Pan-Lancashire eSafeguarding Strategy 2014 - 2016

lancashire **safeguarding children** board

Blackpool Safeguarding Children Board

Local Safeguarding Children Board
Blackburn with Darwen

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Foreword

Children and Young People's relationship to technology is increasingly embedded across all walks of life and as such, we can no longer adequately consider their wellbeing without addressing the potential risks that this can bring. The provision of an effective eSafeguarding Strategy therefore outlines the commitment from the Local Safeguarding Children Boards to provide a collective framework for all stakeholders across the region to enable a cohesive approach.

Technology by its nature is constantly evolving, bringing new opportunities and new risks for all, but particularly for Children and Young People (C&YP). To ensure the strategic direction remains effective, a review of the various Local Safeguarding Children Board eSafety Strategies across the region has been undertaken.

> *"The Internet is the single greatest repository of knowledge in the world…It helps me to do school work learn new things discover trivia, find out about new games, chat to my friends, and a lot more…I honestly couldn't live without it"*
>
> **Children's Call for Evidence, Byron Review – Safer Children in a Digital World**

In forming a collective eSafeguarding Strategy, it allows colleagues across the region to address eSafeguarding issues with a cohesive approach and common framework.

Graham Lowe
Chair, LSCB eSafeguarding Group

What is eSafeguarding?

Educating our Children and Young People (and those adults who come into contact with them) on how to recognise the potential risks and how to deal with them appropriately, should form the core of an effective eSafeguarding Strategy. eSafeguarding, as the name suggests, is first and foremost a Safeguarding issue and when broken down into its constituent elements and areas of risk, is **fundamentally concerned with behaviours**. It is therefore important that we are not sidetracked into thinking eSafeguarding is an Information Technology (IT) issue or that technical measures are the solution to eSafety. Whilst the IT has an integral part to play in contributing to the safeguarding of our Children and Young People, the IT itself is incidental to the issue.

eSafeguarding, Internet Safety, eSafety, Digital Safeguarding and Online Safety are all interchangeable terms used to varying extents. However, whatever term is used, all relate to ensuring those using technology do so safely and responsibly.

Typically, individuals often associate eSafety with Online Grooming, Cyberbullying or inappropriate images/video. However, there is also a much broader and developing agenda particularly in relation to the growth of Social Media including Information Privacy, Sexting, Gaming addiction, Self-generated content and numerous other risk areas. In line with this, eSafeguarding is an increasingly common thread running across a number of related and already embedded areas such as Child Sexual Exploitation (CSE), Anti-Bullying, Anti-social behaviour and the radicalisation of young people amongst others (also see Figure 1). If we are to be effective in our approach, it is essential that colleagues across all related agendas work together cohesively to ensure a common and collaborative approach.

As is apparent, the scope of eSafeguarding is significant and is often interpreted according to circumstance. However, for the purposes of clarity in the context of this Strategy, **eSafeguarding** is defined as **a safeguarding issue where technology is involved**.

Context

Young People are often perceived as having a greater knowledge and affinity with technology than many adults. However, it does not follow that they also possess the broader wisdom or emotional maturity adults have developed through life experience. It is therefore vital that we encourage our children to develop their understanding of the potential hazards technology presents and how they can help to mitigate the risks to them (and to others) through their behaviour. The growing importance of Online Safety is apparent through its inclusion at each Key Stage within the revised National Curriculum (Computing) from 2014. In addition, it is also clear that Parents and Carers naturally have a fundamental influence on their children's behaviour and as such, have a critical role to play in embedding what is acceptable and unacceptable behaviour online, particularly in relation to the use of Social Media.

> *"Children's brains work faster than adults' brains. That's why we're better at using the technology."*
>
> **Child, focus group - A review of progress since the 2008 Byron Review**

The Stakeholders referred to in this document will typically include Children & Young People, Parents/Carers, Schools, Local Authorities, Youth Groups, Libraries, the Police and the wider children's workforce (both direct and indirect). However, by definition, it equally relates to ALL individuals or groups who have an interest in ensuring the very best possible outcomes for our Children & Young People.

As adults, we will understandably take a view of 'responsibility' but it is **essential that we retain a 'child-centric' view** when approaching the safe use of technology and appreciate how Children and Young People perceive the risks and the enormous part that technology will play in their lives. Research informs us that issues often go unreported by Young People for a variety of factors including: a fear of being held to blame; losing access to the technologies they treasure or simply from embarrassment. If we are to address this issue effectively, we must raise awareness and develop the support routes available to Children and Young People including their own school support mechanisms, CEOP's Report button and ChildLine.

The prevalence of online messaging, social networking and mobile technology effectively means that children can always be 'online'. Their social lives, and therefore their emotional development, are bound up in the use of these technologies. ***We can no longer adequately consider the safeguarding or wellbeing of our Children and Young People without considering their relationship to technology*** - we can no longer seek to protect them without addressing the potential risks which the use of these technologies poses.

Whilst the focus of this eSafeguarding Strategy surrounds the safeguarding of our Children and Young People, members of the children's workforce must also be aware of the issues. This includes the standards expected in relation to their own use of technologies such as Social Media, both within and outside of the work environment. Equally, professionals must also be aware of the potential for online abuse towards them by other users and the options available to them should this occur.

> *"Alarmingly, 35% of our respondents said that either they, or their colleagues, have been subject to some form of online abuse"*
>
> **Extract from 'The Online Abuse of Professionals' – Research Report from the UK Safer Internet Centre (UKSIC)**

What are the Risks?

Ofsted refers to the classification of eSafety Risk across 3 broad categories of Content; Contact and Conduct (as structured by EU Kids Online, LSE, 2009):

- **Content:** being exposed to illegal, inappropriate or harmful material
- **Contact:** being subjected to harmful online interaction with other users
- **Conduct:** personal online behaviour that increases the likelihood of, or causes, harm.

The extract shown (see Figure 1 below) illustrates these categories as a matrix grid identifying examples under headings of Commercial, Aggressive, Sexual and Values.

As both the technology and the behaviour of individuals changes, these risks will also change. Therefore, if we are to ensure an effective approach, our Strategies and Policies must be equally robust and regularly reviewed to ensure currency.

Although the grid has been defined in terms of 'child' use, it is relevant to everyone who uses digital and mobile technologies

Annex 4. Content, contact and conduct exemplars[17]

	Commercial	Aggressive	Sexual	Values
Content (child as recipient)	advertisements spam sponsorship personal information	violent/hateful content lifestyle sites	pornographic or unwelcome sexual content	bias racist misleading information or advice
Contact (child as participant)	tracking harvesting personal information	being bullied, harassed or stalked	meeting strangers being groomed	self-harm unwelcome persuasions
Conduct (child as actor)	illegal downloading hacking gambling financial scams terrorism	bullying or harassing another	creating and uploading inappropriate material; sexting	providing misleading info and advice health and wellbeing; time spent online

Figure 1: Areas of risk extract from 'Inspecting e-safety', Ofsted, 2013 (as adapted from EU Kids Online, LSE, 2009)

How will we approach?

Whilst we must understand the issues and risks posed, we must be careful not to demonise the technology and ensure that these are balanced with the immense opportunities and benefits that new technologies bring. Managing and mitigating these risks strategically is most appropriately addressed by ensuring we maintain a holistic overview. However, in order to tackle the issues effectively, we must break them down into practical areas to be addressed. As such, the framework used for the Strategy is based upon the widely-recognised PIES Model for limiting eSafety Risk. This model quantifies eSafety into four **inter-related** areas as identified in Figure 2 opposite.

Figure 2: PIES Model for limiting eSafety Risk

Within the PIES model, we will embed the risk areas where appropriate to ensure these areas are addressed across the wider landscape, ensuring that we are not overly-focussing on the technical challenges. The Strategy therefore identifies four clear Strategic Objectives which will form the outline framework for the underlying Action Plans for each region.

Strategic Objective 1: Safer Management

To support and ensure stakeholders develop robust and effective policies, practices and procedures to safeguard C&YP against risks

Strategic Objective 2: Safer Access

To identify and promote technologies, tools and infrastructure services which appropriately support eSafeguarding priorities for C&YP and related stakeholders

Strategic Objective 3: Safer Learning

To promote and ensure effective learning opportunities are available to all stakeholders which recognise and address current and emerging eSafeguarding risks for C&YP

Strategic Objective 4: Safer Standards

To promote and ensure appropriate monitoring and review practices are in place which ensure eSafeguarding systems and procedures are effective and regularly audited

eSafeguarding Action Plan

Whilst this Strategy provides an overarching framework outlining the scope of eSafeguarding and identifies the Strategic Objectives intended to address the challenges, the operational aspects for how this should be achieved are the focus for the supporting Action Plan. Whilst significant work and success has already been achieved in recent years, much remains to be done. In addressing the current issues, we must naturally remain vigilant to new and emerging threats and therefore collaborating with and seeking the views of C&YP will be integral to our success.

Audience

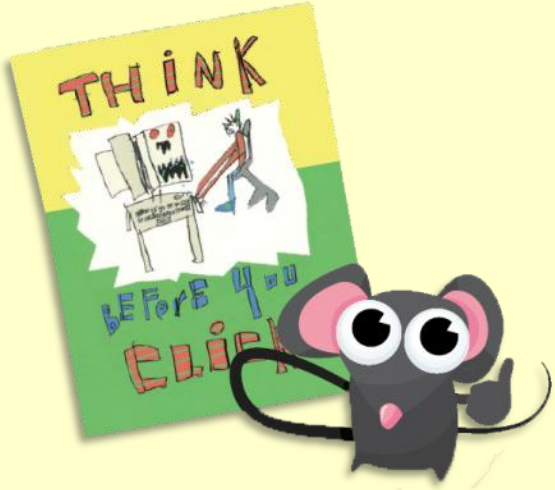
The range of individuals, groups and organisations with a responsibility for safeguarding our Children and Young People is significant, ranging from Parents / Carers through to Local and National Government bodies. As such, this Strategy is primarily aimed at (though not limited to) those groups identified below.

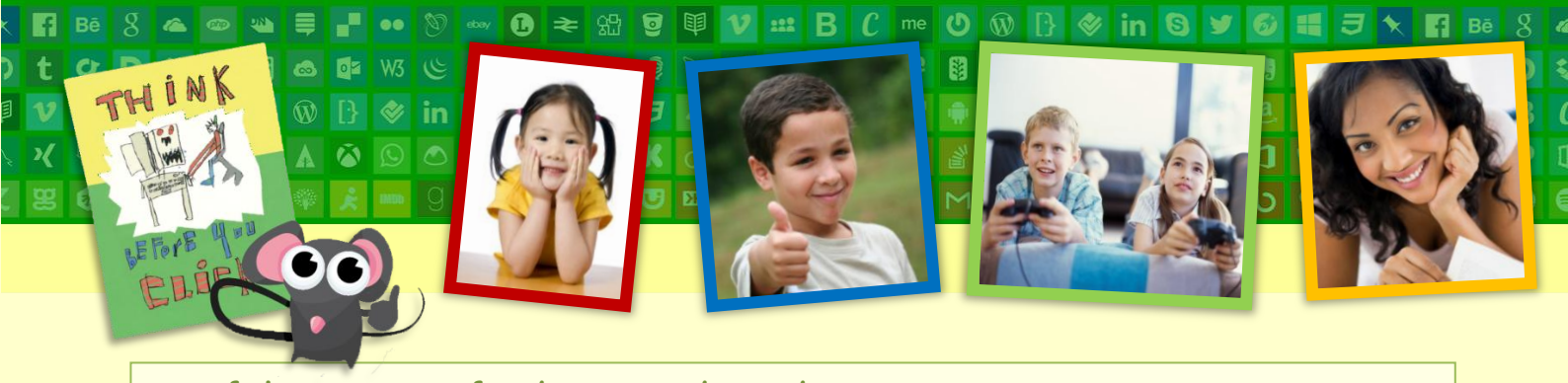
- All Agencies represented on the Lancashire Safeguarding Children Board
- All Education establishments across the region
- 3rd Sector organisations, including Voluntary, Community and Faith Sectors
- All private care providers delivering services to/for children across the Lancashire region
- All private and public sector Service providers delivering technical services and points of access utilised by Children & Young People

Summary

In order to achieve the effective and positive outcomes, it is vital that meaningful engagement, investment and collaboration by those groups identified above is secured at the earliest opportunity.

It is apparent that eSafeguarding is a growing and ever developing area with constantly changing trends and as such, is not a Task-and-Finish issue or an area where the risks will disappear in the foreseeable future. Equally, the pace at which technology continues to change is enormous and therefore we must equally adapt to this change if we are to ensure the best possible outcomes for our Children and Young People.





Useful sources of advice and guidance

lancashire safeguarding children board	Lancashire Safeguarding Children Board Website www.lancashire.gov.uk/corporate/web/?siteid=3829&pageid=20739
Children and Young People Lancashire Children and Young People's Trust	Lancashire Children and Young People's Trust website www.lancashirechildrenstrust.org.uk
YPS young people's service	Lancashire Young People's Service website http://yps.lancashire.gov.uk/
TRUSTED Lancashire Constabulary	Lancashire Constabulary Trusted2Know young person's website www.trusted2know.co.uk
CEOP	Child Exploitation and Online Protection Centre website http://ceop.police.uk
UK Safer Internet Centre	UK Safer Internet Centre website www.saferinternet.org.uk
Childnet International	Childnet International website www.childnet.com
vodafone Digital Parenting	Vodafone Digital Parenting resource www.vodafone.com/content/parents/digital-parenting
Ofsted	Ofsted Inspecting eSafety resource www.ofsted.gov.uk/resources/briefings-and-information-for-use-during-inspections-of-maintained-schools-and-academies
THINK U KNOW .co.uk	CEOP ThinkUKnow website www.thinkuknow.co.uk

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