

Child Sexual Exploitation Communications Campaign

Communications Safer Internet Day / Say no to sexting campaign

Background

In order to raise awareness and understanding of parents and young people around CSE, campaign activity is planned throughout February and March.

February – #saynotosexting campaign - One of the major causes of sexual exploitation is online grooming and young people's online risk-taking behaviour. Sexting in particular has been recognised by the Safeguarding Boards as a particular and emerging threat – largely because of how young people think that it is a normal part of relationship and are not aware of the consequences.

A two-week communications campaign, starting from the 8 February, will first focus on communicating what sexting is, before encouraging young people to avoid it. This is not about telling them outright not to do it (testing has shown that this sort of messaging will immediately turn them off) but to make them understand the prevalence and consequences of sexting, and to provide them with alternative comebacks/ images to sexting when pressured.

The campaign will also focus on reaching parents - providing them with what they need to understand about sexting and to talk to their children about avoiding sexting. The campaign will also launch the new Staffordshire wide CSE website - www.knowaboutcse.co.uk

This 'sexting' week will then be followed by a week of activity that will promote the Childnet SMART rules to parents to encourage wider safe online behaviour.

March activity – A month of activity is planned throughout March to encourage recognition of the signs of CSE and encourage report. This will include activity around CSE Awareness Day on the 18 March, where partners will be encouraged to join the social media #helpinghands campaign - a campaign where young people will be able to see the range of professionals that will listen to them if they want to report their concerns. A further briefing note will be circulated on the 15th February regarding March activity.

What are the objectives of the campaign?

Outcomes

- Increase the number of young people who know how to keep themselves safe online by 3% (measured by young people's survey)
- Increase in the number of parents or carers who have talked to their children about staying safe online by 3% (measured by parents survey)

Outtakes

- Reduce the number of young people who strongly agree or agree that 'sexting is harmless fun' by 3% (measured by young people's survey)
- Reduce the number of young people who think it's OK to send a sext to someone they trust by 3% (measured by parents survey)

We will also be measuring the number of schools taking part, number of web hits and downloads and social media, etc.

What's happened already?

- Benchmarking survey – to professionals and parents, so that we can understand current levels of understanding and impact on future workforce development
- Production and roll out of a package of support for teachers and professionals including information regards sexting (including new school powers to seize devices), grooming, CSE and reporting. Roll out of marketing materials to schools regards CSE. Leaflet for professionals in Staffs and Stoke will shortly be available.
- Testing of available sexting videos and online safety advice with young people and parents to understand their effectiveness
- Development and roll out of a package of support for use by schools in the classroom - for young people (videos and Zip It) and parents (to your child guide) and a quiz that will challenge their sense that sexting is 'normal.' This includes a sexting video made especially by young people in Burton. This is being rolled out through communications to schools, academies and Pupil Referral Units and through Headteacher Forums

What's going to happen from 9th February to 19th February?

- Further roll out of youth survey across partners
- Roll out of new materials to schools – Infographic to young people and quiz to challenge attitudes that sexting is normal
- Schools supporting communication to parents to go to www.knowaboutcse.co.uk for conversation 'starters'
- Media and broadcast activity – regards the new Staffordshire sexting video and the actress in it (now working in a school herself); the schools taking part in the #nosexingcampaign
- Police Prevent Team will be targeting hotspot areas and giving out leaflets for parents about internet safety
- Media and social media activity around stalls in schools/colleges around the county (Police Prevent Team Activity)
- Social media targeting parents and young people
- Email to 11,000 parents of young people with advice on talking to their children about sexting and online safety

How can partners support the activity?

- Tell clare.abbotts@staffordshire.gov.uk or fay.boulton@stoke.gov.uk if any schools have approached your organisation for guidance on Safer Internet Day - we will be happy to point them to the relevant materials.
- Promote the 'sexting' package of support to young people and parents where you can – which can be found at both www.knowaboutcse.co.uk or the relevant Safeguarding Board's website
- Tell clare.abbotts@staffordshire.gov.uk or fay.boulton@stoke.gov.uk if you could cascade an electronic email to data for parents.
- Retweet /share all social media from Staffordshire County Council, Police or Stoke on Trent City Council where you can.

What else is happening?

- The Department for Education will be running a campaign in the West Midlands during March, April, May and June. This campaign will focus on raising public reporting of child abuse by helping members of the public understand that their information is important to building a picture of potential abuse regards a child. The campaign will not focus on communicating the signs of child abuse.
- As the local CSE campaign will be focusing on communicating the signs of CSE and will be focusing on paid for media, the Comms leads are satisfied that the national campaign will not hamper efforts and will in fact create a useful environment in which to run the CSE campaign. The Comms teams will use their Comms channels to support the national campaign only after the local campaign has ended.

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