



Diane Engelhardt House, Unit 2, Treglown Court, Dowlais Road, Cardiff CF24 5LQ  
Tŷ Diane Engelhardt, Uned 2, Llys Treglown, Heol Dowlais, Caerdydd CF24 5LQ  
0844 892 0290 | nspcc.org.uk

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Dear Colleague

- (i) ChildLine Annual Review to be published on Thursday 10 September**
- (ii) Tackling on-line safety: partnership announced between 02 and NSPCC**

I am writing to brief you on two initiatives that the NSPCC is undertaking and which I hope will be of interest to you. If you have any queries arising out of this briefing or observations that you would like to make, please do not hesitate to contact me.

***Always there when I need you: ChildLine Annual Review 2014/15***

The NSPCC will be publishing the Annual Review of ChildLine's helpline activity covering the period 2014/15. The review reports that in 2014/15 there were nearly 290,000 ChildLine counselling sessions with children and young people about issues affecting them. Looking at what they contact us about can help us to build up a picture of their lives and the nature of the problems they face.

The top ten reasons which children and young people contacted ChildLine were

- |                                |  |
|--------------------------------|--|
| 1. Family Relationships        | 6. Friendship issues                       |
| 2. Low self esteem/unhappiness | 7. Sex/relationships/puberty/sexual health |
| 3. Bullying/online bullying    | 8. School/education problems               |
| 4. Self harm                   | 9. Mental health/depressive disorders      |
| 5. Suicidal                    | 10. Sexual abuse and online sexual abuse.  |

The review provides an analysis of the numbers of children and young people counselled by ChildLine, their characteristics, and trends over recent years.

*Always there when I need you* focuses on mental health and wellbeing concerns. As can be seen from the listing, above, four of the top ten reasons for contacting ChildLine relate to mental health. But abuse remains a priority issue for children and young people to contact ChildLine. Last year over 26,000 children and young people contacted us with concerns about sexual, physical or emotional abuse or neglect.

ChildLine found that, worryingly many young people felt they received little help and were unable to get the vital help they needed.

**MAE POB PLENTYNDOD WERTH BRWYDRO DROSTO  
EVERY CHILDHOOD IS WORTH FIGHTING FOR**

CYPE(4)-22-15 - Paper to note

From Thursday 10 September, you can read the ChildLine annual review, *Always there when I need you*, on the NSPCC website, [www.nspcc.org.uk](http://www.nspcc.org.uk). We are media releasing this story and so would be grateful if you would respect the embargo until Thursday.

### **Tackling on-line safety: partnership announced between O2 and NSPCC**

We also want to brief you on the recently announced O2 and NSPCC partnership to tackle on-line safety. O2 and the NSPCC recognise the many educational and communication benefits of the internet. We also understand that parents and carers often need help, advice and support to keep their children safe in the face of risks posed by the "online world." The partnership between O2 and the NSPCC seeks to ensure that parents have access to practical advice and support to help keep their children stay safe online. We are providing one-on-one free expert technical advice to parents via a dedicated new helpline (0808 800 5002), as well as interactive workshops delivered in workplaces and schools.

Full details of the partnership are available on the NSPCC website ([www.nspcc.org.uk](http://www.nspcc.org.uk)) and on [www.O2.co.uk/nspcc](http://www.O2.co.uk/nspcc).

### **Can you help promote these initiatives?**

We would, of course, welcome your feedback on both these initiatives, and also your support. If you have any comments please do not hesitate to contact us. If you have a newsletter or regular briefing and would like a short article we would be happy to provide assistance. Finally, we would be pleased, as far as is practicable, to provide a speaker to any meeting or committee you consider appropriate.

Yours sincerely



Des Mannion  
National Head of Service for NSPCC Wales/Cymru

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