



Strategic Partnership Agreement

between

The Association of Chief Police Officers

The Chief Fire Officers Association

The Professional Footballers' Association

Working together with 'missdorothy.com'



"Helping children learn how to manage risk"

Scope of the Agreement

Working together with [missdorothy.com](https://www.missdorothy.com) this strategic agreement between ACPO, CFOA and the PFA seeks to bring together three publicly recognised and national represented organisations who have a shared aim of engaging with children and young people.

The aim of this agreement is to secure a common aim to integrate, promote and embed the miss dot programme within each of the organisations and to promote the programme to other stakeholders.

Evaluation of 'notable practice' has clearly shown that a strategic partnership, delivered locally, provides the best way to ensure a sustainable and highly effective learning programme to reduce the risks our children may experience.

This partnership therefore seeks to encourage the development of local partnerships between the three named organisations and other stakeholders to deliver the [missdorothy.com](https://www.missdorothy.com) programme in schools, through football and through other youth engagement activities.

Miss Dorothy.com - What it delivers

Missdorothy.com has researched and devised a unique programme of educational resources to help children learn how to manage risk in their lives. The learning programme for seven to 11-year-olds uses an internet cartoon character called Miss Dorothy Com - Dot Com for short - to engage children and help them create their own strategies for dealing with risk at home, on the street and on the web.

For secondary school children aged 11-16 there's a soap opera called "Watch Over Me" that explores tough issues such as weapons, domestic violence and forced marriage, internet safety and roads policing. The film stimulates discussion in the classroom and encourages and gives the emergency services and other agencies an opportunity to take part in discussions.

The programme is dedicated to building safer communities for children and giving them a voice so they are never afraid to speak up and know where they can ask for help.

The programme has been developed in a public and private partnership with the direction and support of the:

Association of Chief Police Officers.
Cabinet Office.
Charlton Athletic Community Trust.
Chief Fire Officers Association.
Department for Education and Skills.
Foreign and Commonwealth Office.
Harrow Safeguarding Board.
Home Office.
London Fire Brigade.
Metropolitan Police Service.
Online insurers esure.com
Professional Footballers' Association.
South Yorkshire Fire and Rescue Service.
South Yorkshire Police.

The lessons have been created with advice from the National Children's Bureau and DfES and are designed to be delivered by teachers in the classroom with support from the police, fire-fighters and football coaches.

The programme has been independently evaluated by volunteers from the Cabinet Office and most recently the Office of Fair Trading. A formal evaluation was commissioned by the Home Office and conducted by the National Children's Bureau.

A formal evaluation was commissioned by the Home Office and conducted by the National Children's Bureau. 100% of teachers said the Missdorothy programme should be delivered in all schools. 90% of teachers said using the programme changed the behaviour of their children, increasing mutual respect, self confidence and trust and 72% of children reported feeling safer after completing the programme. Teachers reported improved relationships with pupils and a willingness on their part to disclose information about personal problems and instances of bullying and crime. Children said the programme had given them the confidence to ask for help and younger children were successfully encouraged to express their emotions in pictures. Improvements were seen in bullying and racism issues and teachers agreed it was a unique educational tool, creating a safe environment in which to explore issues affecting young people and allow them to express their emotions.

Shared Mission

Association of Chief Police Officers

Miss Dorothy ACPO Shared Vision

Policing can only be effective with the full support of the public. The more confident and law abiding everyone is the safer our communities are.

Our young people are our future and we need to invest in them if they are to have the ability to create ever safer and more enjoyable communities. The Association of Chief Police Officers is committed to building positive relationships with the young helping to inform them about the dangers and risks of crime, reassuring young victims and working to reduce the severity of youth crime.

The Miss Dorothy programme assists these areas. ACPO are pleased that with the Chief Fire Officers Association and the Football Association a strategic partnership is formed to help bring the benefits of Miss Dorothy to young people across the country.

Ken Jones, President of ACPO

Chief Fire Officers Association

The Chief Fire Officers Association regards this strategic partnership agreement as an unprecedented opportunity to create a meaningful and lasting relationship with the youth of today who are the role models and parents of tomorrow. We believe that ten years hard work now can capture, change the behaviour and make a generation safer. By delivering citizenship skills, respect and by direct contact with fire officers CFOA are confident that this will contribute to the fire service aims of reducing death and injury from fires, reduce the incidence of arson (which accounts for up to 80% of the incidents we attend) and save lives on the road.

Together with the vision and dedication of the miss Dorothy.com team we can make a difference.

John Hoey, Chief Fire Officers Association

The Professional Footballers' Association

As the Professional Footballers' Association enters its Centenary year we are delighted to support the missdorothy.com Campaign. As pioneers for football's social responsibility and founders of the Football in the Community schemes, we consider this campaign to be of significant importance within our charitable portfolio. By teaching youngsters how to reduce risk and assist their decision-making in situations of potential danger we are empowering them for their future. Football can play a vital role in engaging young people where they may otherwise switch off - by working with the police and fire service to facilitate missdorothy.com, the PFA and our members can help reduce crime and create opportunity for the next generation.

Gordon Taylor, Chief Executive

Our Commitment

The undersigned organisations are committed to:

- Promoting the missdorothy.com programme within their respective organisations.
- Encouraging the development of local partnerships to deliver the programme to children and young people in schools and other youth engagement activities;
- Contribute to the creation of new resources and updating of existing material.
- Participate in a 'networking group' whose aim is promote and develop the missdorothy.com programme.
- Use best endeavours to ensure the future sustainability of the programme.
- Ensure appropriate senior management / figureheads attend events designed to promote awareness of the partnership and the learning programme.
- Provide, where possible, national and local co-ordinators.

signed:

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Ken Jones,
President ACPO on behalf of ACPO

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Asst Chief Fire Officer John Hoey,
on behalf of the Chief Fire Officers Association

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Gordon Taylor,
Chief Executive The Professional Footballers' Association

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Sharon Doughty,
MDC Chief Executive