

# Pecyn ymgyrch yr NSPCC a'r Adran Addysg ar gyfer y llinell gymorth

## 1. Trosolwg o'r cyd-destun

Ers i ysgolion a lleoliadau addysgol gau, mae nifer yr achosion sy'n cael eu cyfeirio at wasanaethau cymdeithasol plant wedi gostwng yn ddramatig. Gyda miliynau o blant yn aros gartref, mae grŵp cudd o blant a allai fod mewn perygl o gael eu cam-drin neu eu hesgeuluso, ac mae'r rhain yn cael llawer llai o gysylltiad â gwasanaethau statudol ar hyn o bryd.

Mae pandemig COVID-19 wedi newid bywydau pawb – ac mae hyn wedi arwain at bryderon cwbl newydd am blant. Mae'r NSPCC eisoes wedi gweld ystod o ymholiadau newydd ar y llinell gymorth, a'r rheini'n amrywio o bryderon am gam-drin domestig, i rieni sydd angen cymorth gydag iechyd meddwl ac ymddygiad eu plant.

I helpu i amddiffyn y plant hyn, mae'r NSPCC yn cael £1.6 miliwn o gyllid gan y llywodraeth i ehangu a hyrwyddo'r llinell gymorth. Mae'r NSPCC yn dal yma i blant, ac mae'r gwasanaeth hwn ar gael bob dydd, gyda chymorth am ddim i unrhyw un sy'n poeni am blentyn – dros y ffôn, dros e-bost neu drwy ein ffurflen ar-lein.

## 2. Cyflwyniad i ymgyrch y llinell gymorth

Mae'r llywodraeth yn helpu'r NSPCC i gynnal ymgyrch hyrwyddo dros fis i godi ymwybyddiaeth o'r gwasanaeth. Yn y cyfnod anodd hwn, mae'n hollbwysig bod y cyhoedd yn gwybod bod y cymorth hwn ar gael a bod hynny, yn ei dro, yn arwain at fwy o bobl yn cysylltu â'r llinell gymorth.

Byddwn yn cynnal hysbysebion ar y teledu, ar y radio, ar gyfryngau cymdeithasol ac ar wasanaethau fideo ar-alw tan ddiwedd mis Mai, er mwyn lledaenu'r neges mor eang â phosib. Bydd yr ymgyrch yn cael sylw yn y wasg hefyd i gefnogi hynny, a'i hyrwyddo drwy sianeli cymdeithasol yr NSPCC a'r llywodraeth.

Gan weithio gyda'r llywodraeth, mae'r NSPCC wedi creu'r pecyn cymorth syml hwn i alluogi cyrff i ddweud wrth eu rhwydweithiau am y gwasanaeth hanfodol mae llinell gymorth yr NSPCC yn ei ddarparu, gan ddefnyddio eu sianeli cymdeithasol eu hunain.

Mae set o negeseuon allweddol wedi'i hamgáu, ynghyd â syniadau am ffyrdd y gallwch chi gefnogi'r ymgyrch, a deunyddiau ar gyfer negeseuon ar gyfryngau cymdeithasol.

## 3. Pam a sut y gallwch ein cefnogi ni

Mae'n hollbwysig bod pawb mewn cymdeithas yn cydnabod bod gennym rôl i'w chwarae i ofalu am bobl ifanc lle nad y cartref yw'r lle mwyaf diogel iddynt bob amser o bosib. Er mwyn i'n hymgyrch lwyddo, mae angen i ni gyrraedd pob aelod o'r cyhoedd sydd â phryderon am blentyn – gyda'ch cymorth chi, gallwn gyrraedd hyd yn oed mwy o bobl. I gefnogi hyn, gallwch wneud y canlynol:

- Dweud wrth eich rhwydweithiau am y llinell gymorth drwy'r sianelau ymgysylltu rydych chi'n eu defnyddio – er enghraifft e-bost, [Facebook](#), [Twitter](#), [Instagram](#) neu [LinkedIn](#), drwy eich gwefan neu'ch cylchlythyrau, neu unrhyw fan lle mae gennych chi a/neu'ch sefydliad bresenoldeb amlwg.
- Rhannu, aildrydar neu aibostio cynnwys yr [NSPCC](#), [yr Adran Addysg](#), [y Swyddfa Gartref](#) neu unrhyw gynnwys arall gan y llywodraeth sy'n sôn am y llinell gymorth.

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## 4. Negeseuon allweddol

### Neges gyffredinol:

- Mae'r NSPCC yn dal yma i blant, ac yn dal yma i'ch cefnogi chi. Os ydych chi'n poeni am blentyn, neu os oes angen cyngor a chefnogaeth arnoch chi, siaradwch â'r llinell gymorth.
- Os ydych chi eisiau cymorth a chyngor ynghylch addasu i fywyd teuluol yn ystod y cyfnod o gyfyngiadau symud, neu os ydych chi'n poeni am blentyn, mae'r NSPCC yma i helpu.
- Mae'r coronafeirws wedi golygu llawer iawn o newid i'n bywydau. Ond fydd rhai pethau byth yn newid – rydym yn dal yma i blant, ac yn dal yma i'ch cefnogi chi.

### Pryderon am blentyn arall

- Dydy'r cartref ddim yn lle diogel i bob plentyn. Os ydych chi'n poeni, siaradwch â'r NSPCC. Mae'r llinell gymorth ar gael am ddim, a does dim rhaid i chi ddweud pwy ydych chi.
- Gydag ysgolion ar gau a phlant yn treulio mwy o amser gartref, efallai eich bod wedi gweld rhywbeth sy'n eich poeni. Siaradwch â'r NSPCC – maen nhw'n gallu helpu. Mae'n wasanaeth am ddim, a does dim rhaid i chi ddweud pwy ydych chi.
- Os ydych chi'n poeni am blentyn, cysylltwch â'r NSPCC. Mae'r NSPCC yn dal yma i blant, ac yn dal yma i chi. Mae'r llinell gymorth ar agor 7 diwrnod yr wythnos.

### Cyngor a chefnogaeth ar gyfer fy mhlentyn

- Os ydych chi'n ceisio cael cydbwysedd rhwng gofalu am y plant yn ogystal â gweithio gartref, neu os yw'ch plant yn poeni am y coronafeirws, mae gan yr NSPCC gyngor ac awgrymiadau i chi.
- Ewch i hyb coronafeirws yr NSPCC i gael gwybodaeth a chyngor i'ch helpu chi a'ch plant.

## 5. Negeseuon a awgrymir ar gyfer cyfryngau cymdeithasol

### Testun hirach sy'n addas ar gyfer [Facebook](#) a [LinkedIn](#):

- Dydy'r cartref ddim yn lle diogel bob amser. Gydag ysgolion ar gau, gallai rhai plant fod mewn mwy o berygl o gael eu cam-drin a'u hesgeuluso, a dyna pam rydym ni'n cefnogi'r NSPCC. Os ydych chi'n poeni am blentyn neu berson ifanc, neu os byddwch chi'n sylwi ar rywbeth sy'n edrych yn od, mae'r @NSPCC yma i helpu. Mae tîm llinell gymorth yr NSPCC yn cynnig chefnogaeth ac arweiniad am ddim, a gallwch siarad â'r tîm drwy ffonio 0808 800 5000 (8yb-10yh o ddydd Llun i ddydd Gwener / 9yb-6yp ar y penwythnos), neu gallwch anfon e-bost i [help@nspcc.org.uk](mailto:help@nspcc.org.uk) unrhyw bryd.
- Gan ein bod mewn cyfnod o gyfyngiadau symud, yn anffodus mae'r cartref yn lle mwy peryglus nag erioed i rai plant. Dyna pam rydym ni'n cefnogi'r @NSPCC, sy'n dal yma os oes angen cyngor neu gefnogaeth arnoch, neu os ydych chi'n poeni am blentyn neu berson ifanc. Ffoniwch linell gymorth yr NSPCC ar 0808 800 5000, neu anfonwch e-bost i [help@nspcc.org.uk](mailto:help@nspcc.org.uk).

### Testun sy'n addas i [Instagram](#):

- Dydy'r cartref ddim yn lle diogel bob amser. Gydag ysgolion ar gau, gallai rhai plant fod mewn mwy o berygl o gael eu cam-drin a'u hesgeuluso. Os ydych chi'n poeni am berson ifanc, mae'r @NSPCC yma i helpu. Ffoniwch 0808 800 5000 (8yb-10yh o ddydd Llun i ddydd Gwener/9yb-6yp ar y penwythnos), neu anfonwch e-bost i [help@nspcc.org.uk](mailto:help@nspcc.org.uk) unrhyw bryd
- I lawer o bobl, mae pethau'n anodd ar hyn o bryd. Dyna pam rydym ni'n cefnogi'r @NSPCC sy'n dal yma i blant sydd angen cymorth fwy nag erioed yn awr. Os ydych chi'n poeni am blentyn, fffoniwch linell gymorth yr NSPCC ar 0808 800 5000, neu gallwch anfon e-bost i [help@nspcc.org.uk](mailto:help@nspcc.org.uk)

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- Gan ein bod mewn cyfnod o gyfyngiadau symud, yn anffodus mae'r cartref yn lle mwy peryglus nag erioed i rai plant. Dyna pam rydym ni'n cefnogi'r @NSPCC, sy'n dal yma os oes angen cyngor neu gefnogaeth arnoch, neu os ydych chi'n poeni am blentyn neu berson ifanc. Ffoniwch linell gymorth yr NSPCC ar 0808 800 5000, neu anfonwch e-bost i [help@nspcc.org.uk](mailto:help@nspcc.org.uk)
- Mewn cyfnod o ynysu cymdeithasol, mae'n gallu bod yn anoddach nag erioed adnabod yr arwyddion o gam-drin. Ond os ydych chi'n poeni am blentyn, mae llinell gymorth yr @NSPCC yma i helpu. I gael cyngor a gwybodaeth ynghylch cam-drin, ac i gael gwybod sut gallwch roi gwybod am unrhyw beth rydych chi'n poeni yn ei gylch, ewch i: <https://bit.ly/3cKXAix>
- Os ydych chi'n poeni am blentyn neu berson ifanc, neu'n gweld rhywbeth sy'n edrych yn od, mae llinell gymorth yr @NSPCC yma i helpu. Gallwch gael gwybodaeth yn y fan yma ynghylch sut mae siarad â'r NSPCC am unrhyw beth sy'n eich poeni: <https://bit.ly/3cKXAix>

### Testun sy'n addas i Twitter

- Nid yw'r cartref yn lle diogel bob amser. Ar hyn o bryd gallai rhai plant fod mewn mwy o berygl o gael eu cam-drin a'u hesgeuluso. Os ydych chi'n poeni am blentyn, mae'r @NSPCC yma. Ffoniwch 0808 800 5000 (8yb-10yh Llun - Gwener/9yb-6yp penwythnos)/e-bostiwch [help@nspcc.org.uk](mailto:help@nspcc.org.uk)
- I lawer o bobl, mae pethau'n anodd ar hyn o bryd. Dyna pam rydym ni'n cefnogi'r @NSPCC sy'n dal yma i blant sydd angen cymorth fwy nag erioed yn awr. Os ydych chi'n poeni am blentyn, fffoniwch linell gymorth yr NSPCC ar 0808 800 5000, neu gallwch anfon e-bost i [help@nspcc.org.uk](mailto:help@nspcc.org.uk)
- Yn anffodus mae'r cartref yn lle mwy peryglus nag erioed i rai plant. Dyna pam rydym ni'n cefnogi'r @NSPCC, sydd yma os oes angen cyngor neu gefnogaeth arnoch, neu os ydych chi'n poeni am blentyn. Ffoniwch linell gymorth yr NSPCC ar 0808 800 5000, neu e-bostiwch [help@nspcc.org.uk](mailto:help@nspcc.org.uk)
- Mewn cyfnod o ynysu cymdeithasol, mae'n gallu bod yn anoddach nag erioed adnabod yr arwyddion o gam-drin. Ond mae llinell gymorth yr @NSPCC yma i helpu. I gael cyngor a gwybodaeth ynghylch cam-drin, neu os ydych chi'n poeni am blentyn, ewch i: <https://bit.ly/3cKXAix>

## 6. Delweddau a fideos y gallwch eu defnyddio

- Mae delweddau a ffilmiau byr y gellir eu defnyddio ar gael yn y fan yma:

[Llinell gymorth yr NSPCC, asedau i'w rhannu](#)

- Ffilmiau ein hymgyrch – rhai [30 eiliad](#) a [60 eiliad](#)

## 7. Angen cysylltu â ni yn Gymraeg?

Pan fyddwch chi'n ffonio'r llinell gymorth gallwch chi ddweud eich bod eisiau siarad mewn iaith arall. Byddwn yn cofnodi ychydig o fanylion sylfaenol ac yn trefnu i'ch ffonio chi'n ôl gyda chyfieithydd Cymraeg. Gallwch chi hefyd anfon negeseuon [e-bost Cymraeg](#). Mae gennym lawer mwy o wybodaeth am [riportio cam-drin](#).

## 8. Sut gallwch chi werthuso eich cefnogaeth i'r ymgyrch

Rydym yn deall na fydd gofyn am ddadansoddiadau gwerthuso ffurfiol yn addas yn yr hinsawdd hon, ond cofiwch rannu adborth os cewch chi unrhyw ymateb a theimladau cryf i'r ymgyrch gan eich cynulleidfa.

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I rannu'r wybodaeth hon, neu os oes gennych chi unrhyw gwestiynau am y ddogfen hon neu'r ymgyrch, cysylltwch â [kristina.stephens@nspcc.org.uk](mailto:kristina.stephens@nspcc.org.uk).

## NSPCC & Department for Education campaign toolkit for the helpline

### 1. An overview of the context

Since schools and education settings have closed, referrals to children's social services have fallen dramatically. With millions of children remaining at home, there is a hidden group of children potentially at risk of abuse or neglect who are having much less interaction with statutory services.

The COVID-19 pandemic has changed everyone's lives – and this has brought a whole new area of concerns about children. The NSPCC have already seen a range of new queries come in to the helpline, ranging from worries about domestic abuse, through to parents needing support with their children's mental health and behaviour.

To help protect these children, the NSPCC is receiving £1.6 million of government funding to expand and promote the helpline. The NSPCC are still here for children, and this service is open every day with free support for anyone who's worried about a child – over the phone, via email or through our online form.

### 2. An introduction to the helpline campaign

The government is supporting the NSPCC to run a month of promotion to raise awareness of the service. In this difficult time, it's vital that the public knows this support is available and that in turn this leads to more people contacting the helpline.

We will be running TV, radio, social media and video on demand advertising until the end of May to carry the message out far and wide. There will also be supporting press activity, and promotion via both NSPCC and government social channels.

Working with Government the NSPCC have pulled together this simple toolkit that has been designed to enable organisations to tell their networks about the vital service the NSPCC helpline provides via your own channels.

Enclosed you will find a set of key messages, ideas of ways you can support the campaign and materials for social media posts.

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### 3. How and why you can support us

It is crucial that all of us in society recognise we have a role to play in looking out for young people whose home may not always be the safest place. For our campaign to be successful, we need to reach every member of the public with concerns about a child – with your support we can extend our reach as far as possible. To support this you can:

- Tell your networks about the helpline via the engagement channels you use. This could be email, [Facebook](#), [Twitter](#), [Instagram](#) or [LinkedIn](#), through your website or newsletters, – or anywhere else where you and/or your organisation are prominent.
- Share, retweet or repost [NSPCC](#), [Department for Education](#), [Home Office](#) or any other government content about the helpline.

### 4. Key messages

#### Overarching messaging:

- The NSPCC are still here for children, and still here to support you. If you're worried about a child, or need advice and support, talk to the helpline.
- Whether you want support and advice for adapting to family life in lockdown, or you're worried about a child, the NSPCC are here to help.
- The coronavirus has brought so many changes to our lives. But some things never change – we're still here for children and still here to support you.

#### Concerns about another child

- Home isn't a safe place for every child. If you're worried, talk to the NSPCC. The helpline is free, and you don't have to say who you are.
- With schools closed and children spending more time at home, you might have spotted something that's worrying you. Talk to the NSPCC – they can help. It's free and you don't have to say who you are.
- If you're worried about a child, contact the NSPCC. They're still here for children and still here for you. The helpline is open 7 days a week.

#### Advice and support for my child

- Whether you're juggling childcare with working from home, or your children are feeling anxious about the coronavirus, the NSPCC have got tips and advice for you.
- Visit the NSPCC coronavirus hub for information and advice to support you and your children.

### 5. Suggested social posts

#### Longer copy suitable for [Facebook](#) and [LinkedIn](#):

- Home isn't always a safe place. Schools closing could put some children at greater risk of abuse and neglect and that's why we're supporting the NSPCC. If you're worried about a child or young person, or if you notice that something just doesn't seem right, the @NSPCC is here. You can talk to their helpline team who offer free support and guidance on 0808 800 5000 (8am-10pm Mon-Fri / 9am-6pm weekends) or you can email [help@nspcc.org.uk](mailto:help@nspcc.org.uk) 24/7.
- Now that we're in lockdown, sadly home is more dangerous than ever for some children. That's why we're supporting the @NSPCC who are still here if you need advice or support, or you're worried

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about a child or young person. Please call their helpline on 0808 800 5000 or email [help@nspcc.org.uk](mailto:help@nspcc.org.uk).

Shorter copy suitable for all channels including [Twitter](#) and [Instagram](#):

- Home isn't always a safe place. Schools closing could put some children at greater risk of abuse and neglect. If you're worried about a young person, the @NSPCC are here. Call 0808 800 5000 (8am-10pm Mon-Fri/9am-6pm weekends) or email [help@nspcc.org.uk](mailto:help@nspcc.org.uk) at any time.
- For many people things are difficult right now, and that's why we're supporting the @NSPCC who are still here for children who need their support now more than ever. If you're worried about a child, please call their helpline on 0808 800 5000 or you can email [help@nspcc.org.uk](mailto:help@nspcc.org.uk).
- Now that we're in lockdown, sadly home is more dangerous than ever for some children. That's why we're supporting the @NSPCC who are still here if you need advice or support, or you're worried about a child or young person. Please call their helpline on 0808 800 5000 or email [help@nspcc.org.uk](mailto:help@nspcc.org.uk).
- During isolation it can be harder than ever to spot the signs of abuse, but if you're worried about a child the @NSPCC's helpline is here. For advice and information on abuse, and to find out how you can report anything you're worried about, visit: <https://bit.ly/3cKXAix>
- If you're worried about a child or young person, or see something that just doesn't seem right, the @NSPCC helpline is here to help. Find out how you talk to them about anything you're concerned about here: <https://bit.ly/3cKXAix>

## 6. Images and videos you can use

- Images and short films which can be used are here:  
[📁 NSPCC helpline bilingual assets](#)
- Our [30 second](#) and [60 second](#) campaign films

## 7. How you can contact the helpline in Welsh

When you call the helpline you can identify that you'd like to speak in another language. We will take some basic details and arrange to call you back with a Welsh translator. You can also [email us](#) or complete the [report abuse form](#) in Welsh.

## 8. How you can evaluate your support for the campaign

We understand that requesting formal evaluation analytics won't be suitable in this climate, but please do share feedback if you receive any strong immediate reaction and sentiments to the campaign from your audience, should there be any.

To share this or if you have any questions about this document or the campaign, please contact [kristina.stephens@nspcc.org.uk](mailto:kristina.stephens@nspcc.org.uk).

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Campaign supported by  
Ymgyrch yn cael ei chefnogi gan

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HM Government  
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