

Using Campaign Resources in Practice

It's Not Just Policy, It's Personal (1st -14th June)

This guide supports the 'It's Not Just Policy, It's Personal' campaign, which focuses on raising awareness of how to recognise and report safeguarding concerns.

The resources are designed to be flexible and can be used in a way that suits your setting, whether digitally, in print, or as part of local conversations.

Suggested uses for resources

Resource 1: Poster

Purpose: Raising general awareness of the campaign and prompting action

Suggested use:

- Print and display in church buildings or community spaces
- Include in newsletters or digital communications
- Upload to your parish or diocese website

Resource 2: Understanding How to Respond to Safeguarding Concerns

Purpose: This resource gives a brief introduction to the reporting process and why it matters.

Suggested use:

- Share in wider communications
- Use as a reference document alongside shorter resources
- Upload to your parish or diocese website

Resource 3: Frequently Asked Questions

Purpose: This resource addresses common questions and hesitations around reporting safeguarding concerns.

Suggested use:

- Print and display in church buildings or community spaces
- Share digitally or display in spaces where people may stop and read
- Use to support informal conversations

- Use in meetings, training, or safeguarding discussions
- Upload to your parish or diocese website

Resource 4: 4Rs Infographic

Purpose: Providing a simple visual guide to what to do when a safeguarding concern arises

Suggested use:

- Print and display in church buildings or community spaces
- Share or display as a quick reference digitally
- Use in meetings, training, or safeguarding discussions
- Upload to your parish or diocese website

Resource 5: Barriers to Reporting Overview

Purpose: This written resource explains the most common hesitations around reporting and seeks to build confidence in coming forward. There is both a PDF and a Word document available to suit your needs.

Suggested use:

- The PDF can be shared on diocesan or parish websites
- Copy text from the word document for blog style article for parish websites
- Include in newsletters or emails
- Use in meetings to support discussion

Resource 6: Teams Background

Purpose: Using this as your MS Teams background during the campaign period will raise visibility in meetings and can spark conversations around reporting.

Suggested use:

- Use in online meetings during the campaign period
- Encourage others to use where appropriate

Resource 7: Email Banner

Purpose: Add this to your email signature during the campaign period and beyond. This will keep the campaign visible in everyday communication

Suggested use:

- Add to email signatures during 1st-14th June
- Include in newsletters or communications to encourage others to use it