A close-up of a logo

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**\*\*\*this resource will be launched on 20February at 9:30am\*\*\***

Keeping children safe in Scotland – Guides for younger children, young people and parents and carers

Scottish Government will be launching a new child protection resource on 20 February called **Keeping children safe in Scotland**. This will be available at the following link from 9:30am on 20 February.

[childprotection-resource-scotland.co.uk | Guides for younger children, young people and parents and carers](https://www.childprotection-resource-scotland.co.uk/)

# Overview

‘Keeping children safe in Scotland’ is an online resource that provides guides to child protection processes for children, young people and families who may become involved in the child protection process either directly as a child or parent/carer or as a member of the wider family, and for those who may be supporting a child.

Although the guides can be accessed directly by children, young people and families, we would expect practitioners to support them when accessing the guides. Downloadable versions of the guides are also available to enable people to print off to read.

# Background

The launch of this resource stems from a commitment made when the [National Child Protection Guidance in Scotland 2021 – updated 2023](https://www.gov.scot/binaries/content/documents/govscot/publications/advice-and-guidance/2023/08/national-guidance-child-protection-scotland-2021-updated-2023/documents/national-guidance-child-protection-scotland-2021-updated-2023/national-guidance-child-protection-scotland-2021-updated-2023/govscot%3Adocument/national-guidance-child-protection-scotland-2021-updated-2023.pdf) was published. In line with the emphasis in the Guidance on involving children, young people and families in the design and understanding of their own care and protection experiences, a commitment was made to consult with children, young people and families to inform accessible content for children, young people and families.

The Scottish Government commissioned CELCIS to develop the content for these guides, engaging with children, young people and families as part of the process. CELCIS consulted a practice group brought together from police, social work, health, education services and the third sector to oversee and shape the content.

Working with third sector organisations, children, young people, parents/carers provided CELCIS with invaluable feedback from lived experience, including a clear preference for an online resource, rather than a document. The guides were copy-written by CELCIS and the Scottish Government worked in collaboration with Scottish Children’s Reporters Administration (SCRA) create an online resource to host this.

Scottish Government is extremely thankful to everyone who has been involved in developing the Keeping children safe in Scotland information resource, particularly CELCIS, SCRA, members of the stakeholder practice group, and most importantly those with lived experience who provided invaluable insight.

# Suggested communications message

Scottish Government and CELCIS will use the messages below to communicate the launch of the resource and would welcome other partners to use similar lines if also highlighting the launch.

Long version:

Scottish Government has launched a new online information resource, providing guides about child protection processes written for children, young people and families who may become involved in the child protection process.

The online resource, called ‘Keeping children safe in Scotland’, is available at the following link where downloadable versions are also available for use offline.

[Keeping children safe in Scotland](https://www.childprotection-resource-scotland.co.uk/)

Short version:

Scottish Government launched a new information resource this morning for children, young people and families who want to learn more about the child protection process in Scotland.

[Keeping children safe in Scotland](https://www.childprotection-resource-scotland.co.uk/)

# Proposed communications approach

Our target audience for the resource is children, young people and families who may become involved in the child protection process, through the frontline practitioners and managers working with them.

Scottish Government will be broadcasting the launch of the resource via the Girfec X account. The post from the Girfec X account will also be shared by the Parents Club X account. We will also explore if other organisations are happy to like or share the relevant posts to increase traffic.

In addition to the communications activities set out above, the Scottish Government and CELCIS will also disseminate information about the resource through various networks with the intention that this is cascaded down to relevant practitioners. A suggested distribution list is set out in [Annex A](#_Annex_A_–) at the back of this paper.

# Medium to longer term communications considerations

To drive users to the resource in the medium to longer term, Scottish Government will explore if different organisations and/or webpages can signpost to the resource to increase the avenues that users may reach it. For instance, the resource will be signposted to from the Parent Club website on their [Family Support Directory](https://www.parentclub.scot/family-support-directory). A link to the resource will also be added to Scottish Government’s overarching webpage for various national guidance on child protection - [Child protection guidance - gov.scot](https://www.gov.scot/collections/child-protection-guidance/).

Scottish Government, with support from SCRA, will monitor traffic to the resource over the next 6 months and evaluate in the summer whether another national communications exercise would be worthwhile.

# Annex A – Distribution list

|  |  |
| --- | --- |
| **Organisation / network** | **Audience** |
| Child Protection Committees Scotland | Child Protection Committee Chairs and Lead Officers and associate members |
| Social Work Scotland Child Protection Subgroup | Social Workers |
| Scottish Nursing Leadership Group for Child Protection | Nurses, Health visitors, Midwives |
| Primary Care Leads Network;  Royal College of Paediatrics and Child Health, Child Protection Subcommittee | Paediatricians |
| Police Scotland Child Protection Policy Team | Police Officers |
| Education Safeguarding Leads Networks | Education safeguarding leads and teachers |
| GIRFEC Learning Network | Local authority Girfec leads |
| National Child Protection Learning and Development Subgroup | Local authority child protection L&D leads |
| Coalition of Care and Support Providers in Scotland (CCPS) | Third sector |
| Who Cares | Advocacy practitioners |
| Public Protection Leadership Group | Wider public protection leads and COGs |
| CYCJ | Policy Leads |
| Children’s Hearing Scotland | Practice and Policy Advisors |
| Scottish Youth Parliament | Policy staff |
| Children’s Commissioner Office | Policy staff |
| Children’s Parliament | Policy staff |
| COSLA | Children and Families Policy Officers |
| Scottish Children’s Reporters Administration | Local area Reporters |
| Care Inspectorate | Strategic Inspectors |