



EAST END

Primary School

Education, Communities & Organisational
Development



29 September 2020

Dear Parents/Carers

As lockdown eases a digital campaign has been developed by Child Protection Committees Scotland in conjunction with Barnardo's Scotland, NSPCC Scotland and Police Scotland built around the message that **it's always better to say something than do nothing**. The ad campaign features three digital "adverts" posted across YouTube, Facebook and Instagram, and points to a new campaign webpage on the Child Protection Scotland website.

<https://www.childprotection.scot/after-lockdown/>

You can also see the digital adverts on the new Child Protection Scotland YouTube channel.

https://www.youtube.com/channel/UCl6P2OE0_lmLGc_iF3VXkRA/videos

Lockdown has had an effect on every child and every family with some children and families finding it more difficult than others. The campaign urges all to take responsibility for keeping children safe from harm. Please use the following details if you want to report your concern:

01343 554370 (during office hours)

03457 565 656 (Emergency out of hours)

childrenaccessteam@moray.gov.uk

Regards

Gail McIntosh
Head Teacher



"A school that is proud"

