

Safeguarding Newsletter

15th January 2021



“Ask for Ani”

Domestic abuse victims will be able to "Ask for Ani" at pharmacies nationwide as part of a codeword scheme to indicate they need help.

From Thursday, anyone who is suffering domestic abuse will be able to ask for support without their abusers or other members of the public knowing, The Daily Telegraph reports.

As soon as they "Ask for Ani" they will be led into a private consulting room where they will be put in touch with the police, relevant support services or helplines.

The government-backed scheme is similar to the "Ask for Angela" one launched by the Metropolitan Police in bars, pubs and restaurants to prevent sexual violence.

It follows another initiative launched in May by the charity Hestia which saw safe spaces installed in the consultation rooms of more than 5,000 pharmacies nationwide.

According to figures from the Office for National Statistics (ONS), one in five of the offences reported during and straight after the first national lockdown were related to domestic abuse.

Forces in England and Wales recorded more than 250,000 domestic violence crimes between March and June last year.

You can find more information [here](#).



Evaluation of Look Say Sing Play: research call

The NSPCC is looking to fund a research organisation or collaboration of researchers to conduct an evaluation of the 'Look Say Sing Play' campaign which aims to improve interactions between parents and their children under the age of two. The NSPCC is seeking to: explore the benefits of Look Say Sing Play for the professionals and parents/carers involved; understand which method of Look Say Sing Play implementation seems more successful in terms of take up and use of the materials; and see what the medium terms impacts of the campaign are. The project team will start in March 2021 and will deliver the final evaluation reports in February 2022.

For further information email: researchadvice@NSPCC.org.uk

See also on NSPCC Learning: [Look, Say, Sing, Play early years resources to use and share with parents](#)

Important numbers:

School – 01384 818 945

Family Outreach Team – Sue 07966995631, Sally 07773959823

Dudley Multiagency Safeguarding Hub – 0300 555 00 50