



## Partner Resource Pack

The Bedfordshire LSCB's and NSPCC are launching a Neglect Matters campaign in w/b 29 October.

The campaign aims to raise public awareness about the signs and symptoms of neglect - signposting adults and young people to help and support services. We will also be offering free Neglect Awareness workshop sessions for people working in the local community but do not have safeguarding as their primary role.

Keeping children safe from harm is everyone's responsibility and partnership work is key to the success of this campaign, so any support you can offer is much appreciated.

### How you can help...

Help us get our messages out to as wide an audience as possible by sharing our resources, both with your own staff and members of the public. The materials in this pack have been developed for use both within your organisation and publicly.

Here are just a few ideas of how you can support the campaign:

- Book your staff on to a Neglect Awareness session, available October to December
- Use our template to share information about the campaign via your newsletter/intranet
- Print out and display our posters in staff and public areas of your organisation
- Follow your local LSCB on Twitter and Facebook and share our messages on your own social media accounts using #NeglectMatters
- Share our information and support for young people that you work with
- Use the Neglect Matters e-mail signature

If you need any more information please contact [emma.motherwell@nspcc.org.uk](mailto:emma.motherwell@nspcc.org.uk)

### Neglect Awareness Sessions

As part of the campaign, we are offering free Neglect Awareness sessions for people who work in Luton, Central Bedfordshire and Bedford. The sessions are 45 mins to an hour and are suitable for people who come in to frequent contact with families and children as part of their jobs, but do not have safeguarding as their primary role- those working in libraries, leisure centres and support roles in children's centres for example.

By requesting a session, you are providing the location to host the workshop are responsible for inviting your staff/attendees. The workshop space will need to be suitable to show a powerpoint presentation with sound (you will need to provide the screen and speakers/audio).

**To book a session:** Click on the relevant link below and put the name of your organisation against your preferred date. Sessions will be allocated on a first come, first served basis.

Please leave your contact details in the comments box (other participants will not be able to view your details).

For those working in Luton: <https://doodle.com/poll/bwsmgydscq83ugx9>

For those working Central Bedfordshire: <https://doodle.com/poll/x68wmqeza7i2dzym>

For those working in Bedford: <https://doodle.com/poll/998847uq2g9b89aq>

## Suggested newsletter/intranet content

We are pleased to be supporting the Bedfordshire LSCBs and the NSPCC as they launch a Neglect Matters campaign this month.

Neglect is the continuing failure to meet a young person's basic needs and is the most common type of child abuse – one in 10 children has experienced it.

The Neglect Matters campaign aims to raise awareness about the signs and symptoms of neglect and sign post people to help and support. A new guide, produced in collaboration with young people from Luton, will be made available to teenagers online and through local venues to support them in recognising and getting help for those who may be experiencing neglect. Adults in Bedfordshire will also be able to get advice about how to recognise neglect in GP surgeries, community spaces such as sports centres and libraries, and online.

Neglect happens when parents or carers can't or won't meet a child's needs. Sometimes this is because they don't have the skills or support they need, and sometimes it's down to problems such as mental health issues, drug and alcohol problems or poverty.

Neglect can be hard to identify but you notice multiple, or persistent signs, it could indicate there's a serious problem:

- **Poor appearance and hygiene** eg. smelly, dirty, unwashed or inadequate clothing, hungry,
- **Health and development issues** eg. untreated injuries, medical and dental issues.
- **Housing and family issues** eg. Unsuitable home environment, left alone, taking on family carer role.

For more information on key signs and symptoms visit the [NSPCC website](#).

(INSERT ORGANISATION SPOKESPERSON NAME) said: "Neglect can have serious and long-lasting effects on children and so it is important that we are all able to take action to keep children safe- whatever your role, safeguarding is everyone's responsibility and I urge you all to take notice of the campaign and information so that you can play your part."

If you have any concerns about a child, please speak to your line manager. Following this discussion, you may also find it helpful to contact the NSPCC Helpline on 0808 800 5000, or [help@nspcc.org.uk](mailto:help@nspcc.org.uk)

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## Posters

With the support of professionals working across Bedfordshire, we have produced several posters to raise awareness about neglect and where to report concerns. Please display these at suitable locations.

These can be downloaded here: <http://lutonlscb.org.uk/neglect-matters/>

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## Social media posts/tweets

To keep up to date with the campaign, follow your local LSCB on:

- **Luton:** @lutoncouncil for Twitter and Facebook
- **Central Bedfordshire:** @letstalkcentral for Twitter and Facebook
- **Bedford:** Facebook: @BedfordTwitter, Twitter: @Bedfordtweets

### Suggested posts:

- Neglect- are you sure of the signs? <http://bit.ly/2mkoRC7> #NeglectMatters
- We can all do our part to keep young people safe from neglect <http://bit.ly/2gTgkSB> #NeglectMatters
- Want or need? Helping young people understand neglect <http://bit.ly/2l1EoXY> #NeglectMatters
- Feeling invisible? You're not alone <https://bit.ly/2QGoeHE> #NeglectIsNeverYourFault #FeelingInvisible

- #NeglectMatters- a guide for professionals, parents and carers <http://bit.ly/2yvzbNq>
- #NeglectMatters- a guide for young people <https://bit.ly/2pKtViU>
- Worried about a child? Contact trained NSPCC helpline counsellors for 24/7 help, advice and support. [0808 800 5000](tel:08088005000) #NeglectMatters

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## Advice for young people

A newly updated neglect guide for young people has been developed in collaboration with young people in Luton and can be accessed here: <http://lutonlscb.org.uk/neglect-matters/>

Childline has a range of information and support for young people about neglect and other issues that may be affecting them.

<https://www.childline.org.uk/info-advice/bullying-abuse-safety/abuse-safety/neglect/>

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## Email signature

**Please copy and paste this in to your email signature from October 29 to December 31<sup>st</sup>.**

We can all do our part to help children safe from neglect. Find out more about the Bedfordshire and NSPCC Neglect Matters campaign here: <http://lutonlscb.org.uk/neglect-matters/>

**Thank you for your support**

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## Neglect Campaign partners

### [Luton LSCB](#)

Contact: [lutonlscb@luton.gov.uk](mailto:lutonlscb@luton.gov.uk)

### [Central Bedfordshire LSCB](#)

Contact: [LSCB@centralbedfordshire.gov.uk](mailto:LSCB@centralbedfordshire.gov.uk)

### [Bedford LSCB](#)

Contact: [lscb@bedford.gov.uk](mailto:lscb@bedford.gov.uk)

### [NSPCC](#)

Contact: [emma.motherwell@nspcc.org.uk](mailto:emma.motherwell@nspcc.org.uk)