Oxfordshire Safeguarding Children Board

E-Safety Action Plan

June 1st 2017 – August 31st 2018

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Foreword

Key messages

Developments in technology and online behaviour provide a wealth of opportunities but also new areas of risk to children, young people and vulnerable adults, including online abuse, sexual exploitation, exposure to explicit material, radicalisation, identity theft, grooming, criminalisation, cyber-bullying, developmental damage self-harm and suicide.

It is therefore crucial that Oxfordshire has a plan in place to empower children, young people and vulnerable adults to use technology safely and to safeguard them from harm. This includes empowering those who work with them to have access to advice, information, guidance and resources and to raise their awareness about potential areas of risk and how to address them.

This plan relies on partnership between all the agencies and groups working with children, young people and vulnerable adults and their families in order to ensure a consistent message. This will also provide the broadest opportunity for promoting and empowering safe use of technology and will maximise the benefits that technology can bring.

This plan also recognises the benefits brought by new developments in technology, the importance of a person's healthy digital development and the wealth of opportunities available online. It recognises that separating or limiting a person's access to the online world can in itself represent a vulnerability or threat.

This plan aims to involve all stakeholders and to learn from the expertise of children and young people. It is also a live document which will continue to develop in line with national policy development, evidence based research and on-going consultation of stakeholders.

Vision

- Safeguard and promote the welfare of vulnerable groups in this digital age.
- Ensure those working with and caring for children, young people and vulnerable adults understand e-safety issues and recognise their role to support, protect and empower
- Recognise that e-safety encompasses a range of technology including the internet, mobile phones, gaming devices tablets and more.
- Promote healthy online behaviours and successful digital development to Oxfordshire children, young people and digitally excluded adults.

This plan aims to both celebrate modern technological advances while also recognising the need for our children, young people and vulnerable adults to build skills and resilience. We also need to ensure that they are properly protected from what could be used as an avenue of potential harm.

Overall Aim

To ensure that every child and young person and vulnerable adult in Oxfordshire is aware of and develops responsible behaviours towards e-safety in order to stay safe

Objectives

1. Raise Awareness

To empower children and young people, their families, vulnerable adults and those who work to be aware of the potential safeguarding issues online and know where to go for advice, information and support.

2. Build E-Safety Skills

To encourage children and young people and vulnerable adults in Oxfordshire to remain safe, learn the skills and behaviours that will protect themselves and others and act responsibly and healthily. To empower them to act responsibly, deal successfully and safely with issues as they arise, including in their own behaviour, and minimise the harm of risky or careless online behaviour.

3. Embed E-Safety in current procedures and practice

To ensure e-safety is embedded in everyone's policies, commissioning and planning activities, in order to prevent and appropriately respond to safeguarding matters. To encourage community responsibility online and to promote a culture of challenging and reporting risky or inappropriate behaviour at all levels.

4. Monitor and Review

To monitor, review and improve the E-Safety Plan to ensure its impact and on-going effectiveness

Those engaging in the plan will seek to:

Objective 1: Raise Awareness

To empower children and young people, their families, vulnerable adults and those who work to be aware of the potential safeguarding issues online and know where to go for advice, information and support.

Action 1: Raise the awareness of young people, their parents, carers, vulnerable adults and those working with them to the e-safety agenda and Oxfordshire's response through a campaign of activities that provides services, advice, information and guidance in relation to e-Safety.

Action	Lead + who	By When	Outcome
To update OSCB e-safety action plan	Jo Brown Jeremy Day	June 2017	An action plan exists to promote safety of children, young people and vulnerable adults online
To review communications plan to ensure the delivery of a consistent messages to our own and other agencies	OSCB SIE group/OSAB Business Officer	Dec 2017	Communicate plan to a wide audience to raise awareness
To promote annual ' Safer Internet Day' locally	All partners	Feb 2018	Raise awareness of 'safer internet day as part of wider safeguarding agenda
To include the promotion of e-safety in annual Anti-Bullying Week briefings	Jo Brown	November 2017	Information about e-safety is disseminated to those working with children and young people
Raise awareness of e-safety issues including emerging threats in identified vulnerable groups via E-safety training and local networks.	Jo Brown/ Jeremy Day	Ongoing	Raised awareness of risk in vulnerable groups
Raise awareness of E-safety issues and promote good practice at OSCB events and conferences.	Jo Brown Jeremy Day	Throughout the year	E-safety practice is improved by disseminating knowledge to a wide audience
To promote E-Safety message through Oxfordshire's websites for adults, professionals and young people	Jo Brown Jeremy Day	Throughout the year	E-Safety practice is visible and accessible to all

Action 2: Provide and signpost high quality, training to those working with children and young people, vulnerable adults and parents/carers

Actions	Lead + who	By When	Outcomes
Run three e-safety training days as part of the OSCB Risky Behaviours programme	Jo Brown/ Jeremy Day	August 2018	Free e-safety training is available across the county to professionals working with Children and Young people
Review inclusion of e-safety within the multi-agency safeguarding training	Jo Brown Jeremy Day	December 2017	Multi-agency training includes relevant e-safety content and is attended by a broad range of stakeholders across the county
Monitor and evaluate training	Jo Brown Jeremy Day OSCB to QA	On-going	Ensure high quality and consistency
Provide two reflective E-Safety Sessions for Foster Carers	Jeremy Day	August 2018	Provide tailored support for complex issues; skill up carers to identify risks and support recovery.
Multi-agency online Practitioner's Toolkit to include E-Safety and Digital development resources	Jeremy Day	December 2017	Ensure access to high-quality online materials to support E-Safety issues is available.
Provide E-safety input and support to Social Care teams via phone consultation	Jeremy Day	On-going	Ensure staff have access to reflective discussion on e-safety issues

Action 3: To raise awareness by equipping parents, carers and families with the knowledge to be able to support and protect children and young people and vulnerable adults

Actions	Lead + who	By When	Outcomes
Review and continue to develop successful models to signpost parent/carers to appropriate e-safety support and promote as appropriate including child-led presentations	Jo Brown Jeremy Day	September 2017	Parents have access to reliable and trusted information about e-safety.
Update and signpost OCC and OSCB e-safety/cyberbullying web pages for parent/carers	Jo Brown Jeremy Day	On-going, with regular review points	Web pages signposted and linked to school and settings' web-sites

Ensure Children and Family Centres promote E-Safety message and have suitable resources available	Jeremy Day	Throughout the year	Vulnerable families and professionals supporting them have access to E-Safety materials

Objective 2: Building E-safety Skills

To encourage children and young people and vulnerable adults in Oxfordshire to remain safe, learn the skills and behaviours that will protect themselves and others and act responsibly and healthily. To empower them to act responsibly, deal successfully and safely with issues as they arise, including in their own behaviour, and minimise the harm of risky or careless online behaviour.

Action 1: Develop the awareness and risk assessment skills of children, young people and vulnerable adults to minimise risks and ensure they know what to do when faced with issues (Including cyber bullying, child abuse and online fraud).

Action	Lead +	By When	Outcome
Regularly update combined e-safety and cyberbullying toolkit for schools/settings for adults working directly with children and young people	Jo Brown	Sep 2017	Schools and settings have consistent information to ensure best practice
Support schools in tackling the current risks in children's use of social media	Jo Brown Kay Bishop SIE sub group	Review October 2017	Teachers and pupils know how to address cyber bullying and sexting in schools and settings in Oxfordshire. Young people know who to talk to for help
Review and update sexting resource pack for schools and settings including resources aimed at primary and secondary age children and young people.	Jo Brown School Health Nursing Team Thames Valley Police	December 2017	Schools and settings will have guidance and resources to support them with empowering children and young people with the strategies and risk assessment skills in relation to "sexting"
Provide E-safety workshops to children in year 6 via the Junior Citizen Trust	Junior Citizen Trust	Review Sep 2017	Approximately 5000 children in year 6 across Oxfordshire primary schools receive input each year to raise awareness and provide education on e-safety
Review and update OCC Web pages for young people to provide e-safety/ cyberbullying information	Jeremy Day/Jo Brown	Review 6 monthly starting Sep 2017	Children and Young People have access to good quality e-safety information
Promote the 360 degrees safe and On-line	Jo Brown Jeremy	On-going	Schools and settings have access to good quality e-safety

compass self-assessment tools	Day All partners		self-assessment tool
Signpost suitable new and established resources on the multiagency Practitioner's toolkit	Jeremy Day	December 2017 with regular review	Ensure a clear route to online materials which support the breadth and complexity of E-Safety issues.

Action 2: Build on and use the skills and experiences of our young people to encourage their positive contribution in keeping themselves and their peers safe and to promote the responsible use of technology.

Action	Lead +	By When	Outcome
Continue to offer Cybersafety survey with individual links for schools and settings. Review data county wide on an annual basis to identify issues and inform e-safety plan, training and other action taken to safeguard young people	Jo Brown Jeremy Day	Review Sep 2017	Schools and settings have data available to monitor and address cyberbullying and e-safety. County are provided with data to help shape future plan development
Promote E-safety peer education e.g. digital leaders, e-cadets	Jo Brown Jeremy Day	Review Jan 2018	Young people in schools and settings will be involved in promoting e-safety and educating peers and effectiveness of education will be improved
Consult young people about the prevalence and incidence of "sexting" via an online "sexting" survey. Include gaining their views about the best way to address sexting.	Jo Brown April McCoig (TVP)	Review and update before Feb 2017 for Safer Internet Day	Young people will be consulted about sexting and this information will be used to inform professionals who support them.
Ensure e-safety and cyberbullying resource materials originated and developed by Oxfordshire Young People are available online	Jeremy Day	Dec 2017, April 2018	Young people with have their work showcased, recognised and made available locally and nationally.

Objective 3: Embed e-safety in current procedures and practice

Ensure e-safety is embedded in everyone's policies, commissioning and planning activities, in order to prevent and appropriately respond to safeguarding matters. To encourage community responsibility online and to

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promote a culture of challenging and reporting risky or inappropriate behaviour at all levels.

Action 1: Establish systems for monitoring e-safety incidents and promote appropriate response to behaviour of children and young people

Action	Lead	By When	Outcome
Investigate local e-safety incident reporting procedures to ensure a consistent multi-agency approach and good linking to Safeguarding policies with particular reference to "sexting"	Jo Brown Thames Valley Police	Review through reports to SIE sub group	Ensure all organisations have the tools to appropriately identity and respond effectively to an e-safety incident
To ensure appropriate response interventions by schools and other agencies where they relate to children and young people under the age of 18	TVP	Ongoing	Schools and other agencies continue to respond in a way that reduces the criminalisation of children and young people.
Monitor and record E-Safety consultations with professionals within Oxfordshire Children's Services.	Jeremy Day	Ongoing	Good practice and emerging concerns are identified and can be disseminated or strategies shared.

Action 2: Promote robust systems for reporting concerns with clear thresholds for response and intervention

Actions	Lead	By when	Outcomes
Raise awareness of the CEOP report abuse button and other methods of reporting via OSCB training and materials developed for children and young people and parents/carers	Jo Brown Jeremy Day	Ongoing	To ensure all children and young people and vulnerable adults have appropriate access to report concerns and that agencies can keep them safe whilst accessing the internet
Develop and support the development of secure procedures and protocols to manage safe use of social media to support safeguarding, case work and early help.	Jeremy Day	Dec 2017 with regular review points	Children's Services workers feel confident and capable to respond to e-safety incidents as they occur during their work with families.

Objective 4: Monitor and Review

To monitor, review and improve the e-Safety Plan to ensure its impact and on-going effectiveness

Action 1: To monitor the use of modern technology and the impact of keeping children, young people and vulnerable adults safe.

Actions	Lead	By when	Outcomes
Promote importance of E-safety education to schools via the Annual Safeguarding Return	Safeguarding in Education Team	Annually in term 1	Schools and settings are aware of the need to monitor e-safety incidents and good practice is promoted
To implement knowledge share as appropriate sessions and lessons learnt from e-safety serious case review and audits where finding include issues of e-safety	OSCB Business Manager OSAB Business Officer	Ongoing	Local knowledge informs and improves local e-safety practice.

Action 2: To monitor and evaluate the progress and impact of the plan

Actions	Lead	By when	Outcomes
Review progress of the plan and develop appropriate work streams to progress the plan implementation	OSCB SIE group	Jan 2018	Group membership ensures plan develops to meet local need

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Appendix 1

National and Local Data – Online risks

EU Kids Online 2014 report compared findings from their 2010 survey with 2014 Net Children Go Mobile which surveyed 9 – 16 year olds from 7 EU countries including the UK . This highlights some of the changes in online risks to children and young people. Data below is from this report, Childline and from **OfCom Children and Parents: Media Use and Attitudes Report (2016)**

Devices and internet access (OfCom)
- Since 2015 increases in smartphone ownership are particularly evident for 8-11s (32% vs. 24%) and for 12-15s (79% vs. 69%).(since 2015)
- Since 2015 the number of 5-15s with their own tablet has increased to 44%
- 37% of 3-4s, 54% of 5-7s, 73% of 8-11s and 87% of 12-15s using the YouTube website or app.
- The likelihood of having a social media profile increases with age; 0% of 3-4s, 3% of 5-7s, 23% of 8-11s and 72% of 12-15s have a profile (the biggest increase occurs between 10 – 11 when it almost doubles

Contact and risk of exploitation
- Children are less likely to make contact online with someone they haven't met (32% in 2010, 29% in 2014) but more likely to meet an online contact offline (8% in 2010, 12% in 2014)
- 5% of 8-11s and 14% of 12-15s use chat features in online gaming to talk to people they only know through the game (**OfCom**)
- Around one in twelve of all 12-15s (8%) say they have been contacted online by someone they don't know (**OfCom**)
- One in ten 12-15s (11%) had added people to their friends list that they only know online, up from 7% in 2015.**(OfCom)**
- There has been an increase of 168% from 2012/13 in counselling about online sexual abuse – **Childline**(2015/16)

Sexual images and harmful content
- Children are more likely to have seen sexual images on line (15% in 2010, 17% in 2014) but less likely to have received a sexual message (14% in 2010, 12% in 2014)
- Children are more likely to be exposed to pro-anorexia sites (9% in 2010, 13% in 2014) and self-harm sites (7% in 2010, 11% in 2014)
- Children are more likely to have seen content where people publish hate messages directed at certain groups or individuals (13% in 2010, 20% in 2014)
- A third of 12-15's say they have seen hate speech in the last year **(OfCom)**

Cyberbullying
- The number of children and young people contacting Childline about online bullying has increased by 88% in 5 years
- Peers were finding new ways of being mean using social media, without leaving evidence. Often the functionality of group chats was indirectly

facilitating these acts, as children were exploiting the ability to add or delete people from these groups in order to exclude or hurt people.**(Ofcom)**

- Nearly a third (31%) of counselling sessions on online bullying were from children and young people experiencing bullying on a gaming or social networking site. (Childline 2015/16)

Oxfordshire Data

Oxfordshire's cybersafety survey is available to schools and settings in order to find out about experience of children and young people and to consult and involve them in work on internet safety. Further information on the survey can be found on http://schools.oxfordshire.gov.uk/cms/content/internet-safety-and-cyberbullying

Please contact jo.brown@oxfordshire.gov.uk if you would like to run the survey

Analysis of data relating to 956 9 – 11 year olds from 14 Oxfordshire primary schools (2016/17) indicated that:

- 81% had a computer lap top or tablet they could use on their own at home (70% in 14/15)
- 27% had a smart phone (22% in 14/15)
- 22% had an Instagram account and 19% had a Snapchat account
- 42% had a games console they used to play with others online
- 68% said they followed e-safety guidelines all the time, 24% follow guidelines sometimes and 8% not really or never
- 25% had received a worrying or unpleasant message online
- 5% had a message from a stranger suggesting they meet up
- 20% said they had been cyberbullied

This provides clear evidence that internet use in Oxfordshire is changing in similar to that nationally suggesting that children are experiencing the same benefits and risks.

It was also evident that children are being taught about online safety and that they value this.

- 78% said they had been taught by their teacher
- 53% said they had been taught by parents/carers
- 91% said the information from school was very good/quite good
- 84% said the information from parents/carers was very good/quite good

Appendix 2

Useful resources and links

Oxfordshire-Specific

OSCB E-safety training http://oscb.safeguardingchildrenea.co.uk/ for further details and to book a place

Oxfordshire links and resources http://schools.oxfordshire.gov.uk/anti-bullying
Oxfordshire Anti-Bullying Web Pages links to
http://schools.oxfordshire.gov.uk/cms/content/internet-safety-and-cyberbullying
internet safety web pages that are updated each year for Safer Internet Day including
E-safety cyberbullying toolkit (pdf format, 314KB)

Oxfordshire Safeguarding Children Board www.**oscb**.org.uk/

Oxfordshire Safeguarding Adults Board www.safefromharm.org.uk

Oxfordshire Youth Website *www.**oxme**.info*

Junior Citizen Trust www.juniorcitizentrust.org.uk Teaching children in Year 6 (Age 10 or 11) about how to keep safe in everyday life

National and International

360 Degree Safe www.**360safe**.org.uk Free E-safety self-review tool for schools provided by the Safer Internet Centre

Action Fraud http://www.actionfraud.police.uk For reporting fraud or online scams or viruses to Action Fraud – the UK's national fraud reporting centre

Childnet International http://www.childnet.com - A non-profit organisation working with others to "help make the internet a great and safe place for children".

Get Safe Online http://www.getsafeonline.org provides advice on how people can use the internet confidently, safely and securely.

In Their Own Words – What Bothers Kids Online? EU Kids Online(2014) EU Kids Online 2014 Research from the London School of Economics

Net Children go Mobile Net Children Go Mobile which surveyed 9 – 16 year olds from 7 EU countries including the UK (2014).

NSPCC https://www.net-aware.org.uk/ Regularly updated guidance from the NSPCC on social networking sites that children and young people are using (for parents/carers and professionals)

NSPCC Share Aware www.nspcc.org.uk/preventing-abuse/keeping-children-safe/share-aware/

Internet Watch Foundation (IWF) www.iwf.org.uk is the UK Safer Internet Centre's Hotline for reporting three specific types of online criminal content: Child sexual abuse content (hosted globally) ; Obscene adult content (hosted only in the UK); Non-photographic images of child sexual abuse (such as computer-generated images) (hosted only in the UK)

Ofcom - Children and parents: media use and attitudes report 2016 PDF, 2.9 MB

Online Compass www.onlinecompass.org.uk This site provides an e-safety audit tool for youth settings. This site is provided by the Safer Internet Centre

OSCB, OCC and Thames Valley Police recommend Sexting in schools and colleges , guidance from the UK Council for Child Internet Safety (2016)

South West grid for learning (SWGfL) http://swgfl.org.uk provides resources, links, information on on-line safety

South West Grid for Learning model policies for schools
http://www.swgfl.org.uk/Staying-Safe/For-Schools/Policies

SWGfL Digital Literacy curriculum - www.swgfl.org.uk/digitalliteracy Developed from USA Common Sense Media programme SWGfL has produced a series of documents that signpost schools to the relevant Common Sense Media lesson plan, resources and to additional relevant materials from the UK, Europe and elsewhere. The resources cover key stages 1 - 5

Think U Know (CEOP) www.thinkuknow.co.uk Interested delegates need to first register with CEOP at. As well as teaching delegates how to deliver TUK products to young people, this training will also increase their understanding of many of the popular application young people are using in the on-line and mobile environment.

UK council for Child Internet Safety www.education.gov.uk/ukccis This is a voluntary organisation that brings together over 200 organisations including the Department for Education, CEOP, Childnet, etc.

UK Police Child Exploitation and Online Protection Centre (CEOP)
http://www.ceop.police.uk/ with links to http://www.thinkuknow.co.uk/ internet safety resources

UK Safer Internet Centre www.saferinternet.org.uk/ provides e-safety tips, advice and resources to help children and young people stay safe on the internet.

UK Safer Internet Centre professional helpline helpline@saferinternet.org.uk **0844 381 4772** Support with all aspects of digital and online issues such as social networking sites, cyber-bullying, sexting, online gaming and child protection online. The Helpline aims to resolve issues professionals face about themselves, such as protecting professional identity and reputation, as well as young people in relation to online safety.