- **the enhancement of the current operational model**, including:
 - further resource allocation to the marketing of the CPL;
 - improved tracking and monitoring of referrals at a local level by local authorities;
 - a more consistent engagement in the national marketing campaign by local areas.
- **developing a professional-led operational model**, to allow for an advice and guidance based function of the CPL;
- **continuation of the national child protection awareness campaign**, but with signposting to a local area access number.

19. Decisions on the future development of the CPL should be informed by further clarity on the outcomes and impact that the CPL is aiming to achieve and the most effective way for these to be met. The ability for the Child Protection Line to provide value for money is reliant on the following:

- that the profile of the CPL is heightened;
- higher call volumes are achieved and maintained;
- understanding the 'added value' of the CPL in relation to existing local area activity.

1 INTRODUCTION

- 1.1 This report presents the findings from the evaluation of the Child Protection Line (CPL) undertaken by York Consulting LLP on behalf of Scottish Government.
- 1.2 The aims of this evaluation, which commenced in October 2008 were to:
- explore whether the strategic aims of the Child Protection Line were valid and whether the service is best placed to deliver on these strategic aims;
 - examine and report on whether the operation of the service has met its remit;
 - evaluate the effectiveness of the service in terms of reach, results and impacts to date.

Policy Context

- 1.3 An audit and review of child protection services in Scotland was undertaken in 2002. This involved the review of professional practice of police, social work, health and education services. The findings from this audit were highlighted in the report *'It's everyone's job to make sure I'm alright'*. Key findings from this audit included:
- many adults and children had little confidence in the child protection system and were reluctant to report concerns about abuse or neglect;
 - adults were concerned that children would be taken away from their families if they reported abuse and gaining access was not viewed as being easy;
 - many referrals to the child protection system came from members of the public; however the child protection system was not always well understood by the public.
- 1.4 The audit and review resulted in key child protection reforms. These sought to improve the structures and services in place to ensure the safety and wellbeing of children. The three-year **Child Protection reform programme** was launched in 2003 as a response to the audit and review and had eight key outputs.

Establishment of the Child Protection Line

- 1.5 The Child Protection Line was launched in February 2007 as one of the last outputs of the Child Protection reform programme. This followed a pilot of the line in the North East of Scotland in 2005. The main aim of the CPL was to:

"Provide a single point of contact for members of the public throughout Scotland who have a concern about a child or young person, to call."

- 1.6 The Child Protection Line has a specific signposting remit. Callers to the CPL can receive general information, be transferred to local social work or police officers, or leave information with the CPL advisers to be passed on to appropriate agencies.
- 1.7 The Child Protection Line is funded by the Scottish Government and operated by the Essentiagroup under a three-year contract. A working group was set up to oversee the CPL, which included representatives from Child Protection Committees across Scotland, the Essentiagroup, NHS24 and Children 1st.

Overview of Method

- 1.8 The evaluation of the Child Protection Line involved a multi-method approach to explore the evaluation aims. The method involved five strands:
- desk review;
 - email survey of Child Protection Committees (CPC) and National Stakeholders;
 - consultations with Child Protection Committee lead officers;
 - case studies;
 - service user consultations.

Desk Review

- 1.9 The desk review focused on the following key activities:
- a review of existing evaluation and research findings of other UK and Scottish telephone helplines;
 - analysis of Child Protection Line management information¹;
 - analysis of website usage;
 - analysis of operational costs.
- 1.10 The desk review provided an understanding of the policy and operational context in which the Child Protection Line is operating. The desk review fed into the overall analysis and reporting.

Email Survey

- 1.11 An email survey was sent to all 30 Child Protection Committee Lead Officers. The purpose of the survey was to gain an insight into local areas expectations and views on the CPL, and to gain preliminary views on perceptions of the impact of the CPL. The survey was sent out in December 2008. Local areas were given a month to respond, to allow for the Christmas period.
- 1.12 There was a good response to the email survey. A total of 19 responses were received accounting for 21 Child Protection Committee areas (three were

¹ Provided by the Essentiagroup

combined responses). All Child Protection Committees who completed the survey were asked if they would be willing to participate in a telephone interview.

Telephone Consultations with Child Protection Committees and National Stakeholders

1.13 Telephone consultations were undertaken with 15 Child Protection Committee Lead Officers (covering 17 local areas). All Child Protection Committees that had consented to take part in a telephone interview (through the email survey) were interviewed. These consultations aimed to explore in more detail local areas' views on the Child Protection Line. For information, of the Child Protection Committees that had participated in a telephone consultation:

- 12 local areas had been fully engaged in the marketing campaign;
- four areas had been engaged in selective² elements of the marketing campaign;
- one local area had not engaged in the marketing campaign.

1.14 Telephone consultations were also undertaken with two national stakeholders involved in the CPL working group.

Case Studies

1.15 A case study was undertaken in one urban local authority area that was fully engaged in the marketing campaign. Evaluation activity included consultations with:

- the Child Protection Committee Lead Officer;
- senior Social Work officers;
- social workers.

1.16 A review of a small number of case files referred through the CPL was also undertaken. The review of five case files was undertaken to explore the impact of the CPL at an individual case level. Information on 26 CPL referrals received in another Child Protection Committee area was also reviewed.

1.17 The Scottish Government working group had developed short guidance for local areas on how referrals should be tracked and monitored. Local areas were encouraged to categorise all CPL referrals under one of the following three categories:

² Local areas who did not wish to fully engage in the marketing campaign were able to engage in certain elements of it to best meet their local areas needs.

- no further action;
- service or advice offered below child protection threshold;
- child protection follow-up action.

1.18 This guidance was not well implemented at a local level causing difficulties in the tracking and identification of CPL referrals at a local level. It was therefore not possible to review a larger sample of case files.

1.19 It had been intended to involve a rural area as a case study. Unfortunately it was not possible for the Scottish Government to engage another area in this evaluation strand.

Service User Consultations

1.20 The Essentiagroup collected feedback from twenty callers who had used the CPL. The purpose was to explore their experience of calling the CPL. Two callers also consented to participate in a short telephone interview with the research team. Unfortunately, the nature of the CPL resulted in difficulties in engaging a larger sample of callers in a telephone interview.

Analysis

1.21 An analytical framework was developed (Annex A) which provided the focus for the evaluation across the key strands. A triangulated review of evidence, where possible, has been undertaken across the strands of the evaluation and across the views of stakeholders.

1.22 The potential for response bias needs to be considered. Child Protection Committees who had particularly positive or negative views on the CPL were more likely to engage in evaluation. This is evident from the Child Protection Committees who chose to participate in a telephone consultation, with these predominantly being Child Protection Committees fully engaged in the marketing campaign.

1.23 The limited quality of impact data available to inform the evaluation is a constraint that needs to be recognised as the context for many of the findings and conclusions that follow. Assessment draws on all available data, impact and outcome evidence is based on a small sample of case files, and caller consultations. We have, nevertheless, placed such assessments within the qualitative context to provide our considered and independent conclusions and recommendations.

Structure of Report

1.24 The key findings from the evaluation are set out in the following structure:

- Strategic effectiveness of the Child Protection Line;
- Operational effectiveness of the Child Protection Line;
- Cost analysis;
- Impact of the CPL;
- Validity of the aims of the CPL;
- Key findings and future development of the CPL.

2 STRATEGIC EFFECTIVENESS OF THE CHILD PROTECTION LINE

2.1 In this section we assess the strategic effectiveness of the CPL by exploring to what extent it has met its operational remit. The operational remit of the CPL was to:

- provide a single non-geographical point of telephone contact for child protection queries for members of the public to enable signposting to local services;
- re-route callers with specific child protection concerns to social work departments or the police in local authority areas;
- deal with general enquiries from the public about what they should do if they are concerned about a child, which may include:
 - mailing of leaflets to callers who require further information;
 - signposting to the Scottish Government Child Protection website or other websites (e.g. NSPCC, Parentline).

2.2 It was important to consider how and why the Child Protection Line added value (or not) to existing services at a local level. Table 2.1 outlines the multi-layered approach used to explore the effectiveness of the CPL. Section Three explores the operational effectiveness of the CPL.

Table 2.1: Measuring the effectiveness of the Child Protection Line

Strategic effectiveness	Operational effectiveness	Outcomes/impacts achieved
<ul style="list-style-type: none"> • Value of the CPL at a local level and national level • Clarity of understanding at a local level • Coherence with local developments • Appropriateness of resource to meet need • Relative value 	<ul style="list-style-type: none"> • Helpline performance • Transfer success • Dealing of referrals at a local level • Capacity of helpline staff • Capacity/effectiveness of delivery at a local level • Website effectiveness • Campaign effectiveness 	<p><u>Intended value</u></p> <ul style="list-style-type: none"> • Improved public awareness & information regarding child protection • Increased likelihood of public acting to prevent and/or report child protection issues • Increased service awareness of child protection issues (increased referrals) <p><u>Ultimate goals</u></p> <ul style="list-style-type: none"> • Prevention of child protection issues • Positive outcomes resulting from provision of child protection service • Positive outcomes resulting from service or advice below child protection threshold/other than child protection • Improvements in child's situation resulting from additional contact/referral made through the CPL

- 2.3 **There was a good awareness of the remit and purpose of the Child Protection Line at a strategic level.** This reflects an effective consultation process at the point of establishing the CPL between the Scottish Government and Child Protection Committees. All Child Protection Committee Lead Officers reported having a clear understanding of the remit of the CPL.
- 2.4 Many local areas had undertaken specific activity to increase awareness of the Child Protection Line at an operational level. Some awareness raising at a service and practitioner level was a feature across many local areas. Such activity was specifically undertaken to ensure that awareness of the CPL was effectively translated from a strategic level to an operational level. Examples of this activity included staff briefings and email notification to operational staff.
- 2.5 Understanding of the remit of the CPL across practitioners was generally high. However, there were specific issues raised that are important to consider in ensuring this clarity and in assessing the strategic effectiveness of the Child Protection Line.
- 2.6 **Use of the CPL by some non-child protection professionals was a prevalent issue.** Such use suggests the understanding of the remit of the CPL was not consistent across local areas. It also suggests a potential training and knowledge gap for these professionals. There were 46 calls to the CPL from professionals between February and October 2008. Feedback from local areas indicates that this was more likely to be from practitioners external to Social Work departments for example teachers and youth workers. This highlights possible inconsistencies in knowledge about how to access advice across some practitioners. Local areas expressed concerns that such practitioners were utilising the CPL:
- “It’s interesting that youth workers, teachers etc have been using the CPL. This does highlight that there are some gaps in knowledge in the sector in terms of what to do in relation to assessing children at risk and how to refer.” (Child Protection Committee Lead Officer)*
- 2.7 Calls from practitioners, although relatively low, indicate a misunderstanding of the remit of the CPL within some local areas. Additionally, it indicates confusion over child protection procedures across some non-child protection professionals; highlighting the need for the Scottish Government to consider the requirement for general training for non-child protection professionals at a local level. The use of the CPL by such professionals may indicate that it is an accessible entry point, however the resolution of this confusion is important if clarity of understanding and appropriate use of the line is to be assured.
- 2.8 Inappropriate referral of callers to the Child Protection Line was also raised as a minor issue, an issue that is likely to be prevalent in any call-centre delivery model. There was some misdirection of directory enquirers’ callers’ to the Line. However, this only relates to a small number of referrals since the launch of the CPL (17).

2.9 The use of the CPL by professionals, in addition to the existence of inappropriate referrals, raised issues of operational efficiency as well as clarity of understanding. The prevalence of these issues could have a direct impact operationally on:

- the cost of dealing with such calls;
- CPL strike rate;
- accessibility of the CPL to other callers.

2.10 Clarity of understanding of the remit of the CPL across local areas and nationally is integral to ensuring the CPL is utilised, promoted and understood across all practitioners and services.

Synergy between the Child Protection Line and Local Campaigns

2.11 **There is a lack of synergy between the marketing of the Child Protection Line and existing local awareness raising campaigns in most areas.** This lack of synergy has a direct impact on the strategic effectiveness of the CPL as it suggests a lack of coherence with local developments. Local areas had three main areas of concern related to this lack of coherence, these were:

- duplication of effort and resources focused on public awareness raising;
- public and professional confusion;
- lack of flexibility in national marketing materials.

2.12 **The duplication of effort and resources** focused on public awareness raising activity was a significant concern for the majority of Child Protection Committees. This was raised as an issue for areas that had both engaged fully and selectively in the marketing campaign. The existence of the CPL alongside local awareness raising campaigns was felt to duplicate the resources already committed at a local level. Child Protection Committees, through the reform programme were given a specific remit to develop local awareness raising campaigns. The establishment of the CPL was perceived as conflicting with, or undermining established local approaches. As one Child Protection Committee reported:

“We started our campaign at around the time of the Child Protection Reform programme. We took forward the recommendations of the national audit and began our marketing campaign for telephone numbers (for example improving our own signposting). By the time of the Child Protection Line implementation, it meant duplication of campaigns.” (Child Protection Committee Lead Officer)

2.13 There were a small number of Child Protection Committees who viewed the CPL as complementing rather than conflicting with existing local awareness raising activity. Three Child Protection Committees who had fully engaged in the marketing campaign positively viewed the CPL as complementing local awareness raising activity. The existence of a national line was perceived by these areas as creating an additional access point to services. This was viewed as providing a valuable addition to local awareness raising activity with the opportunity to heighten awareness about access points across the general public.

“The CPL certainly complements local activity.” (Child Protection Committee Lead Officer)

“Any awareness about child protection is a good thing.” (Child Protection Committee Lead Officer)

“All publicity regarding child abuse and appropriate action to be taken if someone is concerned is worthwhile. However the low number of referrals received from the CPL locally indicates that use of the service is very low. Local campaigns advertising local numbers may be more effective.” (Child Protection Committee Lead Officer)

2.14 **The potential for public and professional confusion through the establishment of the CPL was a widespread issue across local areas.**

Local areas expressed concerns that the creation of an additional telephone number, and therefore an additional access point to services may lead to confusion. Across areas, local access points were well advertised and well known, and there were concerns that an additional access point had led to confusion as to whether to use existing local numbers or the national line.

2.15 At a practitioner level, there were concerns that the presence of another number led to confusion about the contact numbers practitioners should be recommending to the general public.

2.16 The **lack of flexibility of the marketing materials** was a common concern across local areas. The use of local numbers within national marketing materials was not permitted by the Scottish Government. This lack of flexibility was purposely adopted. The establishment of the Child Protection Line campaign was undertaken to develop the concept of a single national gateway. The marketing advice provided to the Scottish Government was that the effectiveness of the campaign would have been significantly compromised if diluted with other local numbers.

2.17 However, the ability to promote local numbers through the national marketing materials was a key request of local areas. It was felt that this would be of significant benefit in encouraging greater engagement and ownership of the national campaign at a local level. Therefore, constraints in the flexibility of the marketing materials at a national level significantly impacted on attempts at a local level to improve synergy between child protection campaigns.

2.18 Some local areas adapted their local awareness raising activity to improve synergy between campaigns and to reduce the potential for confusion amongst the general public. This included:

- incorporating the national Child Protection Line number on all local publicity materials/local information leaflets in addition to local access points;
- delaying the distribution of local awareness-raising materials during the time of the national marketing campaign to avoid confusion or duplication;
- utilising specific elements of the national marketing campaign to avoid duplication;
- running parallel awareness raising activities, but focused on different audiences (e.g. children, young people and parents).

2.19 Local areas were adaptive in their approaches to local awareness raising activity to support coherence with the national campaign. There is good evidence that the majority of local areas had attempted to improve synergy. Although beneficial, improved synergy was not fully resolved through these approaches, leaving the potential for duplication of effort and confusion amongst the general public.

Creating an Additional Referral Layer

2.20 The creation of an **'additional referral layer'** through the establishment of the CPL was a concern for the majority of local areas; both for those who had engaged in the marketing campaign and those who had not. Child Protection Committees viewed the CPL as creating an unnecessary additional referral process, which could be better dealt with by callers being signposted directly to local areas for support.

2.21 The main areas of concern with the CPL creating an 'additional referral layer' were:

- callers becoming lost in the referral process;
- callers becoming frustrated with an onerous process.

"People may call up in the evening when they have some time but then get referred somewhere else. The late night duty teams may not be able to deal with the enquiry. Callers may be fobbed off and not call again." (Child Protection Committee Lead Officer)

"Somebody may have to keep repeating their story in order to get the right person which is frustrating." (Child Protection Committee Lead Officer)

"There is no support/response at the end of the CPL – it's just another layer or loop in the system...another person to tell your story to." (Child Protection Committee Lead Officer)

- 2.22 A high proportion of calls related to concerns about a child or family were unable to be transferred immediately to local area Social Work teams (this related to 51% of calls about specific children after the launch of the marketing campaign in February 2008). Difficulties with the immediate transfer of calls to local areas indicate that callers, without the existence of the CPL, may face difficulties in reporting concerns directly with local Social Work departments. In this respect the CPL may provide a more accessible access point than is currently available locally.
- 2.23 The processes and procedures put in place by the Scottish Government working group, for the Essentiagroup to transfer calls to local areas (to be discussed later in the report), aimed to minimise the potential for such issues to occur. The creation of an indirect access point into local area services means there is always the potential for such issues to occur and much depends on local areas' capacity to accept live calls.

Providing an Anonymous Access Point

- 2.24 The anonymous nature of the CPL was valued at a local level. Areas felt that providing anonymity for callers who may not feel comfortable contacting local services directly was a positive benefit of the CPL. Prior negative experiences of local services were highlighted as a key reason for the public choosing to call the national line, as opposed to local services.

“People will call local numbers if they have a good experience with the Police or Social Services, but if not then they may feel safer with the national line.” (Child Protection Committee Lead Officer)

“It’s not just about phoning – people also need the confidence that there won’t be repercussions on them as taking a stand can be hard. There can be cases where child protection is linked to big profit criminal activity – child pornography for example.” (Scottish Working Group Stakeholder)

“I don’t think we had really appreciated the public’s fear of calling local numbers and that anonymity is important. However people still haven’t got that child protection is everybody’s business.” (Child Protection Committee Lead Officer)

- 2.25 The anonymity provided by the CPL should not be undervalued. The Child Protection Line clearly offers a sense of anonymity (where possible) that may be important for individual callers. However, developing a national child protection telephone line on this basis only is not sufficient as it cannot necessarily imply that the CPL is the most appropriate or cost-effective approach to providing the public with a sense of anonymity. If the fears of repercussion or negative experiences are dissuading callers from using local access points, then this needs to be explored in more detail at a local level. Understanding the prevalence of such concerns at a local area level is crucial.

3 OPERATIONAL EFFECTIVENESS OF THE CHILD PROTECTION LINE

3.1 There are a number of operational effectiveness issues that are prevalent at both a national and local level. These are considered in this section of the report across the following main areas:

- management of the Child Protection Line;
- performance of the Child Protection Line;
- effectiveness of the marketing campaign.

Management of the Child Protection Line

3.2 The operation of the CPL nationally has been managed by the Essentiagroup, under the management of the Scottish Government working group since the CPL's launch in February 2007. The child protection policy team within the Scottish Government provide the overall strategic and operational management of the CPL. The Essentiagroup are a well-established consumer contact and communications company, managing many high-profile Government funded Scottish-based and UK based telephone lines including:

- Connexions Direct;
- Sexwise;
- NHS Smoking Helpline;
- FRANK.

3.3 The Scottish Government working group and the Essentiagroup have **developed effective and efficient processes and protocols** to successfully manage the operation of the Child Protection Line. Effective systems have been established to monitor callers to the CPL. The Essentiagroup, in partnership with the Scottish Government, has **developed user-friendly, comprehensive and transparent monthly monitoring reports**. These provide information on the level and type of calls received through the CPL.

3.4 The content of the monthly monitoring reports has evolved since the establishment of the CPL. These amendments reflect changes in the type, and amount of information collected by advisers. The working group has been proactive in ensuring the information collected by advisers in response to feedback to the Scottish Government from Child Protection Committees is fit for purpose and reflects the developmental nature of the CPL. The ability for such changes to be actioned efficiently by the Essentiagroup demonstrates their flexible and client-focused approach to fulfilling the remit of the CPL.

“The quality of service provided by the Essentiagroup was excellent. The regular reporting mechanisms were of a very high standard, and contained relevant information.” (Child Protection Committee Lead Officer)

- 3.5 **Robust processes were established for advisers to efficiently deal with calls and the transfer of calls to local areas.** The remit of the CPL warranted clearly defined and transparent processes to ensure advisers were trained and knowledgeable and to ensure calls were handled and transferred to local areas using a standardised approach. The Essentiagroup in partnership with the Scottish Government developed effective processes to ensure this occurred and that advisers benefited from Scottish Government refresher training.
- 3.6 A call flow model defined the process for how call advisers should deal with calls. This model encompassed all stages of a live call and provided guidance to advisers across all possible call scenarios. For example:
- fully informing callers of the remit of the CPL and how the information they provide will be used;
 - dealing with calls that relate to children at risk of immediate harm, mid-call transfers and general enquiries.
- 3.7 Dealing with calls that could not be transferred immediately to local areas was a key remit of the CPL. This became a higher priority when it was established through the monthly management information that over 40% of calls received about specific children or families were not able to be transferred immediately to local areas. At this point, the Scottish Government working group had discussion with all participating Child Protection Committees, reinforcing the importance of CPL referrals being able to be transferred to local areas with ease. The processes developed by the Scottish Government working group and the Essentiagroup for such calls ensured that:
- information from callers was passed to local areas as quickly as possible;
 - service leaders oversaw the continued efforts to transfer calls;
 - callers did not become lost in the system.
- 3.8 The skills and training of the call advisers to effectively deal with calls was a key feature of the operational model. The robust processes to allow call advisers to effectively operate the CPL were underpinned by:
- comprehensive staff training;
 - a supportive staff environment.
- 3.9 Call advisers' training was specifically tailored to provide an understanding of the policy context in which the CPL was operating, and practical training in dealing with calls.

Staff Training

The quality and training department developed specific child protection training with the Scottish Government and Childline for the Child Protection Line call advisers, covering the following key areas:

- child protection policy context;
- understanding and definitions of child abuse;
- child protection investigation processes.

The training also offered the callers the opportunity to practice with example case studies to gain an insight into how they would deal with live callers to the CPL.

3.10 Providing comprehensive support to call advisers was an important feature of the Essentiagroup's approach. The remit of the CPL resulted in call advisers having to deal with difficult and sometimes traumatic calls from the general public. The call advisers spoke highly about the support they received from service leads within the organisation and the organisation more widely, both in relation to providing advice on how to deal with particularly difficult calls, and to talk through any difficult calls they may have taken.

3.11 The Scottish Government has effectively managed the relationship with the Essentiagroup. The organisation has been actively involved in the working group, providing regular feedback on the operation and performance of the CPL. Their presence has also ensured they are central to discussions around the feasibility of any required changes to monitoring processes and delivery models.

Delivery Model

3.12 The call-centre delivery approach adopted for the operation of the CPL was an issue for some local areas. There were specific concerns at a local level in relation to the ability of this delivery model to effectively meet the needs of callers to the CPL.

3.13 The perceived **skills of the call advisers to effectively to deal with difficult callers was a common concern**. Local areas valued the comprehensive training provided to advisers to ensure they were well-equipped and knowledgeable to deal with the type of calls they received through the CPL. However many felt that using non-professionals in the operation of a child protection line was potentially damaging.

"I was concerned about the advisers on the (CPL) line, particularly as the majority did not have a prior background in child protection." (Child Protection Committee Lead Officer)

"Practitioners and Child Protection Committees weren't that happy with the set-up of it – they wanted professionals to man the phones." (Child Protection Committee Lead Officer)

“There is no support or response at the end of the CPL – it’s just another layer or loop in the system... another person to tell your story to.” (Child Protection Committee Lead Officer)

3.14 The strike rate (proportion of calls answered) achieved by the CPL was raised as an issue. An average strike rate of 86% between February 2007 and October 2008 was achieved. However, a number of local and national stakeholders had perceptions that a higher percentage of calls were not answered. The figures provided for the Domestic Abuse helpline suggest that for the period February 2009-April 2009 a strike rate of 82% was achieved. This suggests that comparatively the strike rate achieved for the Child Protection Line appears sufficient.

3.15 The delivery model of the CPL is one of the major factors influencing the strike rate. However, some level of unsuccessful calls is unavoidable in the operation of a telephone line, due to the random timing of in-bound calls. The delivery model for the CPL was variable and was selected dependent on expected call demand. The ongoing monitoring of call demand, allowed decisions to be made quickly on which delivery model would best meet the level of calls received.

The bureau model i.e. the CPL being resourced by advisers who are trained across a number of services and answer calls on each of these was implemented at times of low call demand.

A dedicated model i.e. advisers are resourced to solely work on the Child Protection Line was implemented at times of higher call demand.

3.16 The delivery model can impact on the strike rate in the following ways:

- if higher volumes of calls are received than have been predicted;
- from the pattern of calls i.e. if a dedicated model is employed and calls are received within a short time period when all available advisers are on calls this will impact on the strike rate;
- from the duration of calls.

3.17 The average strike rate achieved by the CPL does appear to be at a sufficient level, compared to the Domestic Abuse helpline. The Scottish Government has taken a flexible approach to the delivery model, reacting to expected call demand, timing of marketing, and cost considerations. Quality assurance and effective management of the CPL has encouraged decisions on the delivery model to be based on clear rationale and evidence.

3.18 Continual monitoring of the strike rate is required by the Scottish Government to ensure an optimal approach. For example, the strike rate achieved in January 2009 was 63%. This is due to a change to the bureau delivery model. This is an unacceptable strike rate if an appropriate level of accessibility to the Child Protection Line is to be maintained.

Transfer of Calls to Local Areas

- 3.19 **The transfer of referrals from the CPL to local areas has been effectively handled by the Essentiagroup.** Issues with the transfer of referrals, where evident, relate to the operational model and overall remit of the CPL, as opposed to the management of the CPL by the Essentiagroup. There were pertinent issues in relation to the ability of some Social Work departments to accept live calls, as a high proportion of these were not able to be transferred immediately. The call advisers followed standardised procedures to ensure that the transfer of referrals, if not able to be done immediately were transferred as soon as possible.
- 3.20 The level of information provided by callers to advisers was **often disparate and limited.** Many callers were reluctant to disclose comprehensive personal information about either themselves or the child or family for which there was a concern. This caused difficulties in the identification of these children or families at a local level, often causing frustrations at a practitioner level.
- 3.21 Improving the quality of information provided by callers would be difficult to resolve easily. Caller apprehension in providing information, due to possible repercussions, may be one possible reason for this poor quality. Conversely, providing identifiable information on children and families will be more difficult for callers who are not relatives. There is no evidence that this lack of information is due to the skills of the call advisers. As highlighted in paragraph 3.5 there was clear evidence to suggest that call advisers were dealing with call referrals using a standardised and robust approach.
- 3.22 Out-of-hours transfers to local areas varied in their success. The Essentiagroup experienced considerable variation in their ability to successfully transfer calls to out-of-hours teams. Call advisers reported that there were some areas for which it was very easy to transfer referrals out-of-hours. In other areas there was more reluctance by the out-of-hours teams to accept the referrals, instead specifying that the advisers should attempt the referral again during normal working hours.
- 3.23 There were no pertinent issues raised at a local level in relation to out-of-hours transfers. This is perhaps surprising considering the high level of calls that were unable to be transferred immediately to local areas by the Essentiagroup and the reluctance of some areas to accept out of hour's calls. The Social Work practitioners that were involved in this evaluation and the Child Protection Committee lead officers however did not raise any concerns about their capacity to deal with calls. This does not necessarily mean that this is not an issue at a local level, but instead this was not an issue for the sample of Social Work practitioners (within one Child Protection Committee area) involved in the evaluation. More in-depth and wider consultation with Social Work practitioners may uncover greater prevalence of such issues.

Monitoring & Tracking of Referrals at a Local Level

- 3.24 There was generally ineffective monitoring and tracking of referrals at a local level. Although the Scottish Government has issued guidance to local areas on monitoring and tracking referrals, seven Child Protection Committees did not have effective systems in place to monitor referrals. For Child Protection Committees with established monitoring systems, there was often found to be significant disparity between the number of referrals recorded by the Essentiagroup, and the number of referrals recorded by local areas. This again highlights difficulties with the tracking processes at a local level.
- 3.25 Insufficient co-ordination and quality assurance at a local level was the reason for poor referral monitoring in some areas. Local areas without tracking systems often reported having had initial plans for tracking to be undertaken, only finding later that this had not been actioned. The requirement for effective monitoring and tracking was perceived to be of low priority by local areas or there was a general lack of awareness of this requirement by front line staff.

One Child Protection Committee Lead Officer had liaised with management and staff in the Social Work department to ensure that an appropriate record of referrals from the CPL was kept for evaluation purposes. Arrangements were made to ensure that the Child Protection Line was identified as a source of referral within a new IT system in the local area. However, this was not actioned and therefore referrals from the Child Protection Line were not identifiable.

- 3.26 Areas with effective tracking systems had put in place specific systems and protocols to ensure that staff were fully aware of the need to identify referrals from the Child Protection Line. For example, one rural area reported developing a memo system, ensuring that all practitioners in the local area who were dealing with referrals were producing regular feedback on progress and outcomes to the Child Protection Committee lead officer, although this would be less effective when scaled up to cope with larger volumes.
- 3.27 Inconsistent tracking has resulted in difficulties in measuring the impact of the CPL. Understanding how calls have been dealt with once they have been referred to a local area, and therefore understanding the 'added value' of the CPL at an individual case level is severely hindered by inconsistent tracking.
- 3.28 Guidance on the process and need for referral monitoring, although provided by the Scottish Government, was not enforced. Local areas were generally autonomous in their approach to monitoring, adopting their own approaches to complement existing local referral processes. It is this lack of enforcement that has in the long term affected our ability to fully understand the value of the CPL at an individual case level.
- 3.29 Areas with established monitoring and tracking systems also faced difficulties in identifying how referrals at a local level were made (Table 3.1).

Table 3.1: Tracking Issues

Issue	Description
Categorisation of referral source	<p>Calls transferred immediately (i.e. as a mid-call transfer) to local areas were not always categorised as being a referral from the Child Protection Line. For example, if a neighbour had called the CPL reporting a concern, the neighbour would be classed as the referral source rather than the Child Protection Line.</p> <p>Referrals from the Child Protection Line were often initially taken by local area administration staff. This led to the mis-categorisation of referrals as other telephone lines e.g. Childline or NSPCC in case records, making the effective identification of referrals difficult.</p>
Referrals about existing cases	<p>Information on referrals received through the CPL about existing Social Services cases were often added to existing case notes. This resulted in difficulties in the identification of referrals from the CPL.</p>
Limited referral information	<p>Retrospective identification of cases referred through the Child Protection Line was difficult, particularly for larger urban areas.</p> <p>Information on dates, times and details of referrals made to local areas were available (from Essentiagroup) to help identify referrals at a local level. However, the limited availability of comprehensive information on the children/families referrals related to, made it difficult for these to be identified from this level of information.</p> <p>Urban areas faced particular difficulties due the large volume of referrals received on a daily basis.</p>

3.30 Tracking at a local level should be improved significantly if the impact of the CPL at a child and family level is to be fully explored. The inability for local areas to accurately identify referrals from the CPL, may suggest a wider issue, which although external to the remit of this evaluation, suggests that local areas need to tighten their approaches to monitoring and tracking of referrals and cases at a local level. In the case of the Child Protection Line, strengthening quality assurance procedures at a national and local level to allow the identification of referrals is required in order for the impact at a case level to be fully understood.

Effectiveness of the Marketing Campaign

3.31 **The powerful child protection message portrayed by the marketing was the most positive aspect of the Child Protection Line.** The majority of Child Protection Committees, including those who had not been actively involved in the distribution of marketing materials, positively rated the message portrayed.

3.32 There were elements of the marketing campaign that were felt to be more powerful than others. The telephone box campaign was singled out as being particularly successful.

“The publicity was far more than we could generate on a local level e.g. the telephone box posters were very good at raising awareness.”

“The Child Protection Committees involved directly in the marketing pilot have reported a greater response attributable to successful media campaigns. For those not directly involved in the pilot the success is

difficult to measure. The greatest impact had been the bus shelter poster as they had a powerful visual image which often triggered a response to local services.” (Child Protection Committee Lead Officer)

“It was a well thought out strong message.” (Child Protection Committee Lead Officer)

- 3.33 **Greater resource allocation to allow more widespread and sustained marketing was a key requirement of local areas.** The shortness of the marketing campaign³ was perceived as being detrimental to the ability of the campaign to maximise its impact on public awareness. This limited the power of the awareness raising message at both a national and local level.

The Child Protection Line Marketing Campaign included:

- On-street advertising in phone boxes
- Local radio and local press adverts
- Locally focused marketing – posters, bookmarks.

- 3.34 Local areas would have valued a much higher profile marketing campaign, sustained over a longer period of time. The use of more widespread and powerful mediums (e.g. TV & radio) was also a common suggestion from local areas.

- 3.35 The review of other telephone lines and campaigns provides useful learning about key success factors in marketing campaigns. For example:

- public awareness of campaigns was greater when marketing was sustained and intensive over a substantial period of time;
- utilising a range of marketing strategies was beneficial in embedding campaign messages.

- 3.36 Clarity of the marketing message and the knowledge of CPL operators were also viewed as being key to operating an effective CPL. Learning from other telephone lines and campaigns would be beneficial in further developing and maximising the impact of the CPL.

“The campaign was not high profile compared to other national campaigns – for example the Domestic Abuse campaign, for which there is a TV advert on every night.”

“It needed a large-scale campaign with much more resource including TV and radio adverts. This campaign fell somewhere in-between.”

³ An intensive 6-week campaign was launched in February 2008, however some marketing (e.g. posters) were prevalent up to October 2008. Generally, all CPL marketing was fully complete by October 2008.

“It would have been better to do some TV and radio adverts to really reach everybody.”

“Although the intention was maximum coverage, even I wouldn’t be able to quote the telephone number. It isn’t very catchy.”

3.37 It should be noted that the CPL marketing campaign was not intended to be significantly high-profile. The intensity of the marketing campaign was based on resources and capacity constraints. For example, call demand generated by the marketing campaign was specifically intended to be at a level which the Essentiagroup delivery model had the capacity to handle effectively. The Scottish Government had intended for the CPL to generate 300 calls per month with the marketing campaign. The call levels achieved after the launch of the marketing (Table 3.2) indicates that the CPL was relatively successfully in achieving this aim.

3.38 **Variation in engagement with the marketing campaign across local areas was detrimental to embedding a national child protection awareness raising message.** The opportunity for local areas to opt fully, selectively or not at all in the marketing was not helpful in creating a powerful and consistent message nationally. Child Protection Committees to some degree had demanded this flexibility from the Scottish Government. The willingness of some local areas to only engage in the marketing campaign selectively, or not at all had been accommodated by the Scottish Government who had attempted to meet the needs of local areas, through reacting to actual demand for the marketing materials. However, with the aim of the CPL to create a single national gateway it could be perceived that local areas were provided with too much flexibility in their approach to marketing, leading to disparate and inconsistent campaigns across local areas.

3.39 It was perceived by some local areas that greater mandatory direction at a national level would have supported the establishment of a coherent national campaign. A number of local areas, particularly those fully engaged, commented that there was more emphasis placed on accommodating local areas’ approaches to the national campaign, rather than creating a powerful and consistent campaign nationally.

3.40 There were a minimal number of concerns in relation to the portrayal of the marketing message. These concerns related to the imagery and one local area did not approve of the imagery on the posters:

“The pictures of the children were the stereotypical white; poor dishevelled looking children which people always think of.”

“I felt that the message portrayed contradicted other existing children and young people focused campaigns which aimed to empower young people to speak up if they had a concern.”

Line Performance

3.41 The monthly management information collated by the Essentia group enables a more detailed understanding of the performance of the Child Protection Line. This information provides the context for the Child Protection Line across the following key areas:

- call demand;
- call outcomes – children and families;
- call outcomes at a local level.

3.42 The management information has been analysed for the period February 2007 to October 2008. Comparative analysis for the period February 2007 – January 2008 and February 2008 – October 2008 also provides a valuable insight into the influence of the marketing campaign on the performance of the CPL. A detailed analysis of the management information can be found in Annex B

Call Demand

3.43 **Call demand to the CPL generally is relatively low.** On average there were 120 calls to the CPL per month between February 2007 - October 2008. This increased considerably after the launch of the marketing campaign, to 221 calls per month. As already highlighted (paragraph 3.38), the Scottish Government intended for the marketing campaign to generate 300 calls per month.

3.44 There was a **significant increase in call demand after the launch of the marketing campaign.** Call volume increased by 270% from February 2008 (see Table 3.2 below). Although it is not possible to attribute this increase directly to the launch of the marketing campaign, there is good evidence (as shown in paragraph 3.44) to suggest the marketing campaign contributed to this increase in call volume. Other extraneous factors that may influence an increase in call demand include wider media attention on child protection issues (high-profile child protection cases), and resulting heightened public awareness.

3.45 **The strike rate of the CPL has remained relatively consistent since its establishment.** The strike rate refers to the proportion of calls that were answered by the call advisers. The average strike rate since the CPL launch was 86%. The strike rate before the launch of the marketing campaign was 84%, with there being a slight improvement in the strike rate after the launch of the marketing campaign (87%). As outlined in paragraph 3.16, this increase may directly relate to the change in delivery model after the launch of the marketing campaign. That is, the move from a bureau model, to a dedicated model of advisers operating the CPL.

Table 3.2: Call Demand

	Feb 07 to Jan 08	Feb 08 – Oct 08	Total
Total calls answered	538	1,992	2,530
Average number daily calls	1.52	7.27	4.03
Minimum Daily Call Demand	0	0	0
Maximum Daily Call Demand	14	48	48
Total calls lost	103	300	403
Average number daily calls lost	0.29	1.09	0.64
Strike Rate	84%	87%	86%

3.46 **Call demand for the CPL is low compared to the perceived level of calls received through local access points.** A number of Child Protection Committees provided anecdotal information on the level of calls they received through local access points. These were reported to significantly surpass the level of referrals they received through the Child Protection Line. This has a view that was consistent both across Child Protection Committees that had engaged fully or selectively in the national marketing campaign, and of course those who had not engaged.

- A Child Protection Committee reported receiving approximately **60-70 calls per month about child protection concerns through local access points**, but had only received one referral through the Child Protection Line since its establishment.
- Another Child Protection Committee commented that that they had received approximately 140 calls per month through local numbers, but had only received 45 referrals through the CPL.

3.47 Information calls account for a high proportion of total calls received to the CPL since its launch. Over 900 calls to the CPL were information calls:

- 61% (n=627) of these were in relation to general information;
- 28% (n=284) of calls referred to a national agency (e.g. Parentline, NSPCC etc);
- 5% of calls were requests for campaign specific information.

3.48 The Child Protection Line has played a distinct role in dealing with information calls which may have previously been dealt with directly through services in local areas. This suggests a positive role of the CPL in:

- reducing demands placed on local areas to dealing with such information calls;
- potentially raising awareness of child protection issues at a more preventative level i.e. encouraging the public to better inform themselves if they needed to report a child protection concern in the future.

3.49 **Comparisons between the level of call demand with other Scottish and UK based telephone lines are difficult to accurately assess.** Evaluation and research findings of similar signposting telephone lines are not available in the public domain. Evaluation findings for advice/guidance focused telephone lines are available; however, variation in their remit makes comparisons in call demand and outcomes difficult. However, for illustrative purposes, comparing the Child Protection Line with other advice/guidance focused telephone lines is useful in placing the call volumes received in context (See Table 3.3).

Table 3.3: Average number of calls per month

Child Protection Line	120 ⁴
Breathing Space	>2000
Parentline Plus	>5000
Enquire	253
Scottish Domestic Abuse Helpline	527

3.50 Call volumes to the Child Protection Line are significantly lower (per month) compared to other existing telephone lines. There are a number of potential reasons for other telephone lines yielding much greater call volumes than the CPL. This may include:

- more intensive and sustained marketing;
- a wider focus on providing advice/guidance based support;
- a larger target audience;
- a greater need for demand for such telephone lines;
- a lack of local 'substitute' services.

3.51 It is not possible to fully understand within the remit of this evaluation why there is such disparity in call volume.

Call Outcomes – Children/Families

3.52 Calls to the CPL about specific children and families increased after the launch of the marketing campaign. There was over a five-fold increase in the number of calls received through the CPL about specific children and families. Between the period February 2008 – October 2008 there were 474 calls about specific children/families, compared to 88 calls between February 2007 – January 2008.

⁴ Between February 2007 and October 2008

3.53 Calls were less likely to be successfully transferred immediately to child protection teams after the launch of the marketing campaign. 51% of calls were not able to be successfully transferred immediately after the launch of the marketing campaign, compared to 23% before its launch. This change may be due to the following:

- Social Work teams not having the capacity to answer calls from the CPL advisers;
- an increase in out-of-hours calls, and therefore increased difficulties in successful mid-call transfer during these times;
- increased call volume may impact on the ability of calls to be transferred immediately to local areas.

Table 3.4: Call Outcomes

Total	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
Incident in Progress	0	0%	9	2%	9	2%
Successful transfer to CP Team	26	30%	164	35%	190	34%
Unsuccessful transfer. Info subsequently passed to CP Team	20	23%	242	51%	262	47%
Successful transfer to Police	28	32%	7	1%	35	6%
Unsuccessful transfer. Info subsequently passed to Police	2	2%	8	2%	10	2%
Caller abandoned without detail	1	1%	7	1%	8	1%
Number given	11	13%	37	8%	48	9%
	88		474		562	

3.54 Increased call volume about specific children and families indicates the following positive outcomes:

- an increased awareness of access points to services that the public may have previously been unaware of;
- a greater willingness to report child protection concerns as a result of the marketing.

3.55 The CPL is successfully attracting callers with valid child protection concerns. Concerns about neglect, and drug and alcohol abuse were most prevalent across all calls. These trends were seen both prior to and after the launch of the marketing campaign. For example:

- 17% of calls were about unattended or unsupervised children;
- 10% were about children appearing hungry, tired or untidy;
- 10% were about the misuse of drugs and alcohol.

Table 3.5: Area of Concern

Area of Concern	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
Unattended or unsupervised	44	18%	127	17%	171	17%
Misusing drugs or alcohol	16	7%	87	11%	103	10%
Appears hungry, tired or untidy	19	8%	85	11%	104	10%
Description of physical harm	24	10%	53	7%	77	8%
Signs of Physical Harm	23	9%	45	6%	68	7%
Too much responsibility for age	8	3%	54	7%	62	6%
Child quiet or afraid	12	5%	50	7%	62	6%
Acting sexually inappropriate	14	6%	22	3%	36	4%
Afraid to go home	4	2%	15	2%	19	2%
Other	79	33%	228	30%	307	30%

3.56 There were changes made to the monitoring of children/family concerns in August 2008, which provided more detailed information on specific concerns of callers. This was a definite improvement but was introduced too late to inform this evaluation.

Call Outcomes at a Local Level

3.57 There was considerable variation in referral levels across local areas. This may reflect variation in marketing campaign engagement across local areas and indicates a possible relationship between the extent of marketing campaign engagement and referral levels. For example the highest level of referrals (between February 2007 – October 2008) for areas fully engaged in the marketing campaign were in:

- North East Scotland – incorporating Aberdeen, Aberdeenshire and Moray (79);
- Glasgow (65);
- Edinburgh (64);
- Fife (46).

3.58 An increase in referrals to individual Child Protection Committees coincided with the launch of the marketing campaign in February 2008. As highlighted previously this suggests public awareness about the CPL and its remit increased through the marketing campaign.

3.59 Areas that were fully engaged in the marketing campaign, generally received a much higher number of referrals. Conversely, there were some areas who although fully engaged in the national marketing campaign, received a relatively low level of referrals, for example:

- Scottish Borders (6);

- Argyll & Bute (9);
- West Dunbartonshire (11);
- Falkirk (12).

3.60 Referral levels to areas who had engaged in selective elements of the marketing campaign were less consistent. For example, areas such as North Lanarkshire (28), West Lothian (22), and South Lanarkshire (21) received a greater level of referrals. Other areas received considerably less referrals (Inverclyde, Stirling and Western Isles).

3.61 The four areas that 'opted out' of any form of marketing as would be expected received a very low level of referrals. These included:

- Clackmannanshire (3);
- Orkney Islands (0);
- Shetland (1).

3.62 East Lothian did not engage in the marketing campaign; however it received 21 referrals through the CPL. The prevalence of the marketing campaign in the neighbouring area of Edinburgh may explain this high level of referrals.

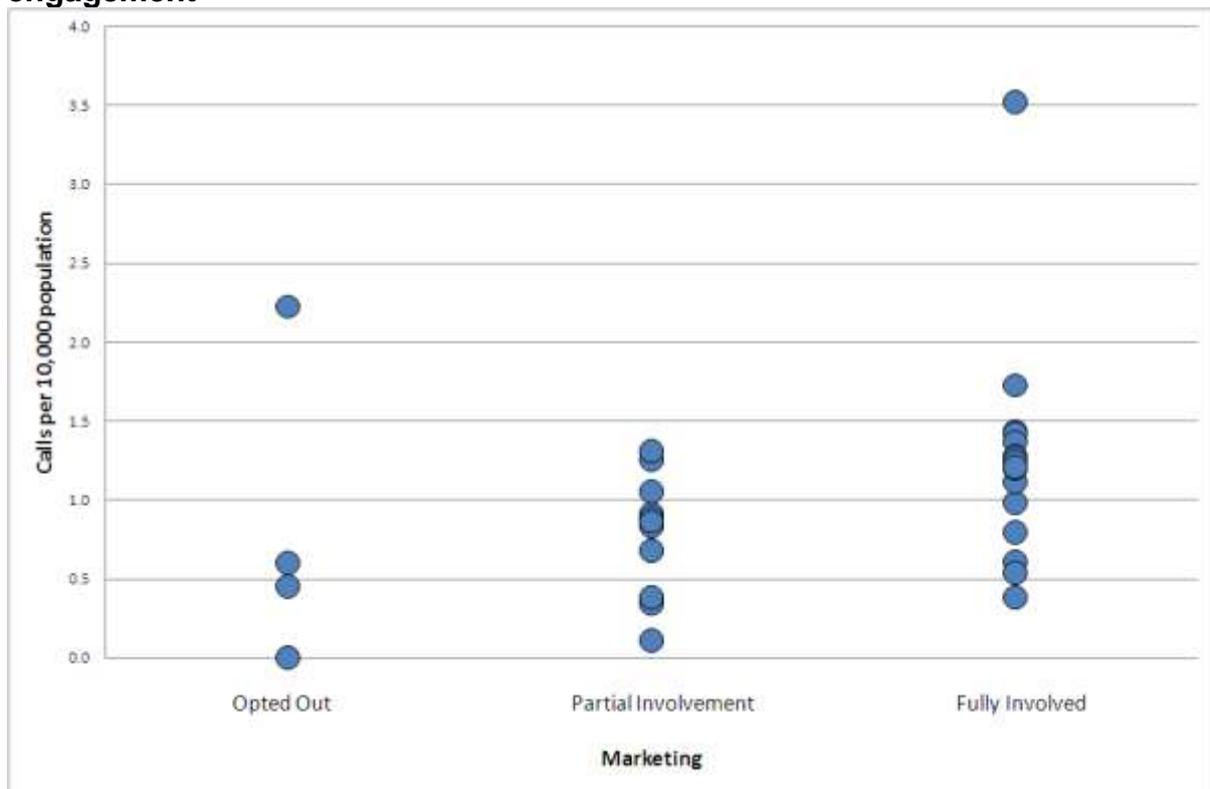
3.63 Marketing engagement is an important factor influencing referral levels in local areas. However, disparity across local areas that have employed the same marketing approach suggests the presence of other contributory factors, including:

- demographics of local areas i.e. rural vs. urban, population density;
- a lack of willingness within some local areas to report child protection concerns;
- an existing good awareness of local access points to services;
- level of need within local areas.

3.64 Variation in referral levels across areas that were fully engaged in the marketing campaign are particularly interesting to consider. Densely populated urban areas such as Glasgow and Edinburgh, with well recognised and prevalent child protection issues, will always yield a greater level of referrals than less populated rural areas.

3.65 Figure 3.1 helps to demonstrate the possible relationship between referral levels and the level of engagement in the marketing campaign. 'Calls per 10,000 residents' shows the expectation that more densely populated areas are more likely to generate CPL calls. There is evidence of a relationship, suggesting that increased marketing engagement generated more referrals.

Figure 3.1: Calls per 10,000 residents by local authority and marketing engagement



Source: YCL data, 2009 and National Statistics, Population Mid-Year estimates, 2007

Website Performance

3.66 The Scottish Government launched the Child Protection Line website in February 2008. A more detailed analysis of the website usage can be found in Annex B.

3.67 The website attracted a reasonable level of visitors. 3,269 visits were made to the website between February – October 2008. Of these, 78% (n=2,565) were unique visitors. This suggests that 22% (n=704) visited the website more than once, but there could be fewer than 704 unique individuals.

Table 3.6: Overview of Website Usage

Month	Visitors	Visits
Feb-08 (15 - 29)	303	437
Mar-08	318	423
Apr-08	232	280
May-08	215	262
Jun-08	194	221
Jul-08	186	213
Aug-08	175	208
Sep-08	257	286
Oct-08	291	323
Nov-08	232	264
Dec-08	162	171
Jan-09 (1 - 22)	164	181

3.68 Signposting to the website was generally directly typed in. The majority of visitors to the website typed the address in directly (86%, n=2,795). There were only a small number of visitors who had found the website through search engines or referring websites (7.7% and 6.8% respectively).

3.69 Visitors to the website have fluctuated over time (see Table 3.7). As would be expected, the peak level of visitors was greatest at the time of the launch.

Table 3.7: Visitors and Visits by Month

Total Visits	3,269
Unique Visitors	2,565
Ave Pages per Visit	4.59
Bounce Rate	42.15%
Ave Time on Site	02:12 minutes
Total page views	15,013

4 IMPACT OF THE CHILD PROTECTION LINE

4.1 The evaluation sought to assess the impact of the Child Protection Line at two distinct levels:

- on public awareness about child protection issues;
- at a child/family level.

4.2 This assessment draws predominately on the views of Child Protection Committees. Additionally it draws on a review of referrals/case files within two Child Protection Committee areas and a minimal amount of feedback provided by callers to the CPL.

Impact on Public Awareness about Child Protection

4.3 The CPL had a distinct remit to increase public awareness about child protection. This remit related to both increasing and clarifying public awareness about how to access support if required and encouraging the public to report child protection concerns.

4.4 Gaining access to a sample of CPL callers was problematic. The evaluation originally aimed to achieve a sample of callers to explore directly their views and experience of the CPL. The majority of callers however were unwilling to engage in a telephone interview as part of the evaluation. This severely limited our ability to fully understand callers' reasons for contacting the CPL.

4.5 Specific evaluation questions were therefore incorporated into the CPL advisers' dialogue with callers. The purpose of this approach was to collate perceived benefits to the caller of using the CPL. When deemed appropriate by the advisers, callers were asked the following questions:

- what would you have done if the Child Protection Line did not exist?
- was the help provided by the CPL useful?

4.6 Twenty callers provided feedback and two callers agreed to participate in a short telephone interview. There are however methodological limitations with this approach. It is not possible to draw any meaningful conclusions from the views of these callers, due to the size of the sample and the brief nature of the questions asked. The ability to generalise of these findings to the wider general public is therefore not possible. The findings however are useful for providing an illustrative view of the benefits of the CPL from a caller perspective.

4.7 **The CPL has been beneficial in providing an access point to services that callers may have been unsure how to contact previously.** Almost a third of callers reported that they would have been unsure who to contact if the Child Protection Line had not existed (see Table 4.1).

4.8 Awareness of other potential access points to services however was also evident across the sample of callers:

- 25% of callers specified that they would have utilised a statutory service as an access point;
- 15% of callers specified that they would have utilised another telephone CPL;
- 70% of callers reported finding the Child Protection Line useful.

Table 4.1: Who would the caller have contacted if the Child Protection Line did not exist?

	Number	%
Don't know/unsure	6	30
Police	3	15
Other (e.g. contact at Child's School, used phonebook to source other number)	3	15
Childline	2	10
Social Services	2	10
Undisclosed	2	10
Parentline	1	5
Nobody	1	5
Total	20	100

4.9 A case study example of one callers' views on the benefits of the CPL is presented below and demonstrates:

- the value of the CPL to individual callers;
- potential accessibility difficulties.

R called the CPL late on Friday evening. She had picked up a leaflet advertising the CPL at a public place.

The caller thought her call was handled very well by the adviser. They were reassuring which was important to her as she had not made the call easily. R found making the call very beneficial as it brought out several issues which needed to be brought out into the open and dealt with. R reported feeling better because of the conversation with the adviser.

R commented that she would call the CPL again. However, she has subsequently found out the number for her local social services and so would perhaps now call them.

R did point out that after she had made the call on the Friday night, things escalated over the weekend. She had tried to call the Child Protection Line again on the Monday morning between 8-9am but was not able to get through. She tried several times without success. She had the local social services number by this time and so called this successfully. She did however think that this difficulty on a Monday morning should be highlighted as it could present a barrier for somebody else.

Overall, she was grateful for the CPL's existence.

- 4.10 The case study articulates the value of the CPL at an individual caller level. The accessibility difficulties faced however by the caller are important to consider.
- 4.11 **The Child Protection Line is perceived to have had a major impact on public awareness about child protection by a small number of Child Protection Committees.** However, Child Protection Committees were not able to substantiate these views. A perceived increase in public awareness at a local level was therefore anecdotal, rather than evidence-based. Child Protection Committees who had been involved in the marketing campaign (either fully or for selective elements) were more likely to report that public awareness had increased.
- 4.12 There is the potential for the CPL to have a much greater impact on public awareness. The snapshot of callers views suggests that at an individual caller level the existence of the CPL may have clear benefits. However, fully understanding the impact of the CPL on public awareness is not possible within the scope of this evaluation. This would require a much larger scale investigation across the general public.
- 4.13 The potential for the Child Protection Line to have a long-term and sustainable impact on public awareness is currently affected by a number of key factors:
- the length and intensity of the marketing campaign;
 - lack of robust evaluation or consultation at a local level with the general public to understand the role of the CPL in increasing public awareness;
 - inconsistent marketing campaign engagement across local areas.
- 4.14 These factors need to be resolved if the impact on public awareness is to be maximised.

Impact at a Child and Family level

- 4.15 The impact of the Child Protection Line at a child and family level was explored through the evaluation. Assessing the impact of the CPL at this level is imperative in understanding the 'added value' of the CPL in providing information on:
- the identification of new cases;
 - new incidents related to existing cases;
 - existing cases.
- 4.16 It was anticipated that analysis of referrals and case files at a local level would provide valuable insight into the outcomes and impact achieved for children and families. However, the identification of referrals and case files at a local level was problematic, The analysis therefore focused on:
- a review of the **case files of five children or young people** within one Child Protection Committee, for which there was a concern reported through the Child Protection Line (Area A);

- a summary of 26 referrals received through the Child Protection Line, from another Child Protection Committee area (Area B).

4.17 **The majority of cases were already known to Social Services at the point of referral from the Child Protection Line.** From the review of the five case files, three children were already known to Social Services at the point of referral from the Child Protection Line. Of the 26 referrals reviewed from the other Child Protection Committee area, 15 cases were already known to Social Services.

4.18 Reasons for prior involvement with Social Services in Area A included incidents with the police, domestic incidents and disability/special needs issues. Information on the cases' prior involvement with Social Service in Area B was not available.

4.19 Areas of concern were wide ranging. From the case file review and the review of referrals, the main areas of concern included:

- domestic violence/problems associated with family/social relationships (e.g. relationship between mother and father, divorce, shouting/verbal abuse);
- disabilities/development problems;
- possible drug/alcohol related issues on the part of the parent;
- neglect;
- difficulty in engaging the family with other services;
- physical and emotional abuse.

4.20 Clear outcomes were achieved for these referrals, including:

- ongoing support and monitoring by Social Services;
- joint investigations with the police;
- engagement with a health visitor/professional/GP;
- advice provided to parents for specific issues;
- children placed on child protection register/placed in foster care;
- issues resolved/family left area;
- person causing concern removed/left family circle (e.g. childminder/violent partner).

4.21 Less common outcomes for individual cases included referral to other welfare services, referral to family mediation and monitoring by schools.

- 4.22 **Positive benefits have been achieved for children and families through the establishment of the Child Protection Line.** The identification of ten families (from the case file and referral review) previously unknown to Social Services, but with prevalent issues is a positive outcome. The information provided by callers to the CPL on these and also existing cases has clearly led to positive outcomes at an individual case level. For example, information from callers has resulted in new or continued involvement from either Social Services or other services.
- 4.23 The majority of new families identified through the Child Protection Line are not being pursued as child protection issues. Of the ten new families, only one has been pursued as a child protection case. The remaining nine cases were below the child protection threshold and therefore resulted in either advice on child welfare, support from other services or did not result in any further action.
- 4.24 There are difficulties in understanding and evidencing the impact of the Child Protection Line at a child and family level. It is these difficulties that limit understanding of the **additionality of the outcomes achieved** at a case level. That is, whether the same outcomes would have been achieved without the existence of the Child Protection Line.
- 4.25 The views of the majority of Child Protection Committees were that there had been no impact at a case level through the establishment of the CPL. The case file review however does suggest some evidence of positive outcomes, although the additionality of these outcomes is difficult to conclude. The '*no impact*' viewpoint at a child/family level taken by the Child Protection Committees is perceptual. This is helpful in offering a strategic perspective on the impact of the CPL at a child/family level; however it is not possible to triangulate these findings fully with the views of practitioners, callers to the CPL and the review of case files. This causes significant difficulty in drawing a clear view of the impact of the Child Protection Line at a child and family level.
- 4.26 **Greater analysis of case files at a local level and further exploration into practitioners' views of impact at a case level would be valuable.** Inconsistent tracking at a local level severely hindered the opportunity for a larger sample of case file reviews to be undertaken; detracting from a meaningful assessment of impact at a case level.

5 VALIDITY OF THE STRATEGIC AIMS OF THE CHILD PROTECTION LINE

5.1 In understanding the strategic effectiveness of the CPL, the evaluation also sought to assess whether the strategic aims of the Child Protection Line were valid, and whether the CPL was best placed to deliver on these strategic aims.

5.2 The Child Protection Line had clearly defined strategic aims. These were:

- to respond to the research undertaken by MORI as part of the audit and review of child protection that led to the report *“it’s everyone’s job to make sure I’m alright”*. In the report the public indicated that they did not know who to contact if they had a concern and were confused about the number of contact details available;
- to provide a single, well-publicised number for members of the public to call to report a child protection concern, or to get more information about child protection;
- to raise awareness that child protection is everybody’s responsibility and encourage the public to report concerns about children or young people when they have them.

5.3 In this section we explore:

- commitment for the CPL at a local level;
- inconsistent engagement in the CPL across local areas;
- the remit of the CPL;
- call demand and impacts of CPL.

Commitment for the Child Protection Line at a Local Level

5.4 Commitment for the establishment of the Child Protection Line at a local level was generally low. Expectations of the CPL across the majority of Child Protection Committees were generally limited and negative. Six Child Protection Committees reported having no expectations of the CPL. Local area expectations, where reported, were consistent with the strategic and operational aims of the CPL. Most commonly reported expectations were to:

- raise awareness amongst the public regarding child protection issues;
- provide a gateway/signposting telephone line through the provision of a single memorable number of local support lines;
- increase child protection referrals at a local level.

5.5 Local areas were generally in agreement with the need and rationale underpinning the establishment of the Child Protection Line. Local areas agreed with the need to increase awareness about the public’s responsibility to report child protection concerns and to increase awareness of how the general public could report child protection concerns.

- 5.6 Improving awareness of access points to support was not reported to be an issue for all local areas. Locally-focused research and consultation in six Child Protection Committees had highlighted an existing good awareness amongst the general public about access points to services. Only one of these six areas had 'opted out' of the marketing campaign.

"In our area people are very aware of social services and the knowledge within communities is very good." (Child Protection Committee Lead Officer)

- 5.7 The CPL was not viewed as being an effective response to meeting the need identified in *"It's everyone's job to make sure I'm alright."* Therefore, although the majority of areas agreed with the rationale for establishing the CPL, it was not felt that the Child Protection Line best met this need. Many areas saw the establishment of the CPL as being a 'knee jerk' decision in response to high-profile child protection cases such as the Danielle Reid case. This was evident across Child Protection Committees who had both 'opted in' and 'opted out' of the marketing campaign.

"It's a human reaction to the guilt that some people felt at a terrible situation." (Child Protection Committee Lead Officer)

"There was a consultation process, but I felt that a political decision had already being made." (Child Protection Committee Lead Officer)

"It was an idea that was developed by a politician. The Government ran with it, didn't want to listen to advice from local areas, and it is an area that has not achieved what it intended to." (Child Protection Committee Lead Officer)

- 5.8 There were positive views on the decision to establish a national service across some areas. A number of areas positively reported on the need for a local sign-posting service, reporting that it had both the potential to complement local awareness access points.

"For areas with many possible telephone numbers it's a good thing. I saw it as being beneficial in providing one generic number." (Child Protection Committee Lead Officer)

"I saw it as an alternative to local services." (Child Protection Committee Lead Officer)

"Any awareness raising about child protection is a good thing." (Child Protection Committee Lead Officer)

- 5.9 Limited prior research into the need for a national line was a key concern across local areas. Local areas felt that there had not been sufficient exploration into whether the need for a national line was prevalent across all local areas, and whether this was the best approach to meeting this need. Recognition of local area variation was not felt to have been taken into account in the decision to establish the national line.

“It is more important to advertise local services in a small area; we only have three social work offices. If there is a problem with which number to ring, it is easy for any of them to redirect to each other. There is more of a point for the Child Protection Line in bigger cities”

- 5.10 The majority of local areas, although having initial concerns about the decision to establish the CPL, actively engaged in the marketing campaign, either fully or for selective elements. This demonstrates a willingness of local areas to support or trial the national campaign, even with some level of reservation.
- 5.11 There were high levels of disappointment and dissatisfaction with the reality of the operation of the CPL. Local areas did not feel that the CPL was successful in meeting its strategic aims. Key areas of dissatisfaction were:
- inconsistent engagement in the Child Protection Line across local areas;
 - the narrow remit of the Child Protection Line as a signposting service;
 - call demand and impact.
- 5.12 Other key areas of dissatisfaction that have been discussed already include the level of resource allocated to the marketing and the poor synergy with local awareness raising activities.

Inconsistent Engagement in the Child Protection Line across Local Areas

- 5.13 The development of a consistent and coherent national child protection awareness raising message was influenced by the variation in engagement in the CPL across local areas. A key strategic aim of the CPL was to provide a well-publicised single number for the general public to call. Disparity in engagement across local areas was not conducive in embedding and delivering a national child protection awareness raising message.
- 5.14 Local areas valued the marketing campaign, but did not feel that it was either extensive enough or sustained over a long enough period of time.

The Remit of the Child Protection Line

- 5.15 **Operation of the CPL as a signposting service limited the potential of the Child Protection Line to maximise its impact and achieve its strategic objectives.** Widening the remit of the Child Protection Line was a key request across the majority of local areas. This included areas who had fully engaged in the marketing campaign, and also areas that had been more selective in their marketing approach.
- 5.16 Developing a telephone-based professional-led delivery model offering advice and guidance to the general public was a key request by local areas. Widening the remit of the CPL to incorporate an advice and guidance based function, was felt to offer the opportunity to better meeting the strategic aims of the CPL.

- 5.17 The rationale for a professional-led model of delivery was influenced by perceptions that the CPL was not currently ‘adding value’ to existing awareness raising activity. Concerns about duplication of effort with local awareness raising campaigns, and the creation of an additional referral layer are all valid concerns in supporting the need for a wider CPL remit.
- 5.18 The evidence from the evaluation suggests that greater consideration by the Scottish Government into the exact requirements for the remit of the Child Protection Line would have been beneficial. The high level of information calls received through the CPL, highlights a potential demand for support below the child protection threshold, for example in relation to children in need services or early intervention services.
- 5.19 The CPL (as highlighted in paragraph 3.49) has a clear benefit in dealing with general information calls that may have previously been dealt with by local Social Work departments; freeing up capacity at a local level. Although the CPL plays a distinct role in signposting callers to other websites and telephone lines, the advisers are not trained to offer advice and guidance to callers.
- 5.20 The high level of information calls received suggests that some callers may benefit from additional advice and guidance based support. Although this may be below the child protection threshold, it would be of benefit to address. This approach would ‘add value’ to the signposting that is currently offered to such callers by the advisers. The feasibility for the CPL to currently meet this need through its call-centre approach is limited. The CPL advisers do not have the skills or experience in child protection policy or in wider Children’s Services professional practices to appropriately deal with such calls.
- 5.21 Developing the CPL to incorporate an advice and guidance function, manned by professionals and available for the general public could potentially increase its impact. This may involve offering support to callers, who may not immediately need to refer a child, but may benefit from some advice from a Social Work professional.

“We need to decide what welfare is and what protection is. My concern is that the Child Protection Line gets lost in preventative low level measures. Clearly an outcome of the CPL is that we know there are people out there concerned but perhaps not at the child protection threshold. Adults need advice but not necessarily a referral. We need to consider whether professional staff should be taking the calls.”
(Scottish Government working group stakeholder)

- 5.22 There are potential difficulties in establishing a professional-led model for the general public which is recognised at a local level. Variation in child protection processes across local areas are a key barrier to such an approach:

“It would be difficult unless we had a national team. Even then they wouldn’t know all the child protection procedures in each differing authority. There already helplines which cover all topics anyway – NSPCC for children, Childline for reporting abuse and the Parentline for struggling parents.” (Child Protection Committee Lead Officer)

Call Demand and Impacts of the Child Protection Line

5.23 Relatively low call demand and perceptions of limited impacts have been damaging to local area commitment to the CPL. Local areas initially committed to the existence of a national line now report significant concerns about whether the level of calls received represent value of money and whether the existence of a national line as it is currently operated can be justified.

5.24 The low level of calls from local areas, particularly in comparison to perceived levels of calls through local access points, does raise significant questions as to whether the Child Protection Line in its current form is best placed to deliver on its strategic aims.

“Given the small numbers of calls it is difficult to gauge the effectiveness. People generally think a national line is a good idea if you ask them – but then they also hope they never have to use it. It’s like 999.” (Child Protection Committee Lead Officer)

5.25 The perceived limited impact of the CPL on public awareness and at a child and family level also raises issues as to whether a national line is best placed to meet need.

6 KEY FINDINGS AND FUTURE DEVELOPMENTS

- 6.1 The CPL was established with a clear remit, and clearly defined strategic and operational aims based on the needs identified in *“It’s everyone’s job to make sure I’m alright.”* However, unease with the establishment of the CPL across the majority of local areas and the key issues and challenges in successfully operating the CPL, raise pertinent issues for future consideration.
- 6.2 There are valuable aspects of the Child Protection Line. The marketing campaign in particular was positively rated for the powerful message portrayed. There have however been key challenges and issues faced in the operation of the CPL, and as such there is considerable potential for it to be developed and its remit strengthened. This future development depends on the commitment of the Scottish Government to build on these positive elements and to respond to the findings from this evaluation.

Key Findings

- 6.3 The majority of local areas do not value the Child Protection Line in its current operational model. Although the principle and need underpinning the establishment of the CPL is valued by the majority of local areas, the current delivery model is not viewed as being an effective solution to meeting this need. This is due to the following reasons:
- duplication of effort and resources with local awareness raising campaigns;
 - low call demand and costs associated with operating the CPL;
 - perceptions of limited impact and ‘added value’ to existing local practices and access routes.
- 6.4 The strategic approach to the management of the CPL has caused specific issues at a local level. There is poor synergy between local awareness raising campaigns and the Child Protection Line. Many local areas were running existing locally-focused awareness raising campaigns when the CPL was established. This led to conflict and duplication between local awareness raising messages and the national campaign, causing potential confusion amongst the general public. Although local areas often employed specific strategies to improve synergy and to minimise confusion, this issue was an area of concern.
- 6.5 The Child Protection Line has been effectively operated and managed by the Scottish Government working group and the Essentiagroup. Robust and efficient operational processes and protocols were implemented. These included clear processes to ensure advisers were dealing with calls using a standardised approach and to ensure the successful transfer of calls to local areas. There were limited negative views of the organisation’s operation of the CPL at a local level, with it being reported that they delivered an effective ‘call centre’ model.

- 6.6 A powerful child protection message was created through the marketing campaign. The potential effectiveness of the campaign in raising public awareness about child protection was viewed very positively by the majority of local areas. Limitations in the marketing approach however have limited the potential impact of the campaign. These include:
- inconsistent engagement across local areas in the marketing campaign. This has been detrimental in delivering and embedding a national child protection awareness raising message;
 - length and intensity of the marketing campaign.
- 6.7 Poor tracking and monitoring systems at a local level by Social Work departments have been detrimental in understanding the 'added value' of the CPL at a child and family case level. Guidance on referral and tracking procedures, although provided by the Scottish Government, was not consistently adhered to across local areas. Referral tracking has not been a priority for local areas, causing major difficulties in the identification of referrals. This constraint significantly impedes our ability to fully understand the outcomes and impacts achieved at a child and family level.
- 6.8 There is evidence of positive benefits having been achieved for referrals made through the CPL. The identification of new families previously unknown to Social Services, in addition to new information being provided on existing cases, all suggest positive benefits of the CPL. Positive outcomes for these families include ongoing support from Social Services, joint investigations with the police and engagement with other services. Many of the cases reviewed were not pursued as a child protection case, however the referrals did in the majority of cases result in some form of service intervention, suggesting positive outputs from the referrals.
- 6.9 Understanding the impact of the CPL on public awareness of child protection is limited by methodological constraints. The existence of the CPL has clearly been beneficial for some of the general population who may have previously had a poor awareness of access points into local services – a view that is supported by some Child Protection Committees. However, wider generalisations of the impact of the CPL on increasing public awareness about access points are not possible due to sample limitations.
- 6.10 The current operation of the CPL is offering limited 'added value' to existing awareness raising about child protection. This raises issues as to the continued viability of the existence of a national number. Perceptions at a local level suggest that without the CPL, calls would come through other local access points. Additionally, the higher level of calls received through local access points suggests that the CPL, although beneficial to a small cohort of the general public, is not a cost-effective approach to meeting needs.

- 6.11 Inconsistent engagement in the marketing campaign across local areas has not been conducive to embedding a national awareness raising message. The autonomy provided to local areas in their approach to marketing has diluted a consistent and coherent message nationally. The CPL clearly had the potential for further development and enhancement to better meet the needs of its target audience. Greater consistency in engagement across local areas and the need for further resource allocation is required if the impact of the CPL in the longer-term is to be fully understood.
- 6.12 The opportunity for the remit of the CPL to be refocused and enhanced to better support its target audience was a recurring finding across local areas. The development of a practitioner-led line, offering advice and guidance to the general public concerning child protection issues was viewed by both national and local stakeholders as providing the opportunity to significantly enhance the potential impact of the CPL.

Future Developments

- 6.13 Based on the evidence provided in this evaluation, the current operation of the Child Protection Line is not the most effective approach to meeting the needs outlined in *“it’s everyone’s job to make sure I’m alright.”* We therefore present three potential approaches for the future development of the CPL. These approaches have been developed based on the following key considerations:
- the outcomes and impact achieved by the CPL and the potential of maximising the impact of the CPL;
 - the perceived value of the CPL by Child Protection Committees;
 - key challenges and successes faced in the establishment of the CPL, and their potential solutions.
- 6.14 There are two main aims of the Child Protection Line. It is the difference in the focus of these aims which is particularly important to consider in the future development of the CPL. The aims of the CPL are to:
- provide a contact point for the public to call if they have a child protection concern; or to receive more information about child protection; and
 - raise awareness that child protection is everybody’s responsibility and to encourage the public to report concerns about children or young people when they have them.
- 6.15 Increasing public awareness that child protection is everybody’s responsibility is clearly a longer-term policy aim of the CPL. Limitations in the operation of the CPL including the longevity of the marketing campaign, and variation in engagement in the marketing campaign across local areas means that it is very difficult to fully understand the impact of the CPL on increasing public awareness about child protection.

6.16 Decisions on the future development of the Child Protection Line should be informed by greater clarity and understanding of the outcomes and impact that the CPL is aiming to achieve. The evaluation has aimed to explore some of the key assumptions underpinning its establishment. There are important to revisit when considering the future development of the CPL. For example:

- does the existing need originally identified in the audit of child protection services still exist and to what extent across local areas?
- what is the scope of need and demand for the CPL?
- who is the target audience for the Child Protection Line?

6.17 The evaluation clearly provides some of the answers to these questions, however as highlighted in the methodology, there were some specific issues in evaluating the CPL comprehensively. The sensitive nature of the CPL means that it was not possible to effectively engage a large enough sample of callers or Social Work practitioners to fully understand the 'added value' of the CPL. It is these methodological limitations that although allow us to provide perceptions of the value of the line (or not) at a local level, do not allow us to make a comprehensive and rounded assessment of the impact of the line at a child and family level.

6.18 The future development of the CPL therefore needs to be considered in relation to the views of local areas on the value of the line, data on the demand for the line and the ability for the impact of the CPL to be maximised.

Option 1: Enhancement of the Current Operational Model

6.19 There is the potential to enhance the current operational model of the Child Protection Line. The following improvements are suggested to improve the operational model of the CPL.

6.20 **Further resource allocation to the marketing of the CPL.** Difficulties in understanding the long-term impact of the CPL on public awareness about child protection have been affected by the intensity of the marketing campaign. Allocating further resource to marketing would allow:

- the awareness raising message to be further promoted and embedded at a national level;
- a greater understanding of the impact of increased marketing on call demand and outcomes.

6.21 **Improved tracking and monitoring of referrals at a local area level by Social Work departments is required.** Resolving the tracking difficulties previously identified is imperative in allowing the impact of the CPL to be more effectively evidenced and understood at a child and family level. This would require more robust and consistent referral tracking across local areas, to ensure referrals are clearly identifiable at a local level.

6.22 **A more consistent approach to engagement in the national marketing campaign.** Local areas that have ‘opted out’ or engage in selective elements of the marketing have detracted from creating a thorough and consistent message nationally. Greater consistency in marketing engagement across local areas would strengthen the campaign message.

6.23 Enhancing the current operational model of the Child Protection Line in this way has key strengths and weaknesses that should be considered.

Strengths of approach	Weaknesses of approach
<ul style="list-style-type: none"> • enhancing the operational model would provide a more longitudinal viewpoint of the impact of resource allocation on call demand and outcomes. • enhancement of the model would contribute to embedding a national awareness raising message at a local level. 	<ul style="list-style-type: none"> • requirement for the further allocation of resources to support this enhancement. • resource and commitment needed at a local level to improve monitoring and quality assurance of referrals. • this approach would conflict with the concordat with local government which has devolved the majority of decision making power and budgeting decisions to local government; • potential of alienating local areas if involvement becomes mandatory.

Option 2: Variation in Operational Model

6.24 There is the potential to vary the current operation model of the Child Protection Line. The two options presented below have been developed based on feedback from local and national stakeholders.

a) Professional-led Operational Model

6.25 There is strong support across a number of Child Protection Committee areas for the remit of the CPL to be refocused to support a more **advice and guidance based function**. Operation of the CPL by Social Work practitioners to provide advice and support to members of the public was supported across the majority of Child Protection Committees. Adopting a NSPCC or Parentline model of delivery was felt to offer the opportunity for the CPL to both better support the current target audience and to potentially support a wider target audience. This extended remit could include:

- offering advice, guidance and information on:
 - Child Protection and Social Work procedures that callers may be currently going through;
 - pertinent issues that callers are dealing with that may be below the child protection threshold but would value independent professional advice/guidance on;

- concerns faced by members of the public.

6.26 The scope of this refocused remit of the CPL is wide reaching. There are however, considerations to take into account when deciding to adopt this professional-led model of delivery. This approach would significantly impact on the resource needed to operate and deliver the CPL, however would have the potential of offering a much enhanced service.

Strengths of approach	Weaknesses of approach
<ul style="list-style-type: none"> • there is good commitment for this variation in operational model across the majority of Child Protection Committees. Local areas commented that adopting a 'professional-led' operational model would 'add value' to the signposting remit of the CPL. • would offer a unique service that could complement existing telephone lines such as Childline and Parentline plus, by providing advice and guidance for members of the public around child protection issues. • would reduce duplication with existing local awareness raising campaigns. • potential for greater impacts at a child and family level and across the general public over the longer-term. • professionals may be more successful in engaging callers, with the potential to 'add value' to a call-centre approach. 	<ul style="list-style-type: none"> • resource intensive. • potentially logistically difficult in tailoring advice/guidance to local areas, due to variation of child protection processes and protocols across local areas. However, this level of variation should be minimal as local areas are inspected against the same standards.

b) Signposting to Local Area Access Points

6.27 This approach involves the continuation of a national child protection awareness campaign, but discontinuing the national call centre approach, and instead incorporating signposting to local area access points. For example, the national marketing materials would continue to be used, but would incorporate local numbers instead of the national number.

6.28 This approach offers the opportunity to both embed the awareness message at a national level and to alleviate many local areas concerns that the CPL is currently detracting from local access points and creating possible confusion.

6.29 The marketing campaign was viewed as one of the most positive aspects of the Child Protection Line. Utilising this option would ensure that this key strength continues to be maximised, whilst streamlining the referral process.

6.30 This approach would detract from the advice provided when launching the marketing campaign for the CPL that using additional numbers within the national marketing may dilute the impact of the message portrayed. This issue may be of less concern if the national marketing was able to display one number for each local area; however the existence of multiple numbers for Social Work departments for more populated or larger areas currently, would mean that this would need to be addressed first before this approach could be effectively employed.

Strengths of approach	Weaknesses of approach
<ul style="list-style-type: none"> • eliminates the need for a national call centre, therefore reducing costs; • this approach would streamline and improve the consistency of the awareness raising message, this reducing potential confusion about the many of numbers at a local level; • offers ownership to local areas to address local needs. 	<ul style="list-style-type: none"> • further resource needed for an sufficient level of marketing nationally; • this approach may detract from the anonymous benefit offered by the national line; • requires commitment from all local areas to be successful. • local areas have, through the concordat, been provided with direct funding from the Scottish Government; this approach may detract from this.

Annex A
Analytical Framework

Child Protection Line Evaluation Framework

Evaluation Aims	Key Questions/Themes	Method					
		Doc. review	MI data	National stakeholders	Local Stakeholder	Case Studies	Service user consultations
Aim 1: to understand the context of the child protection line	Strategic context						
	What were the original gaps/needs that the helpline/campaign intended to address (policy context, previous MORI research etc)?	✓		✓	✓		
	What is the current national context (national and local) for the delivery of the CP line? Do the original needs still exist? In the same way? How has the climate changed since the line was implemented?	✓		✓	✓		
	How does the child protection line fit within wider child protection strategic developments?	✓		✓	✓		
	Local context						
	What has been implemented at a local and operational level to address the original needs of the helpline campaign? e.g changes in child protection processes/protocols/referral mechanisms	✓			✓	✓	
	What is the context of local areas in relation to child protection processes/referrals/trends?	✓	✓		✓	✓	
	How has the helpline, website and campaign been integrated within wider patterns of activity at a local level? e.g in relation to other local referral structures, practices and awareness raising mechanisms	✓		✓	✓	✓	
	Stakeholder expectations						
	What were the strategic and policy expectations for the helpline?	✓		✓	✓		
	What were the expectations of the helpline for child protection practitioners at a local level? Have these expectations been met?			✓	✓	✓	
	What were the expectations of the public in ringing the line? (e.g. why were they ringing?) Were these expectations met? What 'added value' does the line provide to the public? e.g. did they have difficulties previously knowing who to contact with concerns?					✓	✓
	Costs						
	What are the costs of running the helpline (e.g. staff costs, cost per call, overheads etc)	✓	✓	✓			
	What are the costs of running the website? (e.g. hosting fee, design etc)	✓	✓	✓			

Child Protection Line Evaluation Framework

Evaluation Aims	Key Questions/Themes	Method					
		Doc. review	MI data	National stakeholders	Local Stakeholder	Case Studies	Service user consultations
	What are the costs associated with the marketing campaign?	✓	✓	✓			
	How do these costs compare to other similar helplines, services, local referral routes, information campaigns?	✓	✓	✓			
Aim 2: understanding the effectiveness and efficiency of the Child Protection line	Strategic						
	How do the needs and expectations of the CP line differ across local areas? How do differences in needs and expectations influence views on the value of the line and the outcomes it achieves?			✓	✓	✓	
	What other changes have been made at a national level to support clarity and coherence regarding the CP line?	✓		✓	✓		
	What other changes have been made at a local level to support clarity and coherence concerning the CP line?	✓			✓	✓	
	Do other local child protection campaigns exist? How do such campaigns complement or conflict with the national helpline? Which is more successful in meeting need?	✓		✓	✓	✓	
	Is the helpline and campaign an appropriate resource to address needs? Are there any other options and solution that would be more effective?			✓	✓	✓	
	Which elements of the campaign have been most valuable? Is the helpline the first port of call for users, or have they tried other services/helplines first?				✓	✓	✓
	What have been the key strengths and weaknesses of the helpline and campaign?			✓	✓	✓	
	Helpline performance						
	How is the helpline performing in terms of strike rates, out of hours availability etc? What are the key challenges in successfully operating the helpline?		✓	✓	✓		
	Are there any access issues for those calling the helpline? For example, speed of response, out of hours capacity, peaks and troughs in calls, and the initial response/welcome of the helpline adviser? What impacts are these having on callers and the ability for the helpline to deal with calls successfully?		✓	✓	✓	✓	
	Are Essentia's protocols and procedures effective? How were these protocols/procedures developed? How are they quality assured? How is it ensured staff are adhering to these	✓		✓	✓		

Child Protection Line Evaluation Framework

Evaluation Aims	Key Questions/Themes	Method					
		Doc. review	MI data	National stakeholders	Local Stakeholder	Case Studies	Service user consultations
	protocols/procedures?						
	Have the delivery models adopted (trained bureau, dedicated staff) been effective? What has worked well? What has not worked well?	✓		✓			
	Are the calls been appropriately categorised and referred by the helpline? Are there any specific challenges/issues faced by the helpline operators in categorising and referring calls?	✓		✓	✓		
	How effectively are the calls dealt with? How do callers feel their call was handled?						✓
	Transfer success						
	What proportion of calls are successfully transferred to appropriate services/Local Authorities?	✓	✓				
	What are the key issues/challenges in successfully transferring calls?			✓	✓		
	Is there the capacity at a local level to respond to the referrals made by the helpline? What are the key challenges for local areas in responding immediately?			✓	✓	✓	
	Is there is a coherent response across areas in dealing with referrals?		✓	✓	✓	✓	
	What are the protocols/processes for dealing with referrals that can't be dealt with immediately? Are these protocols/processes followed effectively?	✓		✓	✓		
	Capacity of helpline staff						
	Do the helpline staff have the knowledge/skills and experience to effectively deal with calls/issues? What training and support have they been provided with?	✓		✓	✓		
	Are helpline staff provided with appropriate training and supervision? How are staff ongoing training needs met?	✓		✓			
	What ongoing information/guidance is available to helpline operators to inform decisions about how calls are dealt with?	✓		✓			
	How are calls quality-assured to ensure they have been dealt with effectively?	✓		✓			
	Are the helpline operators making appropriate and relevant referrals on to local areas? Could the referrals have been dealt with elsewhere/differently?		✓	✓	✓		
	Campaign effectiveness						
	How effectively is the website utilised? Does it provide appropriate and useful information to users?	✓		✓	✓		✓
	How many people have utilised the website (hit rates)? What other information/links are available	✓	✓	✓			✓

Child Protection Line Evaluation Framework

Evaluation Aims	Key Questions/Themes	Method					
		Doc. review	MI data	National stakeholders	Local Stakeholder	Case Studies	Service user consultations
	through the website?						
	How effective was the marketing campaign compared to other national/local campaigns? Was the message conveyed through the campaign clear? Was the campaign able to reach all those it was aimed at?	✓	✓	✓	✓		
Aim 3: to understand to the impact of the child protection line	Impacts on practitioners/local areas						
	Has the CP line improved public awareness and information regarding child protection? What impact has this had at a national/local level?		✓	✓	✓	✓	✓
	Is the public more likely to act to prevent and/or report child protection issues as a result of the CP line?				✓	✓	✓
	Has there been an increase in referrals to the services (Social Services/Police etc) as a result of the CP line? Does this suggest that CP issues are been more effectively identified earlier?		✓		✓	✓	
	What impact does the line have on child protection practitioners? Is it increasing/reducing workloads?			✓	✓	✓	
	How does the level of child protection need/thresholds via the helpline compare to other services?		✓		✓	✓	
	How the does the CP line contribute to the long-term prevention of child protection issues?		✓	✓	✓	✓	
	Are there differences apparent at a local level in relation to delivery and structures that impact on the outcomes and impacts of the helpline? e.g. coherence of information on delivery structures, implementation of other campaigns/awareness raising approaches?			✓	✓	✓	
	What is the additionality of the outcomes achieved? Are there any unmet needs that have not been met by the campaign/line?						
	Impact on service users						
How many referrals from the line have been in the following categories: a) no further action b) service or advice offered below child protection or other than child protection threshold c) a child protection follow-up of some kind	✓	✓	✓				

Annex B
Management Information Analysis

Summary of Child Protection Line Management Information

- Call demand significantly increased after the launch of the marketing campaign.
- The greatest proportion of calls received to the line were transferred to the relevant Child Protection team (81%; n=452). The proportion of these calls increased after the launch of the marketing campaign.
- Overall trends in increased call volume after the launch of the marketing campaign were generally reflected within individual Child Protection Committees. The Orkney Islands was the only area not to receive any referrals through the line. The launch of the line significantly increased call demand in more than ten Child Protection Committee areas.
- 658 calls to the line were in relation to a specific child. This increased from 61% to 75% of calls after the launch of the marketing campaign.
- The majority of calls were about one child (60%) and there was a similar proportion of calls relating to boys and girls.
- Calls in the majority related to children aged five or under (36%), followed by those aged 6-10 (30%);
- Concerns about unattended/unsupervised children were the most prevalent reasons for calls about specific children;
- The majority of calls came from neighbours (32%) and relatives (17%).

Introduction

1. This section presents the analysis of the Child Protection Line management information provided by the Essentiagroup. This information provides the context for the for the CPL in terms of supply and demand, in addition to providing an overview of the type of calls received through the line since its establishment.

Analysis process

2. The Essentiagroup operates the CPL, and collates and provides monthly monitoring data to the Scottish Government. The data utilised in this analysis will be presented under the following key headings:
 - call demand;
 - call outcomes;
 - profile of callers;
 - additional profile information;
 - information calls.
3. Analysis of the management information related to the period February 2007 and October 2008. To allow comparisons to be made between demand for

the line and the nature of calls received prior to and during/after the national marketing campaign the data has been analysed; providing a further breakdown between Feb 07 – Jan 08 (P1) and Feb 08 – Oct 08 (P2).

Data Issues

4. Analysis of the management information did pose some specific difficulties. Changes in the type of call information collected by the Essentia group during the development of the line hindered consistent analysis over time. We recognise that this was due to the line evolving over time and therefore present below some of the key issues faced and how these have been resolved or addressed during the analysis process.

Call outcomes data

5. A number of fields collected through the management information in relation to call outcomes were changed through the life of the Child Protection Line, meaning that it was not always possible to analyse all fields consistently across the months.
6. The '*incident in process*' field was not included in the management information collation until October 07. Additionally in February and March 07 only the total number of callers was recorded rather than this being broken down any further.

Caller profile data

7. The format for collating data on area of concern was changed in August 08 to allow information to be collected on callers' concerns across the following main categories:
 - adult behaviour towards a child or young person;
 - child's behaviour/appearance;
 - environment.
8. For the purposes of the analysis therefore the data available for these new categories from August 08 have been presented separately.

Call Demand

9. The table below presents call demand to the line, in total and before and after the marketing campaign was implemented.

Call Demand			
	Feb 07 to Jan 08	Feb 08 Onwards	Total
Total calls answered	538	1,992	2,530
Average number daily calls	1.52	7.27	4.03
Minimum Daily Call Demand	0	0	0
Maximum Daily Call Demand	14	48	48
Total calls lost	103	300	403
Average number daily calls lost	0.29	1.09	0.64
Strike Rate	84%	87%	86%

10. The total amount of calls answered since February 2007 is 2,530, and the total number of calls lost was 403. This gives an overall strike rate of 86%. The average number of calls received per day is 4.03. The minimum daily call demand is zero, and maximum 48.
11. The volume of calls increased significantly after the launch of the marketing campaign. Total calls answered during and after the marketing campaign increased by 370%. Strike rates improved from 84% to 87%. The average number of daily calls more than tripled, with maximum daily call demand increasing significantly from 14 to 48.
12. The following sub-section will look into the outcomes of these calls in detail; including between Child Protection Committees.

Call Outcomes

13. The table below outlines the overall call outcomes across the seven categories.

Call outcomes						
Total	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
Incident in Progress	0	0%	9	2%	9	2%
Successful transfer to CP Team	26	30%	164	35%	190	34%
Unsuccessful transfer. Info subsequently passed to CP Team	20	23%	242	51%	262	47%
Successful transfer to Police	28	32%	7	1%	35	6%
Unsuccessful transfer. Info subsequently passed to Police	2	2%	8	2%	10	2%
Caller abandoned without detail	1	1%	7	1%	8	1%
Number given	11	13%	37	8%	48	9%

14. Overall, child protection team transfers, whether successful or unsuccessful, account for the majority of call outcomes, accounting for 81% of calls.

Information giving calls accounts for 9% of the total calls. 6% of calls were successfully transferred to the police.

15. In both periods, before and after the marketing campaign, the proportions of calls are similar. The proportion of callers successfully transferred to a child protection team increased slightly after the marketing campaign (an increase of five percentage points from 30% to 35%). However there was a significantly greater number of callers that could not be immediately transferred through to a child protection team. This increased to 51%, compared to 23% before the marketing campaign.
16. Transfers to police decreased after the marketing campaign, with the number of transfers decreasing from 28 (32%) calls to seven (1%). The proportion of calls abandoned without detail remained constant.
17. The table below outlines the level of referrals that were received in each Child Protection Committee area.

Level of referrals to Child Protection Committee areas					
	Feb 07 – Jan 08		Feb 08 – Oct 08		All
	No	%	No	%	No
Aberdeen City	5	17%	25	83%	30
Aberdeenshire	7	21%	27	79%	34
Angus	2	20%	8	80%	10
Argyll & Bute	0	0%	9	100%	9
City of Edinburgh	15	23%	49	77%	64
Clackmannanshire	0	0%	3	100%	3
Dumfries & Galloway	1	11%	8	89%	9
Dundee City	5	33%	10	67%	15
East Ayrshire	2	20%	8	80%	10
East Dunbartonshire	0	0%	4	100%	4
East Lothian	9	43%	12	57%	21
East Renfrewshire	0	0%	1	100%	1
Falkirk	4	33%	8	67%	12
Fife	5	11%	41	89%	46
Glasgow City	5	8%	60	92%	65
Highland	7	27%	19	73%	26
Inverclyde	0	0%	3	100%	3
Midlothian	4	14%	24	86%	28
Moray	1	7%	14	93%	15
North Ayrshire	1	8%	11	92%	12
North Lanarkshire	2	7%	26	93%	28
Orkney Islands	0	0%	0	0%	0
Perth & Kinross	3	17%	15	83%	18
Renfrewshire	0	0%	21	100%	21
Scottish Borders	1	17%	5	83%	6
Shetland Islands	0	0%	1	100%	1
South Ayrshire	1	7%	13	93%	14
South Lanarkshire	3	14%	18	86%	21
Stirling	0	0%	3	100%	3
West Dunbartonshire	2	18%	9	82%	11
West Lothian	3	14%	19	86%	22
Western Isles	0	0%	1	100%	1

18. In general the overall trends are reflected within individual Child Protection Committees in relation to the increase in call volume after the launch of the marketing campaign. The Orkney Islands have not received any referrals through the line. Ten Child Protection Committees did not receive any calls prior to the marketing campaign, these were Argyll & Bute, Clackmannanshire, East Dunbartonshire, East Renfrewshire and Renfrewshire, Inverclyde, Shetland Islands, Stirling and Western Isles. All Child Protection Committees received calls during or after the marketing campaign.
19. The launch of the marketing campaign coincided with a large increase in call volume in the following areas: Aberdeen City, Aberdeenshire, Angus, Dumfries and Galloway, East and North and South Ayrshire, Fife, Glasgow City, Highland, Midlothian, Moray, North Lanarkshire, Perth & Kinross, Scottish Borders, South Lanarkshire, West Dunbartonshire and West Lothian.
20. The numbers for each Child Protection Committee are too small to analyse with respect to each category of call outcome, but overall demonstrate increasing call demand following the marketing campaign.

Profile of Callers

21. This sub-section looks into the profile of the callers to the Child Protection Line. 72% (n=658) calls to the line were in reference to a specific child. This increased from 61% to 75% of calls during and after the marketing campaign.
22. 7% of calls between February 2007 and October 2008 were reported to be not about specific children.

Level of calls related to specific children						
Specific Children	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
Yes	146	61%	512	75%	658	72%
No	37	15%	23	3%	60	7%
Not Relevant	56	23%	146	21%	202	22%

23. Over half the calls were about one child (377, 60%) and a quarter about two children (155, 25%). Although the call numbers are vastly different before and after the launch of the marketing campaign, the trend of the number of children calls were related to remains similar. 68% of calls before the marketing campaign were about one child, this decreased slightly to 57% after the launch of the marketing campaign.

Number of children						
Number of Children	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
1	100	68%	277	57%	377	60%
2	29	20%	126	26%	155	25%
3	7	5%	50	10%	57	9%
4	8	5%	19	4%	27	4%
5+	2	1%	11	2%	13	2%

24. The proportion of calls about male and female children was very similar, and there were limited changes prior to and after the launch of the marketing campaign.

Gender of children						
Gender	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
Male	49	34%	176	36%	225	35%
Female	54	37%	177	36%	231	36%
Both	22	15%	109	22%	131	21%
Undisclosed	21	14%	27	6%	48	8%

25. The majority of calls received since February 07 related to children aged 5 or under (268, 36%). This was slightly higher prior to the marketing campaign (40%) than after the launch of the marketing campaign (35%). Around a third of calls from February 07 related to children aged 6-10 (222, 30%) and 20% related to young people aged 11-15 (147, 20%).

Age bracket of children						
Age Bracket	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
0 to 5	59	40%	209	35%	268	36%
6 to 10	31	21%	191	32%	222	30%
11 to 15	24	16%	123	21%	147	20%
15 to 18	5	3%	38	6%	43	6%
Various	13	9%	20	3%	33	4%
Not Asked	1	1%	1	0%	2	0%
Undisclosed	13	9%	11	2%	24	3%

26. As shown in the table below the majority of calls that had been categorised from February 2007 were concerns about unattended or unsupervised children (171, 17%), misuse of drugs or alcohol (103, 10%) or appearing hungry, tired or untidy (104, 10%). These trends were seen prior to and after the launch of the marketing campaign.
27. Overall, 30% of calls relating to areas of concerns had been categorised as 'other'.

Area of Concern						
Area of Concern	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
Acting sexually inappropriate	14	6%	22	3%	36	4%
Afraid to go home	4	2%	15	2%	19	2%
Appears hungry, tired or untidy	19	8%	85	11%	104	10%
Child quiet or afraid	12	5%	50	7%	62	6%
Description of physical harm	24	10%	53	7%	77	8%
Misusing drugs or alcohol	16	7%	87	11%	103	10%
Signs of Physical Harm	23	9%	45	6%	68	7%
Too much responsibility for age	8	3%	54	7%	62	6%
Unattended or unsupervised	44	18%	127	17%	171	17%
Other	79	33%	228	30%	307	30%

28. There are some areas of concern that were introduced as categories within the management information since August 2008. This approach moved away from the generic area of concern information collation and moved towards categorising areas of concern as i) adult behaviour towards child or young person ii) child's behaviour/appearance and iii) environment. The table below presents the available data for these newly introduced categories for the August 2008 – October 2008 period.

Area of concern (August 08 onwards)		
Area of concern (from August 08 onwards)	All	
	Number	%
Adult behaviour towards child or young person	42	37%
Child's behaviour/ appearance	32	28%
Environment	41	36%

26. Adults' behaviour towards a child or young person was raised as the key area of concern during this period (37%, n=42), followed by environmental concerns (36%, n=41). These three newly introduced categories are broken down further in the next three tables.
27. The table below outlines the specific adult behaviour raised as a concern by callers.

Specific Adult Behaviour		
Specific Adult Behaviour	All	
	Number	%
Child left unattended or unsupervised	10	25%
Inappropriate relationship, adult and young person	6	15%
Physical harm witnessed	10	25%
Verbal abuse/shouting witnessed or heard	14	35%

28. Just over a third (35%; n=14) of callers who had expressed a concern with adult behaviour towards a child reported witnessing verbal abuse/shouting. 25% of callers expressed a concern about a child been left unattended or unsupervised and 25% also reported that they had witnessed physical harm
29. Of the callers who specified a concern with a child's behaviour/appearance, 49% (n=17) reported that the child seemed hungry, tired or upset and seven callers reported that the child was out late at night. Four callers reported that the child was displaying sexually inappropriate behaviour for their age.

Specific Child Behaviour		
Specific Child Behaviour	All	
	Number	%
Child seems hungry, tired or untidy	17	49%
Sexually inappropriate behaviour for age	4	11%
Signs of physical harm	3	9%
Child tells of abuse	2	6%
Drug/alcohol abuse by young person	2	6%
Child out late at night	7	20%
Child self-harming	0	0%

30. The table below outlines the environmental concerns raised by callers. The greatest proportion of callers reported parental substance misuse (49%), followed by a child being in an inappropriate environment (44%). Between August 08 and October 08 there were no concerns expressed about migrant children or child trafficking.

Specific Environmental concern		
Specific Environmental Concern	All	
	Number	%
Domestic Abuse	3	7%
Parental substance misuse	20	49%
Child in inappropriate environment	18	44%
Concern about migrant children	0	0%
Concern about child trafficking	0	0%

31. The majority of the calls to the line came from neighbours (196; 32%), and calls from other relatives accounted for 17% of calls. More neighbours made calls proportionately after the launch of the marketing campaign (24% to 34%).

Relationship of caller to child						
Relationship to Children	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
	Friend	14	10%	38	8%	52
Neighbour	35	24%	161	34%	196	32%
Parent	16	11%	70	15%	86	14%
Other Relative	23	16%	83	18%	106	17%
Professional Worker	17	12%	19	4%	36	6%

Relationship of caller to child						
Relationship to Children	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
Teacher	1	1%	9	2%	10	2%
Other	17	12%	42	9%	59	10%
Undisclosed	23	16%	52	11%	75	12%

Information calls

32. General information is provided in nearly two-thirds of calls (627, 61%), around a quarter are referred to a national agency (284, 28%) and a small proportion request literature (54, 5%) or receive campaign specific information (56, 5%). In comparison to after the launch of the marketing campaign, prior to the campaign there was a lesser proportion of callers requiring general information (46% to 65%), but more requesting literature (11% to 4%) or wanting campaign specific information (26, 13% to 30, 4%).

Information relative to general calls						
Information relative to general calls	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
Campaign Specific Information Given	26	13%	30	4%	56	5%
General Information Given	89	46%	538	65%	627	61%
Literature Requested	22	11%	32	4%	54	5%
Referred To National Agency	58	30%	226	27%	284	28%

33. Since September 2007, two new categories were added to collate information on general calls. These would have small percentages if included in the overall figures, but still account for a relatively large number of calls. 78 callers rang the line to enquire about its remit and 61 callers were referred to the website.

Information relative to general calls (Sept 07 onwards)		
Information relative to general calls	All	
	Number	%
Referred To Website	61	44%
Remit Query	78	56%

Additional Profile Information

34. As the table below outlines a large proportion of callers to the line did not disclose their ethnicity (34%). Nearly two-thirds of people ringing up are of White ethnicity. After the launch of the marketing campaign more callers disclosed their ethnic origin, but the trend of the callers remained prevalent both prior to and after the launch of the campaign.

Ethnicity of caller						
Ethnic Category	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
Asian	1	0%	3	1%	4	1%
Black	0	0%	0	0%	0	0%
Mixed	4	2%	5	1%	9	1%
White	11	45%	290	75%	407	63%
Other	2	1%	2	1%	4	1%
Undisclosed	137	52%	85	22%	222	34%

35. Callers reported the most popular media types for marketing as posters (15%) the website (15%) and when introduced, the phone kiosks (11%). There was much more success with the website and radio after the launch of the marketing campaign. Poster, press and radio and television sources are broken down into individual campaigns in the next four tables.

Media type						
Media Type	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
Poster	72	26%	97	12%	169	15%
Press	24	9%	39	5%	63	6%
Radio	6	2%	46	6%	52	5%
Television	6	2%	20	2%	26	2%
Other	5	2%	132	16%	137	13%
Undisclosed	15	54%	207	25%	357	33%
Website	13	5%	153	19%	166	15%
Phone Kiosks ⁵	n/a	n/a	122	15%	122	11%

⁵ Phone Kiosks category introduced in February 2008

Poster Source

Poster Source	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
Child Protection - "Help"	56	89%	54	59%	110	71%
Other	7	11%	0	0%	7	5%
See it..Hear it..Share ⁶	n/a	n/a	18	20%	18	12%
Undisclosed ⁷	n/a	n/a	19	21%	19	12%

Press Source

Press Source	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
Daily Record	5	23%	6	15%	11	17%
Big Issue	0	0%	0	0%	0	0%
Local Press	7	32%	23	56%	30	48%
Unscheduled	1	5%	1	2%	2	3%
Other	0	0%	3	7%	3	5%
Undisclosed	9	41%	6	15%	15	24%
See it..Hear it..Share	n/a	n/a	2	5%	2	3%

⁶ Category introduced in September.07

⁷ Category introduced in September.07

Radio Source

Radio Source	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
Local	4	67%	22	54%	26	55%
Unscheduled	0	0%	0	0%	0	0%
Other	0	0%	15	37%	15	32%
Undisclosed	2	33%	4	10%	6	13%
See it..Hear it..Share ⁸	n/a	n/a	0	0%	0	0%

Television Source

Television Source	Feb 07 – Jan 08		Feb 08 – Oct 08		All	
	Number	%	Number	%	Number	%
Local	4	100%	9	53%	13	62%
Unscheduled	0	0%	0	0%	0	0%
Other	0	0%	0	0%	0	0%
Undisclosed	0	0%	8	47%	8	38%

36. The most popular poster source was child protection 'help' (110, 71%), which had similar numbers both prior to and after the launch of the marketing campaign. See it..Hear it..Share it was introduced in September 2007 and encouraged 18 people to contact the CPL. The local press was the most successful press source (30, 48%), with the Daily Record also being popular (11, 17%). The local radio (16, 55%) was the most popular disclosed radio source, throughout both periods. The local television was the only disclosed source of encouraging people to call (13, 62%).

Website Information

37. The Scottish Government has provided statistics from the Child Protection Line website. The data covers the period from when the marketing campaign began (February 2008) until January 2009.
38. In the timeframe covered, 3,269 visits had been made to the Child Protection Line website. Of these, 78% (n=2,565) were unique visitors. This shows that 22% (n=704) visited the website more than once. The average time on the website was over 2 minutes, and in this time, the average number of pages viewed was around 5 (4.59).

Overview of website	
Total Visits	3,269
Unique Visitors	2,565
Ave Pages per Visit	4.59
Bounce Rate	42.15%
Ave Time on Site	02:12
Total page views	15,013
Total Visits	3,269

39. The pages most viewed on the website was the home page (31%, n=4675). 'Children's Stories' and 'What You Can Do' pages sum to around a quarter of total page views (13%, n=2009 and 13%, n=1908 respectively).

Top pages		
Page	Total Page Views	Percentage Total PVs
Home	4675	31.14%
Children's Stories	2009	13.38%
What Can You Do	1908	12.71%
Local Links	1127	7.51%
Making The Call	750	5.00%

40. The vast majority of visitors to the website typed the address in directly (86%, n=2795). A small proportion (n=252 and n=222) found the website through search engines or referring websites.

Traffic Sources		
Medium	Visits	Percentage Total Visits
Direct	2,795	85.50%
Search Engines	252	7.71%
Referring Sites	222	6.79%

41. The websites that referred visitors to the Child Protection Line website were fairly evenly spread in terms of referral numbers. These ranged from 30 referrals (Scotland's Commissioner for Children and Young People) to 17 referrals (Care Commission).

Top Referrals		
Sites	Visits	Percentage Total Visits
sccyp.org.uk	30	0.92%
news.bbc.co.uk	28	0.86%
moray.gov.uk	27	0.83%
fifedirect.org.uk	24	0.73%
carecommission.com	17	0.52%

42. From the search engines, it was found the top keywords were 'child protection line' (n=37).

Top Keywords		
Keyword	Visits	Percentage Total Visits
child protection line	37	1.13%
national child protection line	11	0.34%
child protection scotland	10	0.31%
sabbi	8	0.24%
child confidentiality	7	0.21%

43. Looking at the visitors by month, it appears that there are higher visitor numbers at the very beginning of the campaign (n=303 Feb, n=318 March), peaking again in October (n=291). The lowest visitor numbers to the website were in December (n=162). This may be explained by possible creative wear-out of the campaign.
44. The number of times the site was visited follows a downwards trend throughout the period, peaking in February (1.44 average visits per visitor) and having the lowest visits again in December (n=1.06 times average visits per visitor).

Visitors and Visits by Month

Month	Visitors	Visits
Feb-08 (15 - 29)	303	437
Mar-08	318	423
Apr-08	232	280
May-08	215	262
Jun-08	194	221
Jul-08	186	213
Aug-08	175	208
Sep-08	257	286
Oct-08	291	323
Nov-08	232	264
Dec-08	162	171
Jan-09 (1 - 22)	164	181

