Together, we can tackle child abuse

Toolkit for supporting partners
2018/19
Contents

Background info

Objectives

Timings

Where you can help

Creative to accompany social media posts

Draft social media posts

Key messages for media activity
Over the years, high-profile cases – including the uncovering of historic child sexual exploitation in Rotherham, Rochdale and elsewhere – have highlighted where child abuse had gone unnoticed.

The Child Sexual Exploitation Action Plan, published in March 2015, set out an ambitious programme to address this nationally, with the aim of making safeguarding everyone’s responsibility.

One of the commitments of this was a communications campaign, to help overcome widespread behavioural barriers that existed which prevent individuals from taking the correct action when they witness the signs of child abuse.
Objectives

What’s the policy driver/objective of Together?

- To strengthen parents’ knowledge and therefore *confidence* in the ‘signs to look out for’ with the four different types of abuse highlighted within the campaign; neglect, physical abuse, emotional abuse and sexual abuse
- To identify how and to whom these suspicions can be reported

Who’s our audience?

- Our audience for this burst of activity is *parents, across England*. 
Timings

• This phase of activity will be running from November 2018 – March 2019.

• We are aiming to launch the campaign on 19th November, the ‘World Day for the prevention of child abuse’.
Where you can help

- Share the campaign on your own social media channels: e.g. Facebook, Twitter, Instagram
- Use materials provided as part of training within your own organisation, on and around the subject of child safety
- Use digital content within your own offices and upon your own additional channels (e.g. e-newsletters)
- Highlighting your support for our campaign and message within any related press releases that you may have ongoing throughout the campaign
Creative to accompany social media posts

We have put the child at the heart of this campaign to design a range of new and emotionally engaging creative content. Free to use for all, the content has been tried and tested with parent groups and experts in the sector, to create a campaign that will:

**Inform** people about the four types of child abuse and neglect. Click for resources:

**Educate** people on how to spot the signs. Click for resources:

**Reassure** people, and support them through, the reporting process. Click for resources:

https://www.dfechildprotection-munroforster.com/
# Draft Facebook posts

*All posts to link to: https://tacklechildabuse.campaign.gov.uk/*

<table>
<thead>
<tr>
<th>Asset</th>
<th>Suggested copy</th>
</tr>
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<tbody>
<tr>
<td>Video: Spot the signs of abuse.</td>
<td>If you’re concerned a child is being abused or their safety is at risk, speak to someone anonymously today: [LINK](please see above)</td>
</tr>
<tr>
<td>Video: Spot the signs of <em>emotional</em> abuse.</td>
<td>Child abuse comes in many forms and doesn’t always leave a physical mark that you can see. If you think a child may be suffering emotional abuse, report it. You don’t have to be certain: [LINK](please see above)</td>
</tr>
<tr>
<td>Video: Spot the signs of <em>physical</em> abuse.</td>
<td>Child abuse. Sharing your concerns could provide the missing piece of information that is needed to keep a child safe. If you see something that concerns you, report it. You don’t need to be certain: [LINK](please see above)</td>
</tr>
<tr>
<td>Video: Spot the signs of <em>sexual</em> abuse.</td>
<td>You don’t have to be certain. If you have a feeling that’s somethings not quite right, tell someone: [LINK](please see above)</td>
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### Draft Facebook posts (continued)

All posts to link to: https://tacklechildabuse.campaign.gov.uk/

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<td>Static: Bad behaviour</td>
<td>There could be more to a child ‘playing up’ than meets the eye. You don’t have to be certain. If you think it, report it: LINK (please see above)</td>
</tr>
<tr>
<td>Static: Patterns of behaviour</td>
<td>Mood swings may be the result of something more than just hormones. If you think something’s not quite right, report it: LINK (Please see above)</td>
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<tr>
<td>Static: Opening up</td>
<td>Even if a child doesn’t specifically say that somethings wrong, if you think something’s not quite right, report it. You don’t have to be certain: LINK (please see above)</td>
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<td>Static: Putting themselves at risk</td>
<td>Bad behaviour could be more than just a ‘phase’. If you think something’s not quite right you don’t have to be certain, report it: LINK (please see above)</td>
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<tr>
<td>Static: Everyone’s responsibility</td>
<td>Don’t let the fear of being wrong stop you from potentially keeping a child safe from harm. If you think it, report it: LINK (please see above)</td>
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<td>GIF: What happens when you report</td>
<td>Fear of being wrong is one of the biggest barriers stopping people reporting abuse. You don’t have to be certain. If you think it, report it: LINK (Please see above)</td>
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<tr>
<td>GIF: What do you need to report</td>
<td>Keeping children safe is everyone’s responsibility. Even if you’re not completely sure, if you think it, report it: LINK (Please see above)</td>
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<td>GIF: Who can you talk to</td>
<td>If you have a feeling that’s somethings not quite right, tell someone: LINK (Please see above)</td>
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<td>GIF: Child sexual exploitation</td>
<td>If you’re concerned a child is being exploited, speak to someone anonymously today: LINK (Please see above)</td>
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All posts to link to: https://tackleshildabuse.camapaign.gov.uk/
### Draft tweets (continued)

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<td>GIF: Who can you talk to</td>
<td>You don’t have to be certain to do the best by a child who could be at harm: LINK(Please see above) #tacklingchildabusetogther</td>
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<td>GIF: Child sexual exploitation Exploitation day related post</td>
<td>You don’t have to be completely certain. If you’re concerned a child is being exploited, speak to someone anonymously today: LINK (Please see above)</td>
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November 19th marks the World Day for the Prevention of Child Abuse. In conjunction with this, the Department for Education is relaunching the “Together, we can tackle child abuse” campaign, setting out to raise public awareness on the signs of abuse and neglect.

Local councils, police chiefs, charities and government will work in partnership to urge the public to report any suspicions and increase their confidence in spotting the signs.

The campaign aims to achieve the following:

Inform the public about the different types of child abuse and neglect;

Educate people on how to spot the signs; and

Reassure people on how the reporting process works as well as supporting them through it.

A line from Minister Zahawi, Minister for Children and Families can be sourced upon request.
Thank you for taking the time to look through this toolkit. If you have any queries, please contact:
tackle.childabuse@education.gov.uk