

COMMUNITY ENGAGEMENT

Assessment 2

Student name: Nina Angelova

ID: 2023254

Lecturer's name : Dr. Karen Howells

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INTRODUCTION

Child harassment has become a critical problem in society. The cases are exponentially increasing and thus require a charity organisation that focuses and aware people about the activities. Being a community engagement practitioner in Barnardo's, a British charity foundation that protects and cares for children (Warrington, 2020). The assignment is the reflection whose purpose is to reflect on the effective practices and approaches for increasing community engagement. The purpose of the assessment will reflect on the practices that different organisations follow to inform people about the cruelty and harassment faced by children in society (Warrington, 2020). The assignment will also discuss the models, principles and standards adopted by these organisations for community engagement and then evaluate it to justify the practices. The reflection will be made on two charity organisations, and learners will compare the practices, motives and other methods to increase community engagement towards the cruelty faced by children in society. By identifying the community engagement practices, the learner will be able to identify how these organisations conduct market research and reach to the children to present the scenario in front of society which again is used to improve community engagement to eliminate problems

THE BODY

Barnardo's believe in children

The current project of Barnardo's is believed in children. The project protects, supports and nurtures children of the UK. Through this project Barnardo's has helped thousands of children in the UK and provided the services to stay in a healthy environment (Warrington, 2020). The purpose of the project is to help children from getting out of trauma of exploitation and sexual abuse. To protect mentally challenged children they provide care from loved ones and help and support them to get what they deserve. Also they have specialist workers in their firm that support children who face domestic violence, abuse, mental health problems, asylum-seeking and many others (Bates, 2009). They become the voices of children and with the help of government legislation they identify the issues that affect the lives of children and ensure that their voices are heard (Aitken, 2017). The motive of their project is "their activities are big and complex but their aim is simple, which is to provide the best outcomes to every child no matter who they are and what they are going through." the project also aims to create awareness among society about the sexual harassment and cruelty faced by children in society, homes and other places (Warrington, 2020).

Best practices of Barnardo's in community engagement

To increase community engagement the workers of Barnardo's use social media campaigns that are promoted on different social media platforms. They use humorous memes and creative content to aware people about sexual harassment and other issues related to children. This is the best strategy they use to aware public about sexual abuse (Pearce, 2009). Also they aware children about sexual abuse through seminars, social media content, newspaper, magazines and many other (Bates, 2009). Apart from this, the other community engagement practices of Barnardo's includes providing awareness to their families by

conducting the programs for patients and guardians through school activities and seminars. They educate parents in their education classes and monitoring programs. They use social media platforms less than providing information through schools and classes (Warrington, 2020).

Thus from the above practices, it is analyzed that Barnardo's prefers to engage the community through school activities, education classes or seminars to aware their parents and society about sexual harassment and encourage them to take actions if they found so (Pearce, 2009). Apart from this, their less engagement is found on social media to the aware community about child sexual issues and other problems related to children (Aitken, 2017). Barnardo's is connected with the community physically and ensures that people must understand the need of protecting children from inappropriate activities (Bates, 2009). However, this could be the weakness of the program that connecting physically in the situation where covid-19 is impacting people badly can be difficult for Barnardo's (Pearce, 2009).

NSPCC "Together for childhood"

The current project of NSPCC is "Together for childhood". With the help of this project, NSPCC helped thousands of children who lived in the UK (Aitken, 2017). The purpose of this program is to increase community engagement and aware people and families about child abuse and the prevention of children. To make the project successful the workers of NSPCC continuously work to identify the children who suffer from inappropriate activities and provide them a safe environment to grow in a healthy environment. The purpose of the project is to consider partners and local families to take care of their children and others to prevent them from abuse (Aitken, 2017).

Best practices of NSPCC for community engagement

To make the project successful, NSPCC created awareness among locals and their families. The programs are operated through the charity programs, schools and other seminars. Apart from this NSPCC team uses social media so well to aware people about sexual abuse and other child protection activities based on the demands and activities they planned strategies to make the project successful. It is analysed that using seminars and other educational programs to increase the awareness among families is difficult during the covid-19 impact. However using the customized strategies to aware people in the tough times against the sexual abuse of children is an effective strategy of NSPCC.

Comparison in both NSPCC and Barnardo's community engagement practice

It is evaluated that both NSPCC and Barnardo's use effective community engagement practices to inform people. The motive of both the charity organisation is different from each other for example NSPCC aims to aware local community and families about sexual abuse activities that affect children. On the other hand, Barnardo's project aims to protect mentally challenged children. They provide care from loved ones and help and support them to get what they deserve. They help people and the community to understand how it affects the mental health of children .

Also the difference in the roles of both the organisations can be seen such as NSPCC works to the community about social issues faced by children while growing in the society. Barnardo's project works for the same and aware people about the sexual harassment of children but the slight difference Barnardo's have councillors that understand the situation of children and provide them healthy environment where they can speak up about their problems no matter who they and what they are going through (Dhaliwal et al., 2015). They become their voices by understanding their issues and further based on this they develop customised strategies to protect students.

Both of them use different strategies to increase community engagement. For example, NSPCC use social media to aware people on the sexual abuse of children. However the disadvantage of using social media is many can ignore the content or misinterpret it which can be a huge problem. Also old people do not prefer to use social media more. Thus this strategy may be less effective while targeting elder people of society (Dhaliwal et al., 2015).

Barnardo's project uses seminars, educational classes and other monitoring classes to increase community engagement (Bentley et al., 2017). This strategy is effective as it helps charity organisations to target a huge number of people and families through schools and other care homes of children. Parents will understand how children go from mental situations if faced difficulties in growing in society. However, it has drawbacks as due to the covid-19 pandemic targeting people to increasing community engagement has become difficult for Barnardo's. Thus Barnardo's must develop a customized strategy of increasing engagement of the community through social media (Dhaliwal et al., 2015).

Both the charity organisations use effective communication skills to communicate with their stakeholders and successes in their project's motive. Implementation of both the strategies is effective to increase community engagement and active stakeholder participation. As NSPCC uses social media to inform families and communities about the inappropriate activities related to children, they run successful campaigns in order to increase community engagement in the program. The current project of NSPCC is "Together for childhood" which runs through social media engagement (Bentley et al., 2017). The workers ensure that their social content reaches to the maximum number of people according to their demographics and geography of people. They target more young people through social media platforms but may fail to target older people whose social media engagement is less. However, the use of social media helps them to achieve inclusion and diversity in their community engagement practices such that they can communicate with the young people no matter what their demographics, culture, ideas and voices. They effectively speak up with them and promote the aim of the project successfully.

The current project of Barnardo's is believed in children who promote to seek the attention of the community towards the mental health of children. Their Specialist workers support children who face domestic violence, abuse, mental health problems, asylum seeking and many others. They become the voices of children and with the help of government legislation, they identify the issues that affect the life of children and ensure that their voices are heard. They promote through seminars and encourage the community to be a part of the organisation by supporting children to improve their mental health and ensure that no child must face any issue related to this(Scott et al.,2019).

To increase the community engagement specialist workers in their firm that support children who face domestic violence, abuse, mental health problems, asylum seeking and many others. They become the voices of children and with the help of government legislation they identify the issues that affect the life of children and ensure that their voices are heard. The

project provides certificates and other rewards to the active stakeholder of the organisation. This continuously motivates people to do their best and ensure no child must face difficulty to live in the world. Also to increase community engagement they share their videos with the messages

that seeks the attention of the community towards children.

NSPCC targets children who are employed at small working areas and ask their feelings, opinions and experiences of what they faced and went through during the work. How they are being treated in the workplace, schools, at home, etc. They conduct face to face interviews with the children and identify their problems. They also consider the social care case records, case reviews or school files during their research to reach children. In March 2013 NSPCC sheltered 2952 children. Since 2020 the number of children has increased by 9237 children. The number of children increased due to the impact of covid-19, children have lost their parents also due to financial scarcity they faced various problems. Thus community engagement of motivating people through social media about sexual harassment and child abuse is an effective strategy (McCartan and Brown, 2019).

In 2013 Barnardo's sheltered 1052 children, the number increased up to 6265 children by 2020. During the covid-19 pandemic, this organisation is very active towards children and provides them counselling to give them peace to their mental situation. Market research of Barnardo's is conducted by observing the behaviour of children at different places such as workplaces or schools. They identify the environment and identify mental stress of children. They present the situation in front of society to increase community engagement. Also they encourage parents, teachers and other people to provide a safe environment to children.

CONCLUSION

Being a community engagement practitioner in Barnardo's, the research is done to identify the community engagement practices of two of the charity organisations that take various steps to protect children from sexual abuse, harassment, and mental disabilities. It is identified that both Barnardo's and NSPCC implement effective practices to increase community engagement to protect these children. Awaiting society about the problems would be the easiest way to protect children and provide them a healthy environment to grow in the society. The reflection of the best practices of both the charity organisations presents that the purposes of both of them are the same but they implement different practices to shelter children. However, it is also discussed how their practices are effective and what can be the solution to improve community engagement. The reflection has presented how both charity organisations conduct market research on how many children were sheltered by them.

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