

## Helpline marketing materials

These are the key marketing materials currently in existence – there are lots of other materials that are available, emails, messages, promotional material etc – please email [helplinesupporter@nspcc.org.uk](mailto:helplinesupporter@nspcc.org.uk) if you want anything not listed here and to order materials to help promote awareness of the Helpline.

### Editorial Article

## Where to turn when you're worried about a child

**"You'd be surprised how often we hear it," said Andy, "people worry so much about getting it wrong, or about causing offence or being identified as a troublemaker. They forget that the most important thing they can think about is the child."**

Andy is one of a team of advisers who works for the NSPCC Helpline, a free service provided by the NSPCC to help adults speak out if they are ever worried about a child's safety or wellbeing.

We caught up with Andy as he was busy preparing for promotional work to make sure everyone knows the service is there.

"If you're ever worried about a child, you should not

hesitate. If, having spoken to you, they decide a child is at risk, they will refer it on to children's services or to the police for them to take it further.

"Basically, you can think of it as putting your worry into the hands of experts," Andy explained. "Lots of people care about children, for lots of different reasons. But very, very few have the knowledge or experience to understand when a child is at risk. And just by having



The article describes when and why you should call the Helpline. We can supply the artwork in PDF or InDesign artwork.

- Publish in magazine
- Publish in staff newsletters
- Publish in internet/intranet and through internal comms channels
- Send on an email to all your contacts to spread awareness

### Helpline wallet cards

*Front*



*Back*

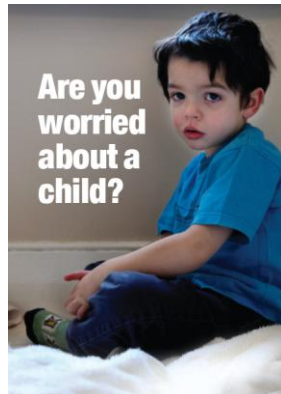


We can send a small or large box to interested parties – they are laminated so are long lasting and durable.

- Leave on reception desks for visitors to pick up
- Distribute to each member of staff (use internal post service)
- Send one as an extra item in mailings
- Send to outreach buildings

## Helpline flyers

*Front*



*Back*



If you're an adult worried about a child, you can speak to the NSPCC Helpline. The service is here to help you whenever you need to talk about it.

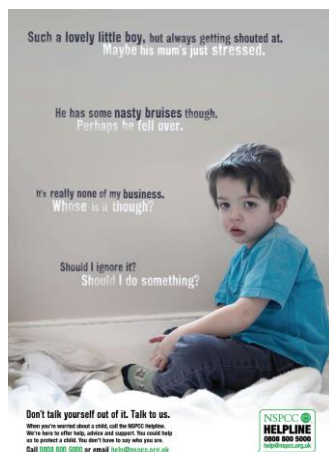
You don't have to know for certain that a child is being badly treated. If you're unsure, or just have a general worry about their wellbeing, you can talk to us about it. If you'd like to report what might happen when you report a concern, just ask. Our advisers are here to help you with your worry – whatever it is – 24 hours a day, every day of the year.

Don't talk yourself out of it. – Talk to us on telephone 0808 800 5000 or email [help@nspcc.org.uk](mailto:help@nspcc.org.uk)

Our flyers explain how and when to call the Helpline

- Leave on reception desks for visitors to pick up
- Distribute to each member of staff (use internal post service)
- Get volunteers to distribute 500 leaflets as a local door drop (average time 1 hour)

## Helpline posters



Posters are A3 and encourage people to call the Helpline

- Display in prominent areas in reception etc
- Send to outreach buildings
- Ask local businesses to display