**Suggested Child Sexual Exploitation campaign plan, using resources from** **the** [**Child Sexual Exploitation information pack**](https://www.ourwatch.org.uk/crimes-archive/child-sexual-exploitation/) **and** [**toolkit**](https://www.ourwatch.org.uk/crimes-archive/toolkit-5/)**.**

* Before planning a new campaign, it’s always worthwhile finding out what initiatives are already under way on child sexual exploitation within your local police force and local authority. It might be that you can add and support something that’s already under way too.
* It might be worthwhile contacting your local Police Community Support Officer (PCSO) office to ask if they can help to cover the cost of any printing.
* During each week of the campaign, start at least three conversations with people about the issue.
* Make sure you include the following information in all your campaign communications:

***WHAT CAN YOU DO IF YOU SUSPECT A CHILD IS BEING EXPLOITED?***

*If you are worried about the way a child or young person is behaving, or they are displaying some of the signs listed then call your local Children’s Social Care service or the police on* ***101.***

 *If you are concerned about online illicit images of children or online exploitation you can contact the* [*Child Exploitation and Online Protection Command*](http://www.ceop.police.uk/safety-centre)*.*

*Or you can call the NSPCC professionals helpline on* ***0808 800 5000*** *who can explore your concern and advise you on the best course of action. You can also email them at* *help@nspcc.org.uk* *or link to* [*this page*](https://www.nspcc.org.uk/services-and-resources/nspcc-helpline/) *to report a concern.*

**Week 1: Stop Child Sexual Exploitation campaign launch**

Hold a public meeting to launch your campaign.

* Invite your local police, local authority child abuse lead, local Barnardo’s service or the NSPCC, or CEOP (Child Exploitation and Online Protection Command) to come and present with you.
* Put up notices at your local church/school/community hall, send email notices to your Neighbourhood Watch members and ask them to spread the word about the meeting.
* Present the NW Child Sexual Exploitation slide presentation.
* Print off and hand out Barnardo’s leaflet for adults called ‘[Spotting the signs’](http://www.barnardos.org.uk/spot_the_signs_cyp.pdf), and Avon & Somerset Police’s leaflet called ‘[Understanding child sexual exploitation](https://www.thisisnotanexcuse.org/wp-content/uploads/2016/10/CSE-Parents-Leaflet-Final-compressed.pdf)’.

**Week 2: What is Child Sexual Exploitation? Week**

This week is aimed at raising awareness among adults in your community of child sexual exploitation; what it is, how it happens and who is most at risk.

Day 1: Print off Avon & Somerset Police’s leaflet called ‘[Understanding child sexual exploitation](https://www.thisisnotanexcuse.org/wp-content/uploads/2016/10/CSE-Parents-Leaflet-Final-compressed.pdf)’, and distribute it through the letterboxes in your neighbourhood.

Day 2: Send an email to all your Neighbourhood Watch members and contacts explaining that you’re running this campaign, and invite them to explore [the Barnardo’s website Real Love Rocks](http://www.barnardosrealloverocks.org.uk), which has sound advice about what a safe and healthy relationship is. You can include some of the information from [this webpage](https://www.ourwatch.org.uk/crimes-archive/child-sexual-exploitation/) on the Neighbourhood Watch site.

Day 3: Post on your Neighbourhood Watch Facebook and Twitter accounts, [this film from the NSPCC: The Story of Jay](https://youtu.be/w6vYbZSUL5U).

Day 4: Post on your Neighbourhood Watch Facebook and Twitter accounts, [this film from the West Yorkshire Police: Emma’s story – a victim’s perspective of child sexual exploitation](https://youtu.be/pnTYFeZNLkQ).

**Week 3:** **Spotting the Signs Week**

This week is aimed at spreading the word among your community about how to tell if a child is being sexually exploited. There are various materials in the Toolkit you can use:

Day 1: Print off Barnardo’s leaflet for adults called ‘Spotting the signs’, and distribute through the letterboxes in your neighbourhood.

Day 2: Email to your NW members the link to, or copy from, [this page](https://www.ourwatch.org.uk/crimes-archive/spotting-the-signs-3/).

Day 3: Email the GIFs in the Toolkit folder to those members you have email addresses for.

**Week 4**: ‘**First to a Million’ Week**

Email to your NW group and post on your social media accounts, [the film ‘First to a Million’,](https://www.youtube.com/watch?v=214IkmVpa1E&list=PLJpo3oC1S14mjhZMfdOKZIsCiaQXCC1IL) which is aimed at 13 to 18-year-olds and follows a group of teens in their battle to reach a million views online by making increasingly outrageous films. At each step the viewer gets to choose what the characters do next, teaching teens how easy it is to end up in a risky situation.

Encourage members to share with their children and other young people.

**Week 5:** **Prevention Week**

Day 1: Send an email to your NW members pointing them to the [NSPCC advice about how to talk to children about their use of the internet and the risks it poses](https://www.nspcc.org.uk/preventing-abuse/keeping-children-safe/online-safety/talking-your-child-staying-safe-online/), as well as [how to adjust privacy settings and parental controls](https://www.nspcc.org.uk/preventing-abuse/keeping-children-safe/online-safety/parental-controls/), and the helpline number you can call to ask any questions about internet safety: 0808 8005002.

Day 2: Post on your social media accounts some information about the NSPCC’s Net Aware app and encourage members to download it from the App Store or Google Play. Find out more at [www.net-aware.org.uk](http://www.net-aware.org.uk).

Day 3: Email to your NW group a link to [this article](https://www.huffingtonpost.co.uk/entry/how-to-talk-to-your-child-about-abuse_uk_5a968442e4b09c872baf6850?zpr), which has some advice for parents about how to talk to their kids about child abuse:

Day 3: Post on your social media accounts a [link to the four short films from CEOP](https://www.thinkuknow.co.uk/parents/articles/Nude-selfies-a-parents-guide/) about how to deal with your teens sharing nude selfies.

Day 4: Post on your social media accounts information about the [Barnardo’s smartphone app Wud U?](http://www.barnardos.org.uk/what_we_do/our_work/sexual_exploitation/cse-professionals/wud-u-app.htm) that aims to show young people the behaviours that could put them at risk of being sexually exploited, through illustrated, interactive stories. Encourage sharing with children.

Day 5: Post on your social media accounts information about the ChildLine smartphone app called Zipit, which children and young people can use to send witty images if they are pressured to send explicit ones. Encourage sharing with children.

**Week 6: Support Week**

Day 1: Email the following information to your NW group:

If you’re in a situation where your own or another child discloses abuse to you, you should:

* Listen carefully
* Avoid passing opinion
* Tell them you believe them
* Make sure they know the abuse is not their fault
* Reassure them they have done the right thing by opening up to you
* Tell them you will help them
* Explain what you’ll do next – it’s important to be open and honest about next steps
* Report the abuse immediately, either to your [local council](https://www.gov.uk/report-child-abuse-to-local-council), the [NSPCC](https://www.nspcc.org.uk/what-you-can-do/report-abuse/) or the [police](https://www.police.uk/contact/). You can remain anonymous when you report your concerns about a child or young person if you’d prefer.

Day 2: Email and post on social media information about [PACE](http://www.paceuk.info) (Parents Against Child Sexual Exploitation), the charity founded by the parent of a young person who became a victim. PACE offers help and support to affected parents so that they can respond effectively to their child’s situation.

Day 2: Contact your local council to find out what services there are in your area to support children impacted by child sexual abuse. For example, in Sussex support is available from the [YMCA WiSE Project](https://www.ymcadlg.org/support-advice/wise/). Email details of these to your NW group members.