



In Safe Hands

Local Campaigns Evaluation Report

Merseyside

2024 - 2025



Campaign Overview

In September 2023, NSPCC's Local Campaigns team in the North West, delivered a series of online safety workshops to parents and carers at the Merseyside Society for Deaf People (MSDP) centre alongside a British Sign Language interpreter. Following the sessions further discussions took place between NSPCC and MSDP of how the workshops could be made more inclusive and accessible for those who are d/Deaf.

Following this, a steering group was formed involving local d/Deaf organisations including MSDP, Knotty Ash Primary School, Deafness Resource Centre and National Deaf Children's Society. The NSPCC understood the importance of forming a steering group that included several leading d/Deaf supporting organisations who had the expertise and knowledge of how best to support those within this community to help shape the campaign.

Over the course of a year, the steering group consulted with parents, carers and young people who are d/Deaf to explore what resources would be useful for them when it comes to understanding online safety. NSPCC remained open to the recommendations offered by the steering group and their community with ideas and resources continually being adapted to ensure the resources relayed the correct information, whilst being accessible.

The resources created as part of this campaign include:

1. SignVideo short video promotion including promotional poster
2. British Sign Language Online Safety Webinar for parents and carers
3. Signing Sparks Video – young person video created by young people, for young people around keeping safe online

Aims and objectives of campaign.

It was agreed with steering group members, that the main aim of the campaign was to design and develop resources for the d/Deaf community that were inclusive and accessible for them to learn more about how they can keep children safe online and where to get support.

The steering group also agreed to create a youth led resource where young people who have lived experience of d/Deaf, would create and take part in a short film around how other young people can keep safe online.

Inputs of campaign

One of the main reasons the In Safe Hands campaign was successful, was due to the steering group which included professionals from local organisations who have expertise and/or lived experience of being d/Deaf. The members themselves were able to offer their own expertise when it comes to supporting families who are d/Deaf and were able to share the additional challenges those within this community may face when it comes to keeping safe online and accessing support.

NSPCC were able to offer their own expertise in running a campaign as well as information regarding online safety and other key safeguarding themes.

At the beginning of the campaign, there was no set funding stream to fund the campaigns resources however internally at NSPCC, the NSPCC team were able to secure funding for three video resources. Alongside this, steering groups members supported the sourcing for British Sign Language interpreters to accompany the workshops delivered to create the resources as well as the two launch events.

Deliverables

BSL Online Safety Webinars – Parent and carers focussed

The first resource to be developed for the In Safe Hands campaign was a BSL version of NSPCC's current online safety webinars aimed at parents and carers for them to have a better understanding of how they can keep their children safe online. At the beginning of the process, the NSPCC and steering group members went through the current non-BSL version to review the content and considered whether it was relevant for the d/Deaf community. For example, phrases such as 'talk to your child' were adapted to 'communicate to your child'. The steering group also decided which key topics they wished to focus on as part of this online safety campaign.

In addition to reviewing the content and wording of the webinar, the steering group also reviewed the visual aspect of the webinar on the screen and together agreed that there needed to be a BSL interpreter recording on one half of the screen, alongside captions to make it accessible. Another recommendation was to have less wording on the actual screen to avoid viewers becoming distracted from the interpreter. Lastly, it was suggested instead of having a 45-minute video, like the current version, to have the recording split into six separate sections lasting 4 – 9 minutes long to avoid eye strain. The topics include:

- An introduction
- Online bullying
- Grooming
- Gaming
- Parental controls
- More advice

The steering group also commented on how the BSL interpretation needed to be someone with at least a Level 6 BSL qualification to ensure the messages would be relayed correctly.

All the recommendations were included in the new BSL version, which was then commissioned by WealdBSL, who offered level 6 qualified interpreters, to film and edit the full webinar. The steering group then reviewed the webinar and signed it off ready for it to be shared externally.

Signing Sparks Video – Young person Focussed

NSPCC commissioned NK Theatre Arts Limited to deliver a series of interactive drama workshops for young people who had lived experience of being Deaf, to create a short video about how to keep safe online. During the workshops, the young people had the autonomy to decide what key themes they wanted to include in the short video which included reference to social media and apps. The young people wanted the video to include interactive questions for other young people watching the video to get involved in the conversation around how they can keep safe online. In addition to this, the young people also acted and BSL signed in the video, ensuring the resource was youth led, and youth focused.

SignVideo Resource – For adults and young people

The last resource created where two short video clips in BSL with captions, promoting how those in the d/Deaf community can access NSPCC and Childline's support helplines through SignVideo. NSPCC worked alongside steering group members to create a script which provided an accurate overview of what SignVideo is, how it works and when it can be accessed. From this, NSPCC and steering group members worked with a commissioned service who sourced a qualified BSL interpreter to relay these messages on film. The resources include two short clips, one being a longer version of how to access SignVideo and helplines and another is a shorter version aimed at young people, promoting SignVideo and Childline.

In addition to this, a physical poster promoting SignVideo is being finalised and will be distributed to steering group members and other organisations in Merseyside.

Launch for the campaign

In December, at one of the steering group's schools – Knotty Ash Primary School, the In Safe Hands steering group invited local organisations, parents and carers to the launch of the campaign's resources. At the launch, the Knotty Ash Children's BSL Choir took centre stage signing Christmas songs to the audience followed by guest speaker, ex Everton player, Tony Grant who gave an overview of his work in the local community. Following this, the resources were showcased to the audience who provided good feedback on all resources created.

Due to the interest internally at NSPCC for this campaign as well as additional d/Deaf supporting organisations outside of Merseyside, NSPCC hosted a virtual launch where over 30 professionals joined online to learn more about the campaign and the resources.

Media

Following the launch event in December, an article was published in the local Liverpool newspaper showcasing the campaign and campaign launch.

Outputs of campaign

Professional

In person launch event: 30

Virtual launch event: 33

Singing Sparks Young Person Session:

X5 workshop sessions between Signing Sparks group at Deafness Resource Centre and NK Theatre Arts Limited with further sessions for filming and editing, approximately eight young people took part in the workshops with three of the young people taking part in the video recording.

Outcomes of campaign

Following the year and a half long campaign, the In Safe Hands steering group have created x3 online safety resources that are accessible and relevant to the d/Deaf community. NSPCC is proud of the partnership created with several d/Deaf supporting organisations who have ensured all resources created will be useful for their community and have all taken an active role in supporting the campaign. The resources are aimed at not only young people, but parents and carers who would like to learn more about keeping their children safe online as well as how to access support through SignVideo.

Whilst the resources created have been made with Merseyside in mind, the resources could be spread across the UK meaning the reach is likely to be much greater than Merseyside.

Budget for campaign

There was no specific budget for this campaign however NSPCC contributed to the payment of webinar recording and SignVideo webinar/poster as well as NK Theatre Arts Limited leading to the young person film – Signing Sparks. Steering group members have contributed to the funding and sourcing of BSL interpreters for the two launch events.

Recommendations and Learnings

As the campaign ends, one recommendation NSPCC has is for the steering group to continue to share the resource links across their network and to the families they support. NSPCC pledge to continue to share the resources across their own networks as well as internally including delivering further information sessions on the campaign. NSPCC have uploaded all resources onto their youtube platform however a PDF with links to the resources can be emailed out upon request via nwcampaigns@nspcc.org.uk.

It is important to note that whilst the resources created could be used across the UK, the resources have been developed with Merseyside in mind therefore some BSL signs may vary.

The In Safe Hands campaign has prompted insightful learnings about the additional challenges those within this community face when keeping safe online as well as accessing support and how to best support those within this community.

NSPCC hope the resources created will provide online safety information in an inclusive form as well as promote how those within this community can access further support.