

Campaign dates: 3 - 24 November

# **South Yorkshire Safeguarding Awareness Week 2021 Campaign Evaluation**

# Background

We have again worked with key partners in health, the emergency services, the voluntary sector and more to raise awareness of what safeguarding means, the issues that can arise and, importantly, how to access the support available locally.

We proudly celebrated and promoted our own Safeguarding Awareness Week activities as well as regional and national events. We started the week with a hybrid event at Northern College, bringing together leaders from across South Yorkshire to discuss how we can keep adults and children in the region safe.

Throughout the week, there was a wide range of events for professionals and the public. These included safeguarding information drop-ins across the borough, digital safety sessions, a Safe Places walk and lots of free webinars on issues around keeping adults and children safe.

# Aims

- Raise awareness of and encourage participation in the diverse programme of activities organised for Safeguarding Awareness Week by the council, our partners and external organisations.
- Raise awareness of the many contexts in which a safeguarding issue may arise (relating to both children and adults) and what initial steps and follow-up actions people should take in response.
- Encourage the target audience to spread the message that safeguarding is everyone's business, and which organisations they should contact to get help and support if they encounter a safeguarding issue.
- Prevent abuse and harm across Barnsley - working together to keep adults and children in Barnsley free from harm.

# Audiences

- Residents across Barnsley.
- Professionals with a safeguarding responsibility for adults or children.
- Partner organisations.
- Media.
- Elected members.
- Schools, both staff and families.

# Measures

- Social media engagement.
- Website visits.
- Media coverage.
- Sign-ups to virtual events.
- Attendance at physical events.
- Reach of our paid advertising.

# Social media content and topics

Before Safeguarding Awareness Week, we promoted our public information events across the borough, digital safety sessions, Safe Spaces walk and the range of virtual events available for professionals.

During #SYSAW21, we covered:

- Adults: mental health and wellbeing; online hate and abuse; domestic abuse; hoarding and self-neglect; and social isolation and loneliness.
- Children: online safety for children; infant crying and how to cope; safe sleep for babies; private fostering; and child sexual exploitation.

We also used Safeguarding Awareness Week as an opportunity to highlight how you can report issues and to showcase our partnership working, namely through covering our events and sharing messages from partners.



# Social media stats



Reach: 67,403  
Engagements: 819  
Shares: 60



Reach: 32,024  
Engagements: 487  
Shares: 78

Total reach: 99,427  
Total engagements: 1,236



It's the last day of Safeguarding Awareness Week 2021, but there's still lots of opportunities to find out about the support that's available to you. Visit the Barnsley Council website to find out what events are planned: [crowd.in/Kk7OhK](https://crowd.in/Kk7OhK) #SYSAW21



Proud to support [#safeguardingawarenessweek](#) [#SYSAW21](#) [#safeguardingiseveryonesresponsibility](#)



We also saw partners sharing content as part of #SYSAW21, including Barnsley Youth Council, our Safeguarding Children Partnership, Barnsley College, South Yorkshire Police and Barnsley College. Some partners used the assets proved in our toolkit.

**Barnsley Council**  
Published by Josh Cawood · November 23 at 7:00 PM · 🌐

It was great to see organisations from across Barnsley coming together for Safeguarding Awareness Week.

While #SYSAW21 may be over, we can all help to keep adults, children and young people in our communities safe.

There is lots of support available if you're worried about the safety of someone in your life. For more safeguarding information, including how to report any concerns, please visit: <https://bit.ly/BMBCSafeguarding>



7,093 People reached 365 Engagements [Boost post](#)

👍 25 4 Shares

**Barnsley Council**  
@BarnsleyCouncil

It's great to hear from Parish, our Deputy Young Mayor, this #SafeguardingAwarenessWeek and #AntiBullyingWeek. Our Youth Forums do amazing work in our communities 🌞

#SYSAW21 #HealthyBarnsley

**Barnsley Youth Council** @BarnsleyYC · Nov 15

Here's Parish, our Deputy Young Mayor and campaign lead for Community Safety and Discrimination, talking about what we are doing to help safeguard our community and explaining a little more about the Safe Places scheme 🙌 @BarnsleyCouncil #sysaw21



0:39 938 views

**Barnsley Council**  
Published by Josh Cawood · November 8 · 🌐


Do you know what safeguarding means and how to keep children and adults safe in Barnsley? Come and join us next week at one of our Safeguarding Awareness Week information sessions!

Learn more about who can help children, young people and adults stay safe and have your questions answered.

These sessions will be running on:

- Monday 15 November at Barnsley Interchange - <https://bit.ly/SAWInterchange>
- Wednesday 17 November at Barnsley Market - <https://bit.ly/SAWMarket>
- Friday 19 November in Goldthorpe - <https://bit.ly/SAWGoldthorpe>

#SYSAW21



6,647 People reached 172 Engagements +1.1x average Distribution score [Boost post](#)

👍 9 4 Comments 20 Shares

**Barnsley Council**  
@BarnsleyCouncil

Mental health is a huge part of our health and wellbeing.

Opening up to friends or family is so important, as well as asking our loved ones if they're #AlrightPal?

If you need to speak to someone, numbers are available at [barnsley.gov.uk/AlrightPal](https://barnsley.gov.uk/AlrightPal) or on this image 📌

#SYSAW21



9:00 AM · Nov 16, 2021 · Twitter Web App

# Social media examples

We shared a range of content on social media, including photos from our events, important messages using our safeguarding branding and posts from our partners. Where appropriate, we tied our messages into other council campaigns, like Alright Pal.

Across our activity, we used custom links to monitor traffic to our websites. We saw:

- 138 visits to our Safeguarding Awareness Week events page.
- 152 visits to our safeguarding adults and children webpages.



# Our Facebook events

We set up Facebook events for our public information sessions and spent £100 to boost their reach.

Between the events, we had 78 event responses and reached 27,742 people.

Our boost delivered 88.5% of our event responses (69 responses, representing a return of £1.44 per event response). It also delivered 86.7% of our reach (reach of 24,043) and 396 post engagements.

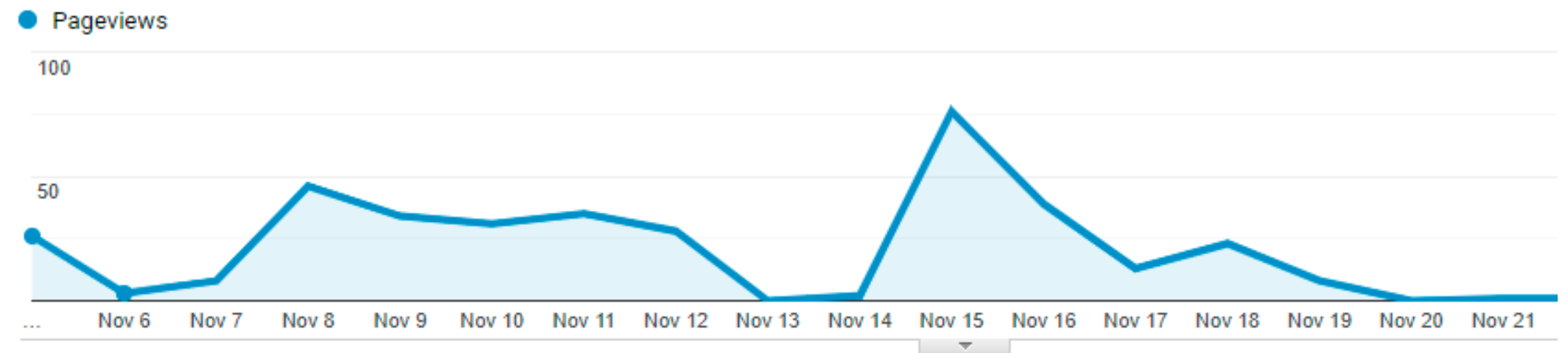


Our custom links for our Facebook events generated 56 visits.





# Website stats



During Safeguarding Awareness Week (November 15-21), our dedicated events page had 160 views, up 34.5% from 2020's virtual celebration. Of these, 107 were unique visitors, up 50.7% from 2020.

When we include the week before Safeguarding Awareness Week, when our campaign was in full flow, we once again saw more visits than the previous year. In 2021, our dedicated events page had 336 views over the two weeks, 232 of them unique. This is up 38.3% and 40.6% respectively on 2020.

During Safeguarding Awareness Week 2021, we also saw:

- 111 page views for our safeguarding adults page.
- 83 page views for our safeguarding children page.

# Internal comms

We had an intranet banner live for two weeks, pointing people to our events page.

We posted three intranet articles, with a combined 80 views. Our most popular post was the first, which announced our plans for the week, with 38 clicks.



Safeguarding Awareness Week was included in Straight Talk three times, with a combined 69 link clicks. The most popular article was included on the Friday before SAW, generating 39 link clicks.

We also included Safeguarding Awareness Week in the schools bulletin, promoting how to get involved just before the start of SAW.

# Media coverage

We issued two press releases for Safeguarding Awareness Week, one promoting our public-facing plans and one celebrating our launch event.

There were two articles in the Chronicle about the Safe Places Walk and Rotherham Council also circulated our launch event media release.

Our newsletter content was shared on the Barnsley College and Berneslai Homes websites.

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## Town centre safety is put on agenda

**By Jess Morris**

A TOWN centre walkabout took place on Monday to inform residents about the new 'Safe Places' scheme – in a bid to make vulnerable people feel safer out and about in town.

The scheme is run by charity Cloverleaf Advocacy and set up in Barnsley with the help of the council.

Participating businesses display a Safe Places window sticker, this signifies the business will welcome anyone feeling vulnerable and will

help them contact a family member or carer to come and help, and allow them to stay there until they feel better.

Sarah Davey, a community development officer for the Central Area Council, led the walk with Ian Henry from Walk Well Barnsley.

The walk was held to ensure residents know where the participating venues are, what the Safe Places scheme is, and how it could help them when they're out and about.

Coun Sarah Tattersall attended the walk, she said:

"It's great to see how many businesses are taking part in the Safe Places scheme.

"I would encourage all businesses around Barnsley – both in the town centre and in the surrounding areas – to take part.

"Anybody, no matter how vulnerable, can sometimes feel unsafe when they're out and about so I do think this is a good thing.

"It's not a huge commitment for businesses to make either, and it could really help people."

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# Other paid activity

We paid for an iVan in the town centre on Monday 15 November to celebrate the launch of Safeguarding Awareness Week. This reached 13,982 people, with time spent around the iVan clocking in at 6.6 seconds. It also reached more men than women.



We paid for an advert to promote Safeguarding Awareness Week on Greatest Hits Radio Barnsley. The campaign had 33 adverts, reaching 24,624 people in Barnsley who all heard the advert at least four times. This advert included important information for reporting concerns.



# Other comms support

- We produced a flyer to share with partners, highlighting how to report safeguarding concerns for adults, children and young people.
- We supported the launch event by producing videos of speakers.
- Working with the CCG, we produced a series of animated videos which in turn were featured on our iVan.
- We created a partner toolkit of resources for supporting SAW, including a social media overview, assets and newsletter copy.



## Safeguarding adults and children is everybody's business!



### Safeguarding children:

We want to make sure Barnsley is [a safe place for children and young people](#) to grow up. We can all help make sure that every child in the borough is safe and well cared for. Child abuse happens when someone harms a young person, whether that's physical, sexual, emotional or involves neglect. They may be afraid to tell people or may struggle with feelings of guilt, shame and confusion – especially if the abuser is someone they trust. Whether you're worried about bullying and online abuse or grooming and neglect, the [NSPCC](#) has lots of great information on their website, including signs to look out for.

If you're a young person who thinks they're being mistreated, or know someone who is, it's important to let someone you trust know.

There is lots of support available to keep children safe and well, including the NSPCC, Childline, the police and children's social care services.

For more information on safeguarding children in Barnsley, and for advice if you're worried about a child's safety, **visit our website.**

If you're worried about a child's safety or wellbeing, call **01226 772423**. If you have an urgent concern to report outside of office hours, call **01226 787789**.

If it's an emergency, please call 999.  
Visit [barnsley.gov.uk/safeguarding](https://barnsley.gov.uk/safeguarding) for more information

# Have we met our aims

We raised awareness and encouraged participation in our programme of activities by promoting them across all our channels. Our events webpage was more popular this year than last and boosting the public events amplified their reach.

We used our social media messages on the week to raise awareness of the many contexts safeguarding issues can arise and the support available. We reinforced these messages by including them on our iVan screens and in our radio ads.

With a reach of 99,427 and 1,236 engagements, social media helped our target audience recognise and share that safeguarding is everyone's business. We used this line prominently on our flyers, reinforcing that message through our partners.

Through our support of the launch event, we highlighted how we are working together to keep adults and children free from harm. Our partners helped reinforce this by sharing messages throughout the week using #SYSAW21.

# Future learnings

- Social media helped us highlight how we're working together with partners, whether posting event photos or sharing each other's messages. It was good to see partners, like Barnsley College, joining us by adopting our branding.
- Boosting Facebook events proved an effective way to increase public event responses, reach and engagement.
- Our iVan and radio ads had wide reaches and allowed us to reinforce key safeguarding messages, namely how to report concerns.
- We invited the media to join us at our Northern College launch event but we had no interest despite strong interviews being offered. Barnsley Chronicle also focused more on the Safe Places walk than wider Safeguarding Awareness Week activities. How we get the media more involved may be something to consider next year.