



Home Office

Crime Reduction & Community Safety Group

Tilley Awards 2008 Application form

Please ensure that you have read the guidance before completing this form. **By making an application to the awards, entrants are agreeing to abide by the conditions laid out in the guidance.** Please complete the following form in full, within the stated word limit and ensuring the file size is no more than 1MB. Failure to do so will result in your entry being rejected from the competition.

Completed application forms should be e-mailed to tilleyawards08@homeoffice.gsi.gov.uk.

All entries must be received by noon on **Friday 25th April 2008**. No entries will be accepted after this time/date. Any queries on the application process should be directed to Alex Blackwell on 0207 035 4811.

Section A: Application basics

1. Title of the project: **"JENNY'S STORY" - AN EDUCATIONAL INTERNET SAFETY RESOURCE**

2. Key issue that the project is addressing e.g. Alcohol related violence: Online grooming of victims of child sexual abuse.

Combating child abuse on the Internet

Author contact details

3. Name of application author: **Detective Chief Inspector Neil Hunter**

4. Organisation submitting the application: **Lancashire Constabulary**

5. Full postal address:

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6. Email address: **neil.hunter@lancashire.pnn.police.uk**

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Secondary project contact details

8. Name of secondary contact involved in the project: **Stephen Carrick Davies**

9. Secondary contact email address: **Stephen@childnet.com**

10. Secondary contact telephone number: **T + 44 (0) 20 7639 6967 Mob: +44 (0) 771 245 1859**

Endorsing representative contact details

11. Name of endorsing senior representative from lead organisation:

**Detective Chief Superintendent
Graham Gardner**

12. Endorsing representative's email address: **graham.gardner@lancashire.pnn.police.uk**

13. For all entries from England & Wales please state which Government Office or Welsh Assembly Government your organisation is covered by e.g. GO East Midlands:

GONW

14. Please mark this box with an X to indicate that all organisations involved in the project have been notified of this entry (this is to prevent duplicate entries of the same project):



Section B: Summary of application - In no more than 400 words use this space to provide a summary of your project under the stated headings (see guidance for more information).

Scanning:

Lancashire Constabulary continues to deal with numerous incidents of child abuse on the Internet. These investigations reveal a trend of multiple victims who had not reported their abuse identifying the need for a robust educational internet safety resource.

Analysis:

Analysis revealed that young people continue to put themselves at risk despite high profile internet safety campaigns. It is accepted that child abuse on Internet recognises no boundaries and research carried out by the London School of Economics¹ revealed that:

- 49% of young people would give out personal details online,
- 1 in 5 would meet with someone that they first met on the Internet without confiding in anyone else.
- In addition focus group research carried out by Childnet² with young people revealed that real life stories would make them take notice and think it might happen to them
- One child commented "It is like the stories or the problem pages" (Girl 12)

¹ Uk Children Go Online www.children-go-online.net (28 April 2005)

² **ChildPINS (2003)**

Response:

Childnet and Lancashire Constabulary set out to development of an educational resource aimed at the young people who were statistically most at risk, high school students in the UK. A film based on a true story was developed and initially piloted in Lancashire involving 2000 pupils in 12 different schools with positive results. Using the film and feedback from teachers and students, the partners launched Jenny's Story as a teaching resource based on a true story and accompanied by a detailed teachers guide for use by teachers.

Assessment:

Jenny's Story was widely promoted around to high schools, child abuse specialists and police forces. In March to June 2007 it was evaluated by Metropolitan Police who ran a pilot in the borough of Enfield involving 2430 students from 11 high schools. The results of this evaluation showed "Jenny's Story" was still very impactful and an effective teaching tool which complimented the work undertaken by other agencies including CEOP, in promoting internet safety. In 2007, following significant interest, Jenny's Story from initial teacher education institutions, research was commissioned into how e-safety was taught in initial teacher training. The result was that the recommendation that Jenny's Story be included in the 'Know IT All for Teachers' DVD which with support from TDA, BECTA, MICROSOFT and DCSF has now been distributed to all trainee teacher institutions across England and available free of charge for practicing teachers to educate them about e-safety.

State number of words: 399

Section C: Description of project - Describe the project in no more than 4,000 words. Please refer to the full guidance for more information on what the description should cover, in particular section 11.

Introduction

Jenny's Story is a hard-hitting film based on the true story of Jenny, a young teenager who chats to a stranger online using Instant Messenger. The film shows how through online chatting, Jenny reveals personal information which results in her being contacted in real life, and ultimately hurt. Jenny's Story was originally launched in January 2005 and has been used in many schools and organizations both in the UK and internationally. It has proved highly effective at helping young people reflect on the dangers of chatting to strangers on the Internet. Since the launch of Jenny's Story the landscape relating to internet safety education in the UK has changed significantly following the establishment of the Child Exploitation and Online Protection Centre (CEOP). Jenny's Story however has been continually evaluated and continues to prove a powerful tool for helping people understand the grooming process and why e-safety is important. Towards the end of 2007 Jenny's Story was further evaluated by academics assessing the e-safety needs of teachers in initial teacher training which led to Jenny's story being extended as a training resource for teachers and trainee teachers.

Scanning and Analysis

Prior to the launch of Jenny's Story Lancashire Constabulary had dealt with several local incidents of child abuse on the Internet. These investigations revealed an alarming trend of multiple victims on every occasion that had not previously reported their abuse to anyone. Some of these cases were presented by officers of the Lancashire Constabulary at the Home Office Task Force for Child Protection on the Internet, which is where Lancashire Constabulary first met members of children's Internet charity Childnet International.

The cases that the officers presented at to the Task Force, showed that parents often used computers as babysitting devices allowing children to have Internet access in their bedrooms. They also showed that young people underestimated the risks of talking to strangers online, and that they could be easily manipulated over the Internet, which could in some cases lead to them being physically harmed. The anonymity of the Internet allowed online predators multiple identities and the ability to pose as members of the opposite sex, and many took advantage of this to identify and groom multiple victims simultaneously. Finally, it was clear that many victims did not feel able to report this type of abuse, if images had been involved in the grooming process as is common when computers and web cameras are involved, then victims could be made to feel complicit in the abuse, and therefore be less likely to tell anyone about it. In the case study used for the development of Jenny's Story, the victim did not report the abuse, and was only contacted when the perpetrators computer was seized by the police on other crimes, and the police contacted all his victims using the information from his computer. This led the officers to suspect that the extent of the problem was greater than the number of cases reported. The internet being international also meant that the number of potential perpetrators was greater than other forms of crime. At the time of these cases there was no central collection of cases being monitored and no nationally co-ordinated organization to respond to Internet related abuse. Childnet had for several years been tracking media reports of grooming incidents, and estimated that in the UK there had been one reported incident per month which made the newspapers, either nationally or regionally.

Childnet International carried out research about the effectiveness of existing Internet safety awareness campaigns. Later the London School of Economics published a largest ever survey of how young people aged 11-19yrs old use the Internet in the UK. The survey which was called UK Children GO Online discovered that despite the high level of awareness of Internet safety messages amongst young people in Britain, young people still put themselves at risk.

- 74% of young people were aware of some form of Internet safety message at that time
- 49% would give out personal details online
- 1 in 5 young people would meet with someone that they first met on the Internet

Childnet's own focus group research concluded that the lack of success of many awareness campaigns lay in the fact that young people didn't take the risks seriously and that a set of rules (such as 'never give out personal information') were largely ineffective for those young people who were most at risk. During focus group research Childnet discovered that young people felt it would be more effective to present real life stories which would give them a reason not to take risks online. At this time in the UK there was no case study based educational resource for young people (although Childnet were aware of one or two from the USA and Canada) Childnet had also been involved in carrying out an evaluation in UK schools of one such Internet safety film based on a case study from the USA in collaboration with the government ICT Agency Becta. The results of this evaluation showed overwhelmingly that a case study approach would be the most effective way to capture attention and generate discussion which could be the basis of a meaningful dialogue with young people. However the American case study could not be used without localization for the UK. This is when the partners began to look for an appropriate UK case study to develop an educational resource for use in schools.

Problem Analysis Triangle:

Offender - Online predators, usually registered sex offenders, tend to be more technically capable than their victims.

Target/victim - Tend to be young girls about aged 12-13 of age

Place - Internet chat rooms, or instant messenger, or mobile phones.

Response and Assessment:

Neither Childnet nor Lancashire Constabulary was aware of any multi-agency preventative strategies relating to this type of abuse online. We decided to form a partnership to pool our expertise, Lancashire's experience with victims, and Childnet's experience of developing innovative educational resources. Childnet asked the officers whether there was a victim would be willing to share their experiences. The officers did locate one person who was willing to share her story in order to help others. Her experience was an extremely powerful reason for young people to learn about the dire consequences of giving out personal information on the Internet (hitherto the most ignored piece of Internet safety advice). Also the perpetrator in this case had been captured and imprisoned for a good length of time, which meant that she felt confident and able to share her story. A film was developed based on this person's own words, although her real identity was of course hidden. Having always avoided sensationalist approaches to educating young people, Childnet were anxious to test the beta version of the film on schools. It was decided that we needed to be certain that the use of this person's story would indeed be effective in changing young people's online behavior.

The partners decided to pilot the resources with the target audiences, i.e. secondary school pupils and teachers. The resource was piloted in twelve secondary schools across Lancashire involving 2000 pupils and 19 teachers. The results showed that:

- Some 80% of pupils who watched Jenny's Story stated that they believed that watching it had increased their awareness of the dangers inherent in trusting someone they do not know on the Internet, and
- 99% of pupils said that they would not meet up with someone they met on the Internet after watching the film.
- Words used to describe the resource were 'Honest', 'Relevant' and 'Arresting'. Moreover, every teacher who used the resource said that they would recommend it to other teachers!

Pre Launch consultation

Following consultation with PSHE and ICT Advisers and colleagues from Lancashire Area Child Protection Committee, it became clear that Jenny's Story would provide a powerful medium through which to engage KS3 pupils in a dialogue on a range of issues, from Internet use to personal safety and even cyber bullying and assertiveness. It also contained ideas on how to engage with parents on these important topics. In addition, for those professionals who know little about how young people may use the Internet outside school, we saw the potential for the resource will assist their professional development in this context.

Before going to launch the partners offered the film out to consultation to a wide range of experts across the UK, including some of those working with offenders and victims, gathering feedback and refining the resource accordingly. Some of the challenges on the project occurred during this period since Jenny's Story was powerful and nothing like it had been launched before in the UK, therefore it inevitably came under a certain amount of scrutiny. However most of these concerns were addressed by refining the film and providing robust support material within the resource for teachers, pupils and parents. An independent evaluation of the film and the process in which the partners completed the film concluded that the resource was very much "fit for purpose"

Launch of Jenny's Story

When Childnet International and Lancashire Constabulary were happy that we had an effective resource, we hosted a Lancashire-based launch of 'Jenny's Story' on 27 January 2005. The launch was attended and endorsed by the Paul Goggins MP, Home Office Minister and Chair of the Government's Task Force on Child Protection, who spoke extremely positively about the resource and its potential for raising awareness in schools.

Mr Goggins said:

"I very much welcome Jenny's Story film and the supporting materials which Lancashire Constabulary and Childnet International have produced for schools. This powerful film will help young people to see the potential dangers of talking to strangers over the Internet and it is particularly good that the accompanying resources help teachers practically to explore the safety issues and equip young people with the skills and strategies they need to be safe in this new online world. This resource will make a very valuable contribution to supporting the ever-growing number of

children using the Internet in the UK stay safe. This partnership between Childnet and Lancashire Police is a great example of how different sectors can work together to create effective responses to the child safety issues posed by the Internet. “

Applications of Jenny’s Story

After the launch of Jenny’s Story the resource quickly spread around the UK to secondary schools and police forces. We noted that over 21 police forces had ordered copies. It was adopted by many local authorities in England and by the Welsh Assembly as part of their national Internet strategy. Childnet trained many teachers across Wales and parts of England in Internet safety and how to deliver the resource to pupils. Jenny’s Story also found unexpected uses, such as use in training by organizations like the police and the BBC who wanted their staff to understand online grooming. It was also used as part of treatment programme for victims of abuse. Childnet also began to use Jenny’s Story as part of regular presentations to parents. Every DVD which was sent out from Childnet to schools included an evaluation form and over a period of 18 months many teachers returned these forms providing further feedback. Mostly teachers found that the power of the personal story told with using the victims own words would generate animated discussion in the classroom, and this provided a useful vehicle to help young people define strategies for getting out of difficult situations online. We also heard about disclosures by young people to their teachers following the viewing of Jenny’s Story. In some cases, young people were better able to advise a friend at risk, following the viewing of Jenny’s Story. The following case study indicates just one such case.

Case Study



Jenny’s Story & Its Use By Dudley Safeguarding Children’s Board

Jenny’s story whilst launched in January 2005 did not begin to impact on Dudley until June 2005, following attendance of a conference in Lancashire in June where I had the good fortune to see Jenny’s story for the first time and heard about its inception from DCI Neil Hunter of the Lancashire Police Force.

The statistics relating to Children’s online behaviour were both worrying and an shocking at the same time, with children reporting giving out personal details online and as many as 1 in 5 arranging meetings with people they had met online, following the attendance of a colleague at a similar conference attended by Childnet International, we resolved to raise the profile of online child protection, first using Jenny’s story in a presentation to our own Safeguarding Board, from this presentation in late 2005 came our E-Safety sub group, with a remit to develop an E-

safety strategy for the board and a programme of training for multi agency staff and training to take into schools for pupils and parents.

On the 11th September 2006 we began by training staff at Hillcrest School this is a large secondary school with around 700 pupils, we agreed with the staff that they would introduce Jenny's Story & its accompanying lesson plans to their pupils via their PSHE lessons, but prior to this safeguarding unit staff presented Jenny's Story to the children's parents in order that they knew what their children would be seeing and to raise their levels of awareness & to help them assist their children and promote safe on line behaviour.

Jenny's story was well received by the young people and it prompted a debate as well as sparking their own talents the school specialises in the arts and the children also produced a DVD of their own.

If we had any questions about the efficacy of the project, they were answered within 3 weeks when the head teacher contacted me, to say that 2 girls had come to her to talk to her about their friend, a 14yr old girl who had arranged to meet a male who had befriended her on MSN, he had also sent her text and the girls said these were sexual and he had sent a photograph and he was 'well old', the girl had arranged to meet at 6pm that evening at a local shopping mall. The head had spoken to the girl verified the information & contacted their local police station. Unfortunately the response wasn't a good one she spoke to a civilian officer who did not have a full grasp of the law in this case. As we had problems with local law enforcement we then contacted CEOP who were able to elicit a better response and with West Midlands Police they mounted a surveillance of the arranged meeting place and as expected a middle aged man turned up at the agreed meeting time, he was trailed back to his home address in Norfolk and later when a warrant was executed on the premises large amounts of child abuse imagery were seized and it was clear that there was evidence that this man was traveling extensively to meet children he had met on the internet. He was subsequently convicted of grooming and possession of child abuse imagery.

We believe that Jenny's story had a direct impact on safeguarding in Dudley at both a strategic level on the board and in our practice we now have effective links with CEOP, BECTA, Childnet International, Stop It Now and industry partners in helping us promote safer internet usage in Dudley & the schools programme continues where Jenny's Story is now being shown to parents of primary aged children in addition to key stage 3 pupils and with other resources from the think U know programme, Cyber café, the 'Lets Fight it Together DVD & the Know it all DVD which we are giving to all our parents, we are making safe technology usage a core part of the curriculum in our area.

On behalf of the safeguarding unit & the e-safety team I would have no hesitation in endorsing Jenny's Story as being worthy of national recognition.

Barrie Smith
Independent Reviewing Officer
Dudley Review & Safeguarding Unit
6 St James's Road
Dudley DY1 3JL

Updating of Jenny's Story

In February 2007 it was decided to update Jenny's Story to reflect both feedback and new changes in the UK. Both the film and the accompanying Teacher's Guide were updated to incorporate feedback from young people and teachers as well as good practice guidance on using case studies from the Home Office, as well as signposting to the new Child Exploitation and Online Protection Centre (CEOP) where suspected grooming incidents can now be reported to the police.

Further Evaluation by Police

In March to June 2007, Childnet in association with the Metropolitan Police undertook a further evaluation of the film in 11 secondary schools in the London Borough of Enfield with community liaison officers. Evaluation forms were returned by a sample of 96 students aged between 11 and 13 years from a total of 2430 students, from 11 schools. The findings showed that Jenny's Story was still impactful and effective teaching tool, with over a quarter of pupils planning to do something about their online safety as a result of attending the presentation. Some presentations included additional videos by the Child Exploitation and Online Protection Centre (CEOP) despite this many students were particularly affected by Jenny's Story.

Further Evaluation of Jenny's Story

The availability of Jenny's Story in the UK had generated a lot of requests from teachers for training, both in how to deliver e-safety and also specifically how to deliver Jenny's Story. It was clear that teachers sometimes did not always feel equipped to have a discussion with pupils about their experiences with technology and did not always appreciate the important role that technology plays in young people's lives. As a result of this Childnet began to think about using Jenny's Story in a more strategic way, rather than simply training teachers piecemeal, what about reaching them as part and integral part of the PGCE training, thereby training all teachers before they enter the profession? Childnet decided to commission some research into how e-safety was being taught in initial teacher training with the aim to see how those entering the profession could be trained and supported. The research sought to review the current teacher trainees' understanding, the best way to deliver this training and the trainees views on current e-safety resources for key stage 3 which had been produced by Childnet and others.

The research aimed to identify if and how e-safety education could be incorporated into the current initial teacher education and was funded jointly by Microsoft and the Training and Development Agency for Schools.

The study included the:

- expert evaluation of a number of e-safety resources including Jenny's Story
- development of an online evaluation form to assess the resources chosen;
- presenting e-safety sessions to 400 trainee teachers in 4 different institutions;
- presenting further resources online; and
- Capturing over 73,000 words of comments.

Jenny's Story was selected by the academics for the face to face presentations delivered by tutors as part of the evaluation. The impact of Jenny's Story as a stimulus to promote discussion and raise awareness, was very compelling, with 84% of the trainees being wiser after the session. As one trainee put it "I think this was an excellent video to be shown ... The only improvement is to ensure it is shown in as many schools as possible".

Re-launching of Jenny's Story

The researchers recommended as a result of the study that Childnet and partners should develop e-safety educational materials based on Jenny's Story for use within initial teacher training; it was also decided to extend this to all practicing teachers as a self training and professional development resource. In December 2007 Childnet with its partners, launched two new products. Know IT All for Trainee Teachers and Know IT All for Teachers, both products used the Jenny's Story film as a training and professional development tool for teachers.

- 'Know IT All' for Trainees comprises a guide, lesson plan and Jenny's Story film for tutors on a DVD, which provides everything needed to deliver face-to-face e-safety training to trainee teachers within a single lesson. A supporting website for trainee teachers also contains resources to use on teaching placements and materials to support further study. www.childnet.com/kia
- 'Know IT All' for Teachers includes a DVD for self-study, including Jenny Story followed by questions for teachers to consider and advice leaflets for teachers and other adults working with children. There is also a classroom version of Jenny's Story on the same DVD should the teacher wish to go on and deliver a class to pupils using the DVD. The supporting website also explains technology issues and provides links to further resources on a range of child safety issues. www.childnet.com/kia

Both DVD's are currently being made available free of charge to all ITT institutions in England as well as secondary schools through the Teacher Development Agency and DCSF.

For the launch of this new resource the Chair of the Home Secretaries Task Force on Child Protection on the Internet Vernon Coaker MP said,

"I would like to express my support for the "Know IT All" training resource that has been launched today for teachers and teachers entering the profession. This will enable them to educate children in how to stay safe on the internet, while using it responsibly. It is vital that we not only educate children in how to stay safe, but that we give those who care for them, whether parents or teachers, the resources to explain the dangers and how to avoid them, and the work done on this project by Childnet, the Training and Development Agency for Schools, BECTA and Microsoft adds greatly to the resources available to teachers." Vernon Coaker MP, chair

Conclusion

Since the launch of Jenny's Story in 2005, the resource originally intended for secondary school pupils has found much wider application. Where we expected it might have a limited shelf life, continual evaluation has shown its enduring value as an impactful film which can help adults and young people reflect on their use of the Internet. In this

way Jenny's Story which was the first of its kind in the UK, has managed to achieve a lasting value in helping to educate, parents, teachers professionals, and young people and thereby preventing more victims of online crimes.

State number of words used: 3725

Section D: Endorsement by Senior Representative - Please insert letter from endorsing representative, this will not count towards your word or 1MB size limit restrictions.

Graham Gardner
Detective Chief Superintendent
Divisional Commander 'G' Division
Lancashire Constabulary
Hutton Hall
Preston
PR4 5SB

23rd April 2008

Dear Sir/Madam

I am aware of the ground breaking project that DCI Hunter has been involved with together with Childnet International since the project was first submitted in 2005. I have been kept informed of the most recent progress and fully support and endorse this re-submission due to the continuing and extensive evaluation and assessment that has led to Jenny's Story being used as a self training and professional development resource for teachers and trainee teachers.

Yours truly

Graham Gardner

Checklist for Applicants:

1. Have you read the process and application form guidance?
2. Have you completed all four sections of the application form in full including the endorsement from a senior representative?
3. Have you checked that your entry addresses all aspects of the judging criteria?
4. Have you advised all partner agencies that you are submitting an entry for your project?
5. Have you adhered to the formatting requirements within the guidance?
6. Have you checked whether there are any reasons why your project should **not** be publicised to other police forces, partner agencies and the general public e.g. civil or criminal proceedings pending in relation to your project?
7. Have you inserted your project name as a footer note on the application form?
Go to View-Header and Footer to add it.
8. Have you saved you application form as a word document and entitled your message '**Tilley 08 entry (followed by project name in brackets)**' before emailing it?

Once you are satisfied that you have completed your application form in full please email it to Tilleyawards08@homeoffice.gsi.gov.uk. One hard copy must also be posted to Alex Blackwell at Home Office, Effective Practice & Communication Team, 4th Floor, Fry Building (SE Quarter), 2 Marsham Street, London, SW1P 4DF and be received by 25th April 2008.