

I Am Me Scotland



I am Me
I am who I am meant to be
Not a label ,but a person just like thee
We are all different, no-one is the same
That's what makes us unique and not just a name
We are who we are meant to be
You are you and I am me!

© Burt 2013

What do we do?

We have an overall aim to *Change attitudes and behaviours so that disabled and vulnerable people, in Scotland, can feel safe in their communities.*

We do this in two ways:

Early Intervention & Prevention

Empowering communities to provide practical interventions/support.



Pre Covid





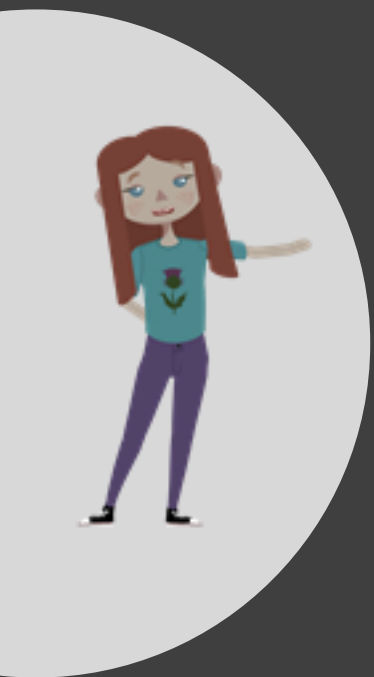
I Am Me Scotland Learning Platform

An exciting new suite of online resources supporting the Health & Wellbeing experiences and outcomes. Tailored lessons from Primary 1 to Primary 7 that can be used in the classroom and at home.

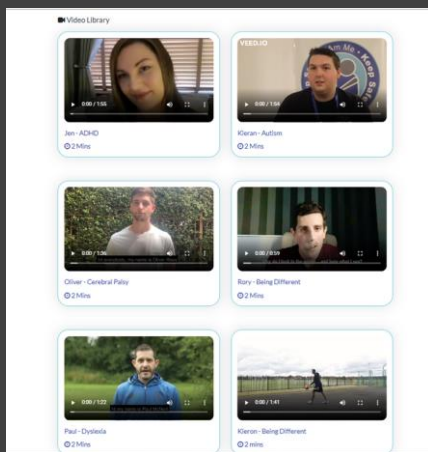


Keep Safe Awareness Day (4th March 2021)

I Am Me / #MakeaDifference



Some of our Education Resources





- In 2018/19, 10,049 children participated in the #MakeaDifference programme. 3,567 surveys were returned from children in P5-P7, which highlighted the following:
 - 97% enjoyed the I Am Me team visiting their school.
 - 91% stated they learned more about disabilities/mental health from the lesson.
 - 87% learned more about bullying (/hate crime) from the lesson.
 - 98% know that bullying is wrong.
 - 94% think it is important to tell an adult if someone is being bullied.
- In addition to above, the children were asked a few questions about bullying:
 - 50% stated that they had been bullied in school
 - 37% had told a teacher
 - 71% had told a family member
 - 3% had not told anyone
 - 76% stated that things got better
 - 19% stated that they are still being bullied.



Ditch the Label

- UK survey in 2018 with 9,000 young people aged 12-20, that highlighted 50% of young people had been bullied.
- 35% never told anybody.
- The top three reasons highlighted for not reporting it were –
 - 42% I will be called a snitch,
 - 39% scared of it getting worse,
 - 34% it won't be taken seriously.
- The report also highlights the impact on a young person's mental health with 44% of all young people who have been bullied experiencing depression, 41% experiencing social anxiety and 33% of those having suicidal thoughts.

Children and young people at risk too.

50% of young people have experienced bullying.

22% of 9000 bullied in last 12 months

34% of those bullied at least once a week.

11% bullied because of their disability.

Mencap – “bullying linked to disability wrecks children's lives and leads to social exclusion in childhood and adulthood”

33,000 children in Scotland have a disability

Children with special educational needs (SEN) are twice as likely as other children to be bullied regularly



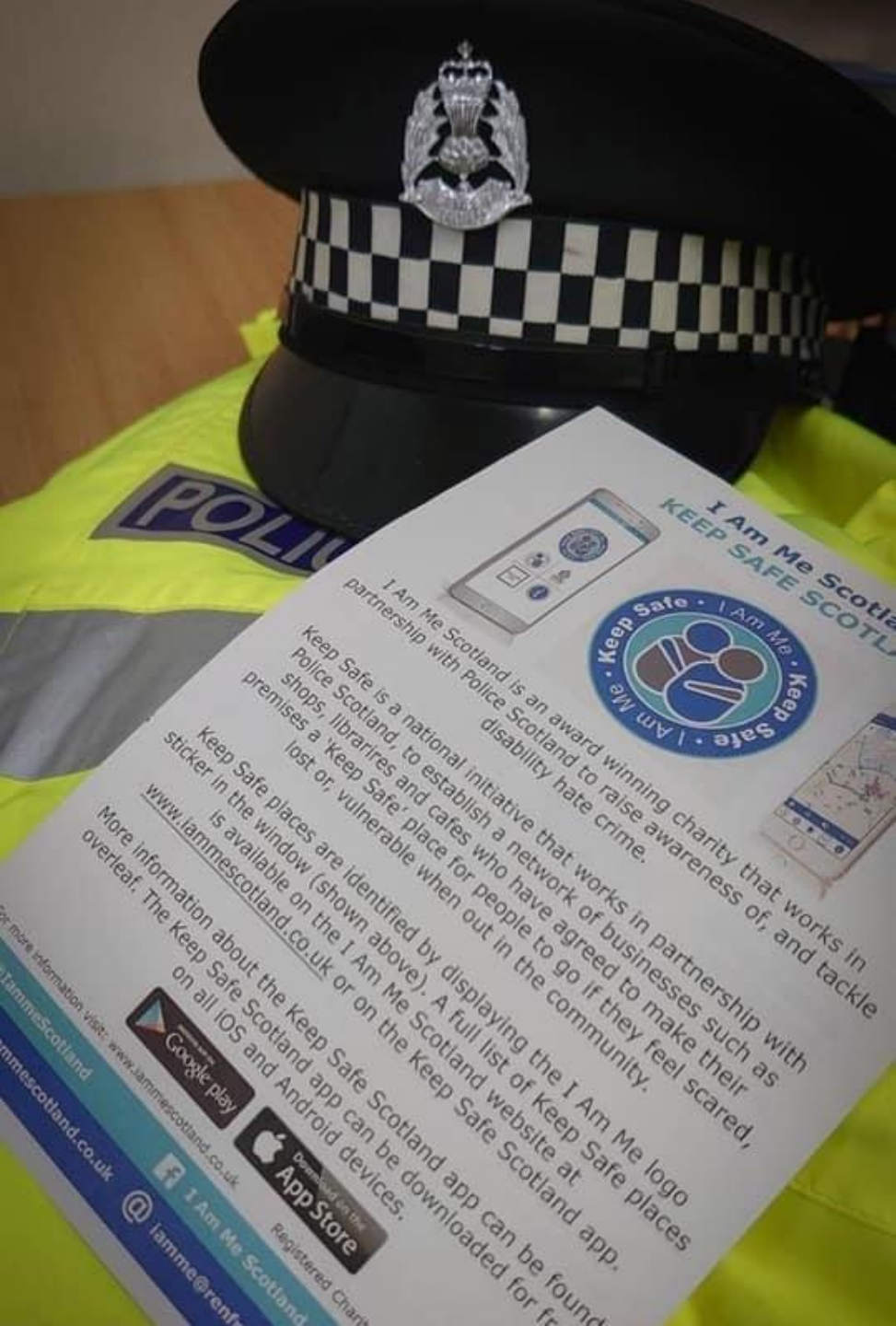
Made in Renfrewshire



Keep Safe Kids – Made
by Kids



Keep Safe Scotland Supporting Safer Communities



KEEP SAFE

Keep Safe is a national initiative developed in partnership with the charity I Am Me Scotland and Police Scotland.

Keep Safe places are established across Scotland for people who may need assistance if they are lost, scared, intimidated or vulnerable while out in the community.



KEEP SAFE PLACES



Keep Safe works with local shops, cafes, libraries and public buildings who have agreed to make their business a Keep Safe place.

Keep Safe places are identified by displaying the I Am Me logo sticker in the window. A full list of Keep Safe places can be found on the Keep Safe Scotland app or the I Am Me Scotland website.

KEEP SAFE CARD

The Keep Safe card can be used in Keep Safe places by anyone who needs help, is lost or has been the victim of a crime.

The Keep Safe card contains information about a person's health, communication preferences and who to contact in an emergency; whether it be a family member, a carer, or the Police.



KEEP SAFE SCOTLAND



The free Keep Safe Scotland app lists all Keep Safe places across Scotland with contact information and opening times, and can be used to plan routes highlighting Keep Safe places along the way.

The app links with Police Scotland's online hate crime form, as well as showing an approximate location before dialling 101 (non-emergency) or 999.

For more information visit: www.iammescotland.co.uk

Registered Charity Number: SC046060

@IammeScotland

I Am Me Scotland

www.iammescotland.co.uk iamme@renfrewshire.gov.uk



How does it work?

- Identify premises
- Meeting the Criteria
- Background checks
- Training
- Annual checks





Where are we now?

- Single Point of Contact in each Division
- National Coordinator
- ACC Gary Ritchie (Champion)
- 906 Keep Safe places across Scotland
- Over 30,000 Keep Safe cards distributed
- Over 2000 staff trained
- 450+ PSYV and Police Officers Trained
- Over 1000 Keep Safe Ambassadors Trained
- Police Disability/Keep Safe training developed



Keep Safe Products

- Keep Safe places training (906)
- Keep Safe Ambassadors (1065)
- Keep Safe Supporters (127)
- Understanding Disability Booklet
- Packs for police station front counter staff
- I Am Me Film
- Hate Crime lessons
- Make a Difference programme
- Keep Safe Awareness Day
- Easy Read Lessons and Training



Great training session with powerful content



This was the best training course I have attended in my police career. I am keen to deliver it within my school.



How did it start and
why is it needed?

Nothing
About
Me,
Without
Me

Hurdles or Opportunities?

Funding

Processes (Keep Safe)

Lockdown/Restrictions

Support

Staff Changes (Charity & Partners)

Marketing



What's Next

- Hate Crime Awareness Day
- Hate Crime Education Resource
- Substance Misuse (nursery to S6)
- Mental Health Resources
- Keep Safe National
- Keep Safe Ambassadors
- Assist with the development of educational resources to tackle violence against women and girls?



Keep Safe places are premises that disabled or vulnerable people can use to seek assistance, if required, while out in the community.

Get involved!

Email: iammescotland@outlook.com

I Am Me Scotland - Registered charity: SC046060

*Real change happens when you truly
LISTEN to what people say, you fully
INVEST in finding solutions and you
genuinely INCLUDE the people who
will benefit.*



PARTNERSHIP



goals



collaboration



growth



ideas



teamwork

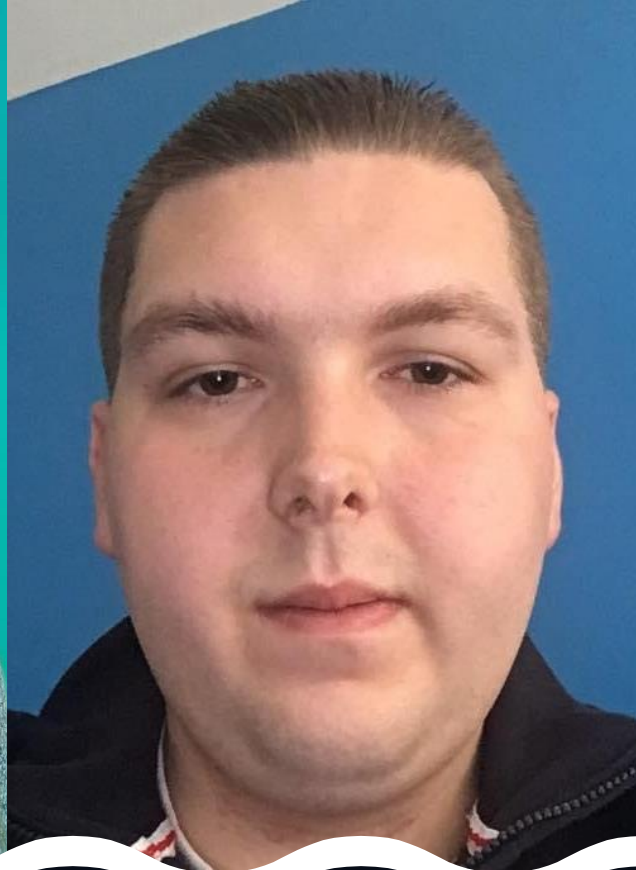


success



POLICE SCOTLAND

Keeping people safe



Who we are



Final Thought

IF YOU CAN
DREAM IT

YOU CAN
DO IT

WALT DISNEY

www.iammescotlandeducation.org.uk

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