

FOR IMMEDIATE RELEASE

Safe & Sound Wales Website Launches to Support Parents and Carers Across Wales

A new national resource to help families prevent harm and build safer futures for children and young people

A new bilingual website, Safe & Sound Wales, has officially launched to support parents and carers across Wales to better understand, prevent, and respond to issues affecting children and young people.

Developed by Welsh non-profit Our Voice Our Journey and funded through the Welsh Government's Violence Against Women, Domestic Abuse and Sexual Violence (VAWDASV) programme, the platform offers accessible, practical guidance on a wide range of challenges families may face, from unhealthy relationships and online harm, to sexual exploitation and emotional wellbeing.

The launch comes at a time when many parents are increasingly concerned about the pressures and risks facing children and young people. Research from Plan International UK found that 80% of UK parents worry their daughters will grow up feeling unsafe in public, while 40% believe girls will experience these fears at a younger age than previous generations. At the same time, research from the Information Commissioner's Office (ICO) found that 75% of parents fear their children are not making safe choices online.

Safe & Sound Wales has been co-designed with parents and carers, and shaped by insights from families across Wales. It provides clear, supportive information alongside practical tools to help parents feel more confident having conversations, recognising signs of harm, and knowing where to turn for help.

At its heart, the website recognises that parenting can be complex and that support should be easy to access, non-judgemental, and grounded in real-life experiences.

Alice, a parent from South Wales, shared how important the website is for parents: "Safe & Sound Wales provides really clear, supportive, non-judgemental advice on a comprehensive list of things that are hugely impacting parents and carers and their children and young people.

This site cuts through a lot of the politicised and polarised content that can be completely overwhelming and gets straight to the support and practical steps parents and carers can take. I know I'll definitely be re-visiting the site again and again in the future."

The platform helps parents who are worried about an immediate concern to learn more about the issue and get help, as well as supporting those who want to prevent problems, building awareness and resilience before issues occur.

In addition to advice and information, the website includes signposting to national and regional support services across Wales, helping families access the right help at the right time.

Supporting safer families and communities

Anne-Marie Lawrence, Managing Director of Our Voice Our Journey, said:

"Safe & Sound Wales has been created to support parents and carers in one of the most important roles they have – helping children and young people grow up safe, confident and free from harm.

We know that many families face challenges, and it's not always easy to know what to do or where to turn. This website brings together trusted information, practical advice and clear pathways to support, so that no parent feels alone in navigating these issues.

By equipping families with knowledge and confidence, we can work together to prevent harm and build safer, healthier communities across Wales."

A preventative and supportive approach

The website takes a preventative approach, helping parents build understanding before issues escalate, while also offering guidance for those already dealing with concerns.

Topics covered include:

- Harmful attitudes and behaviours
- Family violence
- Online safety
- Relationships and dating
- Supporting young people with complex needs

Through its focus on helping families to reflect, relate, respect and repair, Safe & Sound Wales aims to support stronger relationships and safer environments for children and young people.

Now live

Safe & Sound Wales is now live and available to all parents and carers across Wales.

Visit www.safeandsound.wales

ENDS

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Safe & Sound Wales
Diogel a Saff Cymru

