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'If you think it, report it' is a key message from a national campaign that Peterborough City Council is backing this week.

Together, we can tackle child abuse raises the issue of child abuse and builds on research showing that if everyone plays a part in reporting concerns, fewer children might suffer from abuse or neglect.

The Department for Education's campaign steps up a gear on Monday (20 March) when the subject takes to the airwaves as part of an LBC Special Report Week. Presenters will discuss the issues surrounding child abuse and the role the community can play on the radio station, associated TV and social channels.

Peterborough City Council is doing its bit locally by sharing promotional materials throughout its buildings, social channels and with schools, NHS partners, charities, housing associations, community groups and the police.

If members of the public are worried about a child they should contact the police or Peterborough Children's Services on 01733 864180.

Councillor Sam Smith, cabinet member for children's services, said: "We all have a role to play in protecting children and young people from neglect but child abuse is a sensitive issue and often people are worried to act on concerns in case they are wrong.

"This campaign is aimed at reinforcing the message that you don't have to be absolutely certain about suspicions, if you have a feeling that something isn't right, you should talk to our children's services who will make enquiries and help to ensure that children are kept safe from harm.

"Your concerns could be one part of a bigger picture. Sharing them has the added benefit of putting your mind at rest that you've potentially helped a vulnerable or abused child."

Last year 400,000 children in England were supported because someone noticed they needed help. Backed by research the government thinks that by tackling the stigma around reporting suspicions, more vulnerable children and young people could be spared from a life of abuse or neglect.