



Wigan Safeguarding Children Board (WSCB)

E-safety Strategy 2009 - 2011

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‘Technology offers extraordinary opportunities for **all of society** including children and young people. The internet allows for global exploration which can bring risks, often paralleling the offline world...There is a generational digital divide between parents and children which means that many parents do not feel empowered to manage risks in the digital world in the same way that they do in the ‘real’ world.’

Byron Review 2008

Introduction

The Issue

Today’s children are citizens of a digital world. In their daily lives the use of the internet and digital technologies represent a seamless extension of the physical world. Their emotional lives and their development are bound up in the use of these technologies. In contrast to many adults for whom these technologies are additional tools to be used for specific tasks, many of today’s children do not even notice they are using these technologies. As online content, social networks and instant messaging converge with mobile technology to produce lives which are always ‘on’, any line which may have existed between being online and offline is disintegrating.

For these youthful pioneers internet technologies are not an innovation. They do not represent a paradigm shift, rather, they are the status quo, the world they have grown up with.

Despite this, all who provide services and support to children and young people must recognise that for us this is little short of a revolution, a transformation of children’s relationship to information, their methods of entertainment and, perhaps most importantly, their means of communication. Most parents and carers will also be experiencing these changes as a revolution, albeit a disempowering one, a barrier to communication with their children rather than an aid.

This offers us a challenge. We can no longer consider the well being of children and young people without considering their relationship to technology. We can no longer safeguard them without addressing the dangers which lurk in the online environment.

Local Safeguarding Children Boards have a statutory duty to safeguard and promote the welfare of children in their locality. If we accept the challenge of the digital world then the responsibilities which come with this duty must now include the development of strategies for safeguarding children in the online environment.

This document sets out the Wigan Safeguarding Children Board’s (WSCB) response to this challenge and our strategic direction for the next three years.

[Please see Annex 1 for glossary of terms and acronyms used in this document]

Position Statement

'Swimming pools can be dangerous for children. To protect them, one can install locks, put up fences and deploy pool alarms. All of these measures are helpful, but by far the most important thing that one can do for one's children is teach them to swim.'

**'Youth, Pornography and the Internet' National Research Council
USA 2002**

We have been using this metaphor for a long time to demonstrate that when thinking of e-safety we cannot rely simply on technological solutions. More recently we have found it necessary to extend this metaphor. We teach our children to swim not just to prevent them from drowning but also for the pleasure they may get from it and the benefits it brings to their health. Similarly, WSCB believes that we must teach children to 'swim' in the online world not only to ensure their safety but also to enable them to improve their emotional health and their enjoyment of the world.

E-safety is always about balancing opportunities with risks and we believe as firmly in maximizing opportunities as in minimizing risks. WSCB believes that in order to maximize the opportunities within this environment, whilst concurrently minimizing the risks, we must encourage children and young people to develop as responsible online citizens. Such citizens will recognise their responsibility to keep themselves and their peers safe online, but they will also recognise the responsibility they have to present themselves as positive role models. It is only through the development of a sense of online responsibility that we can ensure the safety and well being of today's children and young people.

Audience

This document is for:

- All constituents of the Wigan Local Safeguarding Children Board.
- Children and Young People Service providers.

E-safety in Wigan

In April 2009, Wigan WSCB established an e-safety Sub Group. This Sub Group is chaired by the ICS Business Manager, Wigan CYPS and membership representation is drawn from across the spectrum of partners reflecting the range of concerns and necessary areas of action:

- Children, Young People, Families and Schools Department (CYPS)
 - Social Care
 - Children in Care
 - Child Support Team
 - ICT
 - Service for Learning
- Business Support – Computer Audit
- Greater Manchester Police – Youth Development Lead
- Local Authority Designated Officer (LADO)

Agencies are invited to attend regarding a specific issue of discussion, related to their area of involvement.

The Sub Group meets on a bi monthly basis and will be the main mechanism for carrying out the actions set in this strategy document and monitoring its effectiveness.

Terms of reference

At the first meeting of the WSCB e-safety Sub Group Terms of Reference were agreed as follows:

- To build on the work of Becta, the Home Office and CEOP in raising awareness about the safe use of information communication technologies by children.
- To take a lead role in the development and delivery of training and education programmes (including linking with CEOP)
- To devise an overarching e-safety strategy which forms the basis for other agency strategies.
- To support all agencies involved in the safeguarding of children in developing policies, procedures and strategies related to e-safety.
- To ensure that the WSCB monitors that individual strategies are in place by means of the Monitoring and Evaluation sub-committee.
- To provide strategic direction to WSCB services and a network of subscribers

The WSCB e-safety Sub Group will:

- Be a central point of contact for guidance, advice and networking
- Set out the roles and responsibilities of the e-safety leads
- Create and manage a network of e-safety contacts who can work within their agencies to raise awareness and understanding. Develop and manage a space on the Wigan Safeguarding Children Board website (www.wiganlscb.com).
- Create and manage a network of e-safety contacts who can respond to incidents.
- Develop reporting structures and disseminate reporting guidelines.
- Ensure that the following attend e-safety training as proposed by the e-safety Sub Group :
 - e-safety leads
 - The wider children and young people's workforce.

- Identify and signpost available resources and where necessary develop them e.g.
 - Package of educational resources for teachers.
 - Package of resources aimed at educating parents / carers.
 - Signpost appropriate web filtering/monitoring tools.
- Provide expertise in:
 - Strategy development.
 - Policy development.
- Provide information about current developments in the field through news updates, website and meetings.
- Lobby relevant groups to raise the profile of safety within the borough (e.g. with the Children's Trust)
- Monitor e-safety arrangements and provide audit tools.

The WSCB e-safety Sub Group is, however, a limited resource. If it is to affect genuine change in the borough then the Sub Group will need to be supported by a network of individuals who are both willing and able to progress aspects of this strategy.

We envisage setting up such a network of subscribers including specially trained e-safety leads in schools and 'e-safety contacts' in all relevant agencies.

The e-safety network will be made up of the following subscribers:

1. Schools' e-safety leads
2. Non-mainstream education e-safety leads
3. WSCB agencies and other stakeholders' e-safety contacts
4. WSCB Board Members

The Sub Group will ensure that children and young people, particularly those most vulnerable, are actively engaged and that their views are used to inform policy and service development.

The WSCB e-safety Sub Group will provide the aforementioned services to subscribers and will in turn have certain expectations of them, as follows:

WSCB e-safety Sub Groups expectations of subscribers

1. Schools' e-safety leads will:

- Attend training ensured by the WSCB e-safety Sub Group.
- Work to incorporate e-safety into their school's curriculum.
- Promote e-safety with parents and carers.
- Report back to the WSCB e-safety Sub Group using the WSCB dataset.

2. Non-mainstream education e-safety leads will:

- Attend training ensured by the WSCB e-safety Sub Group.
- Work to incorporate e-safety into their service's curriculum.
- Report back to the WSCB e-safety Sub Group using WSCB dataset.

3. WSCB agencies' and other stakeholders' e-safety contacts will:

- Attend training ensured by the WSCB e-safety Sub Group.
- Be a single point of contact for any safety issues including the development of strategies in their agencies.
- Be part of a reporting structure for responding to incidents.
- Encourage staff in their agency to attend multi-agency WSCB e-safety training.
- Raise awareness through the dissemination of information within their agency
- Build e-safety information into communications developed for the public (where appropriate, e.g. Health Visitors' information packs for young mothers)

4. WSCB Board Members will:

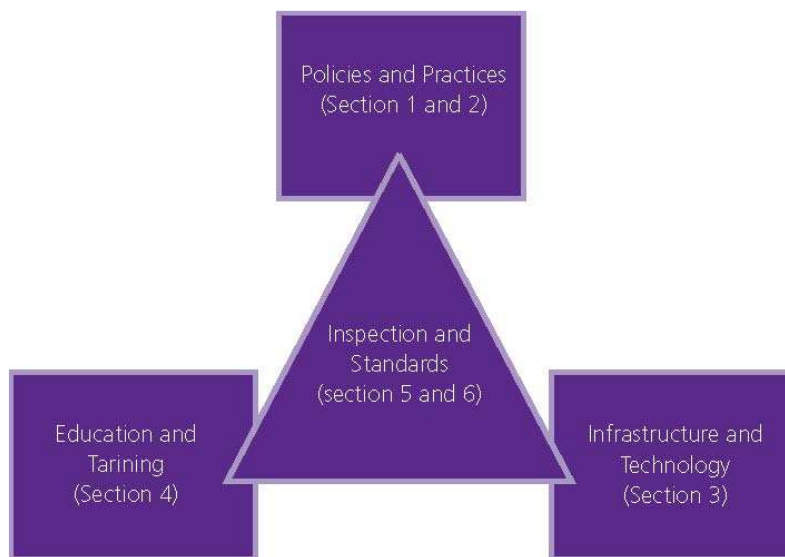
- Nominate e-safety contacts within their agencies.
- Support the development of strategies and policies within their agencies.

Strategic Priorities

We have agreed a set of six strategic priorities informed by the PIES model (figure 2).

For each strategic priority we have a variety of objectives, all of which are essential to achieving our strategic priorities. In turn, for each objective we have set out a number of methods for realizing them. Finally we have set out a number of practical actions for the WSCB to complete in order for our methods to be successful.

Figure 2: PIES model for limiting e-safety risks



The six priorities are:

1. Raise awareness and understanding of e-safety issues amongst children and young people.
2. Raise awareness and understanding of e-safety issues amongst parents and carers.
3. Raise awareness and understanding of e-safety issues across all member agencies.
4. Enable all member agencies to respond appropriately to incidents as well as to respond to risks posed to children and young people by their increased use of ICT.
5. Improve safe access to the internet for children and young people.
6. Monitor e-safety arrangements and incidents in the borough.

Objectives

The objectives for the e-safety Strategy, based on these 6 strategic priorities, are:

1. Raise awareness and understanding of e-safety issues amongst children and young people

- 1.1 Enable all schools to tackle the issue of safety.
- 1.2 Increase the number of pupils receiving e-safety lessons.
- 1.3 Improve the effectiveness of e-safety leads in schools.
- 1.4 Increase availability of e-safety educational resources to pupils outside mainstream education.
- 1.5 Make e-safety a talking point for children and young people outside of the school environment and be able to act on concerns for themselves and their peers.
- 1.6. Increase the number of children and young people coming into contact with professionals who are aware of e-safety issues.

2. Raise awareness and understanding of e-safety issues amongst parents and carers

- 2.1 Improve levels of awareness amongst parents and carers of the risks posed to children and young people by their use of technology and effective ways to mitigate the risks.
- 2.2 Improve understanding amongst parents and carers of the technology used by children and young people and how they use it.
- 2.3 Improve awareness amongst parents and carers of available resources in this area.
- 2.4 Increase awareness of how to respond and report incidents both to local and national agencies

3. Raise awareness and understanding of e-safety issues amongst all member agencies

- 3.1 All member agencies have a stake in the E-safety Sub Group.
- 3.2 Increase the number of teachers and non teaching staff in schools with an understanding of the issues and how to deal with them.
- 3.3 Increase the number of professionals with an understanding of the importance of e-safety and how to deal with the issues.

3.4 Use e-safety contacts within agencies to disseminate information about e-safety to staff.

3.5 To continue to raise the profile of e-safety amongst professionals.

4. Enable all member agencies to respond appropriately to incidents as well as to respond to risks posed to children and young people by their increased use of ICT

4.1 Where appropriate, agencies have e-safety strategies in place. These should cover their responsibilities for educating children, responding to and investigating incidents, protecting staff and any other areas which pertain to them.

4.2 All agencies have such e-safety policies as would be appropriate to their individual circumstances.

4.3 Enable rapid multi-agency responses to e-safety incidents.

4.4 Ensure that e-safety incidents are recognized and escalated as appropriate.

5. Improve safe access to the internet for children and young people

5.1 Obtain an overview of young people's points of access to the internet.

5.2 Improve the safety of children's use of the internet in the home.

5.3 Improve the safety of children's use of the internet in schools.

5.4 Improve the safety of children's use of the internet in non school environments.

5.5 Improve the safety of children's use of the internet in commercial internet access points (e.g. internet cafes).

6. Monitor e-safety arrangements in the Wigan Borough

6.1 Gather an accurate and up to date picture of e-safety arrangements in all member agencies.

6.2 Gather an accurate and up to date picture of e-safety arrangements in schools.

6.3 Gather qualitative information on young people's opinions about e-safety arrangements and current risks.

6.4 Monitor the number of ICT related child protection incidents.

6.5 Monitor the nature and range of ICT related child protection incidents annually.

Action Plan

1. Raise awareness and understanding of e-safety issues amongst children and young people		
Objectives	Method	WSCB Action
1.1 Ensure all schools address e-safety concerns.	Advise all schools of the need to have an e-safety lead.	Expand the brief of the school safeguarding lead to address e-safety concerns. Ensure that e-safety report from the school safeguarding lead is included on each governing body agenda. Provide an e-safety training programme for schools' safeguarding leads. Conduct an annual audit of e-safety arrangement in all schools.
1.2 Increase the number of pupils receiving e-safety lessons.	Equip schools' e-safety leads with the skills and resources to build safety into the curriculum.	Identify and promote effective e-safety training programmes.
1.3 Improve the effectiveness of e-safety leads in schools.	Support them through the School Improvement Service officers. Complete a survey and produce summary of results Keep schools up to date with developments and new resources. Advocate the use of courses leading to qualifications such as UCLAN's child safety on the internet or CEOP's Ambassador training.	Raise awareness regarding e-safety with school improvement service officers. Conduct an annual audit of e-safety arrangements in all schools and ensure analysis is effectively communicated to the relevant school improvement team. Ensure that any new resources are easily accessible.

<p>1.4 Increase availability of e-safety educational resources for pupils outside mainstream education.</p>	<p>Recommend use of e-safety lead model in outside mainstream school services.</p>	<p>Contact providers (e.g. home tuition service) and identify training, resources and advice as for schools.</p>
<p>1.5 Make e-safety a talking point for children and young people outside of the school environment and be able to act on concerns for themselves and their peers.</p>	<p>Develop consultation with young people, including those that are vulnerable.</p> <p>Youth communications strategy to include radio adverts, Wigan magazine and web.</p> <p>Where appropriate promote any national communications campaigns such as might be conducted with CEOP</p> <p>Raise awareness and understanding of e-safety issues amongst parents and carers (see strategic priority 2)</p>	<p>Develop and implement communications strategy and content.</p>
<p>1.6 Increase the number of children and young people coming into contact with professionals who are aware of e-safety issues.</p>	<p>See strategic priority 3</p> <p>(Raise awareness and understanding of e-safety issues across all member agencies</p>	<p>See strategic priority 3</p>

2. Raise awareness and understanding of e-safety issues amongst parents and carers

Objectives	Method	WSCB Action
<p>2.1 Improve levels of awareness amongst parents and carers of risks posed to children and young people by their use of technology and effective ways to mitigate the risks.</p>	<p>Equip schools' e-safety leads with the skills and resources to communicate e-safety information in schools.</p> <p>Build e-safety into information disseminated by agencies (e.g. through Health Visitors/GPs surgeries)</p> <p>Ensure developments of the Wigan Parenting Strategy include e-safety Strategy concerns.</p> <p>Provide training specifically for foster carers.</p> <p>Use the WSCB website and Wigan VLN to provide information and resources directly to parents and carers.</p>	<p>Incorporate e-safety communication into the e-safety lead responsibilities.</p> <p>TBC</p> <p>TBC</p> <p>Develop training programme to be rolled out to foster carers within the 'Wigan Council training for foster carers programme' Social Care Placements Foster Carer training calendar.</p>
<p>2.2 Improve understanding amongst parents and carers of the technology used by children and young people and how they use it</p>	<p>Build 'children's technologies' into Wigan Adult Community Education Services' ICT courses.</p> <p>Equip schools' e-safety leads with the skills and resources to communicate e-safety information</p>	<p>Incorporate e-safety communication into the e-safety lead responsibilities.</p>

	<p>Build e-safety into information disseminated by agencies (e.g. through Health Visitors/GPs surgeries).</p> <p>Ensure the developments in Wigan Parenting Strategy identify e-safety issues.</p> <p>Provide training specifically for foster carers.</p> <p>Use the WSCB website Wigan VLN to provide information and resources to parents and carers.</p>	<p>TBC</p> <p>TBC</p> <p>Develop training programme to be rolled out to foster carers within the Social Care Placements Foster Carer training calendar</p>
<p>2.3 Improve awareness amongst parents and carers of available resources in this area.</p>	<p>Equip schools' e-safety leads with the skills and resources to communicate e-safety information.</p> <p>Build e-safety into information disseminated by agencies (e.g. through Health Visitors/GPs surgeries)</p> <p>Provide training for specifically for foster carers.</p> <p>Use the WSCB website Wigan VLN to provide information and resources to parents and carers.</p>	<p>Incorporate e-safety communication into the e-safety lead responsibilities.</p> <p>Collate package of resources for parents and carers to be made available through a variety of methods.</p> <p>Develop training programme to be rolled out to foster carers within the Social Care Placements Foster Carer training calendar</p>

<p>2.4 Increase awareness of how to respond and report incidents both to local and national agencies.</p>	<p>Equip schools' e-safety leads with the skills and resources to deliver safety information evenings in schools.</p> <p>Build e-safety into information disseminated by agencies (e.g. through Health Visitors/GPs surgeries).</p> <p>Provide training specifically for foster carers.</p> <p>Use the WSCB website and Wigan VLN to provide information and resources to parents and carers.</p>	<p>Incorporate e-safety communication into the e-safety lead responsibilities.</p> <p>TBC</p> <p>Develop training programme to be rolled out to foster carers within the Social Care Placements Foster Carer training calendar</p>
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3. Raise awareness and understanding of e-safety issues amongst all member agencies

Objectives	Method	WSCB Action
<p>3.1 All member agencies have a stake in the e-safety sub group.</p>	<p>All member agencies have representation on the subgroup either on a standing or 'as needed' basis.</p>	<p>Invite all agencies to provide a single point of contact for the e-safety subgroup creating a network of 'e-safety contacts.'</p> <p>Develop and circulate roles and responsibilities for an e-safety contact.</p>
<p>3.2 Increase the number of teachers and non teaching staff in schools with an understanding of the issues and how to deal with them.</p>	<p>Encourage staff training facilitated by the e-safety leads.</p>	<p>See strategic priority 1.</p>

<p>3.3 Increase the number of professionals with an understanding of the importance of e-safety and how to deal with the issues</p>	<p>Advocate use of courses such as CEOP's Ambassador training or those leading to qualifications such as UCLAN's child safety on the internet.</p>	<p>Hold multi-agency WSCB Conference re: e-safety in Wigan.</p>
<p>3.4 Use e-safety contacts within agencies to disseminate information about safety to staff.</p>	<p>Regular news update detailing activities of e-safety subgroup. Information provided on WSCB website and regularly updated.</p>	<p>Collate news update on a regular basis. Ensure regular updates on WSCB website.</p>
<p>3.5 To continue to raise the profile of e-safety amongst professionals.</p>	<p>Internal communications strategy.</p>	<p>Develop internal communications strategy. Hold multi-agency WSCB conference about e-safety. E-safety Sub Group to engage with professionals' forums e.g. school nurses forums.</p>
<p>3.6 Involve the voluntary sector in raising the profile of e-safety.</p>	<p>Engage representatives from the voluntary sector.</p>	<p>E-safety Sub Group to engage directly with Wigan CVS.</p>

4. Enable all member agencies to respond appropriately to incidents as well as to respond to risks posed to children and young people increased use of ICT

Objectives	Method	WSCB Action
<p>4.1 Where appropriate, agencies have e-safety strategies in place.</p> <p>These should cover their responsibilities for educating children, responding to and investigating incidents, protecting staff and any other areas which pertain to them.</p>	<p>Develop a model e-safety policy in line with BECTA recommendations.</p>	<p>Work with the agency identified e-safety lead to support their policy development.</p> <p>Conduct initial issue identification exercise and subsequently support development of strategy.</p>
<p>4.2 All agencies have such e-safety policies as would be appropriate to their individual circumstances.</p>	<p>Support such agencies in developing those policies.</p>	<p>Identify those agencies which need specific e-safety related policies.</p> <p>Conduct initial issue identification exercise and subsequently support development of policy.</p>
<p>4.3 Enable rapid multi-agency responses to e-safety incidents.</p>	<p>All agencies to nominate a single point of contact for incident response. List of e-safety contacts to be disseminated amongst all agencies.</p>	<p>Invite all agencies to provide a single point of contact for the safety subgroup creating a network of 'e-safety contacts'.</p>

4.4 Ensure that e-safety incidents are recognized and escalated as appropriate.	Provide all agencies with reporting guidelines and procedures for handling e-safety incidents.	E-safety subgroup to work with agencies to develop clear reporting guidelines. Reporting guidelines to be disseminated to all agencies through e-safety contacts.
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5. Improve safe access to the internet for children and young people

Objectives	Method	WSCB Action
5.1 Maintain an overview of young people's points of access to the internet.	Collate information from young people about online access opportunities.	Publish information regarding how children and young people access the 'virtual world'.
5.2 Improve the safety of children's use of the internet in the home.	Promote the use of email and url filtering and informed use of parental controls at home.	Investigate the available options for increasing safe access in the home e.g. web filtering. Parents' and carers' information strategy. (see strategic priority 2)
5.3 Improve the safety of children's use of the internet in schools.	Increase teacher awareness of local authority supplied filtering.	Build into training programme for teachers and e-safety leads.
5.4 Improve the safety of children's use of the internet in non school environments.	Promote use of email and url filtering and other monitoring software in those internet access providers identified by the borough wide audit e.g. youth clubs.	Build into training programme for WSCB staff.

5.5 Improve the safety of children's use of the Internet in commercial internet access points (e.g. internet cafes).	Promote the use of email and url filtering in commercial access points e.g. internet cafes.	Produce information leaflet for commercial internet access points.
5.6 Children in Care – Improve the safety of children's use of the internet when living away from home.	Promote the use of e-mail and url filtering and other monitoring software across the children's homes. Raise carers awareness of safe internet use Increase children and young people's awareness of internet safety	Install security software to computers used by young people in the children's homes Build CEOP training into residential workers mandatory training programme. Ensure information is regularly given to young people regarding new developments in relation to internet safety

6. Monitor e-safety arrangements and incidents in the borough

Objectives	Method	WSCB Action
6.1 Gather an accurate and up to date picture of e-safety arrangements in all member agencies.	Carry out an initial and then annual survey of e-safety arrangements through e-safety contacts.	Develop the necessary survey tools.
6.2 Gather an accurate and up to date picture of e-safety arrangements in schools.	Carry out an initial and then annual survey of e-safety arrangements through school e-safety leads.	Develop the necessary survey tools.
6.3 Gather qualitative information on young people's opinions about	Carry out an annual survey or consultation with young people through the youth parliament.	Develop the necessary survey tools.

e-safety arrangements and current risks.		
6.4 Monitor the number of ICT related child protection incidents quarterly.	Social care to record all such incidents.	Work with social care to build 'ICT related' as a reportable field into the Section 47 enquiry forms in the integrated children's system.
6.5 Monitor the nature and range of ICT related child protection incidents annually.	Carry out analysis of cases recorded by social care throughout the year.	Develop the analysis tool.
6.6 Monitor e-safety incidents relating to individuals resulting in LADO involvement.	Incidents to be monitored and reported to E-safety Sub Group	Report to WSCB executive and recommend actions to inform future strategy.