



Together, we can tackle child abuse

Toolkit for supporting partners
2018/19

**TOGETHER
WE CAN TACKLE
CHILD ABUSE**



Department
for Education

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APPPEARANCE

BEHAVIOUR

COMMUNICATION



Background info

- 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.

THE 4 TYPES 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.**

COMMUNICATION

Anger, anxiousness or
talk of self harm.



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'.

**TO SPOT THE SIGNS OF
CHILD ABUSE LOOK FOR**

A B C

Where you can help

- Share the campaign on the 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:

**THE 4 TYPES
OF CHILD ABUSE**

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

SPOTTING THE SIGNS OF CHILD ABUSE

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

**WHO CAN YOU
TALK TO?**

<https://www.dfecchildprotection-munroforster.com/>

Draft Facebook posts

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

Asset	Suggested copy
Video: Spot the signs of abuse.	If you're concerned a child is being abused or their safety is at risk, speak to someone anonymously today: LINK ((please see above))
Video: Spot the signs of <i>emotional</i> abuse.	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)
Video: Spot the signs of <i>physical</i> abuse.	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)
Video: Spot the signs of <i>sexual</i> abuse.	You don't have to be certain. If you have a feeling that's something's not quite right, tell someone: LINK (please see above)

Draft Facebook posts (continued)

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

Asset	Suggested copy
Static: Bad behaviour	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)
Static: Patterns of behaviour	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)
Static: Opening up	Even if a child doesn't specifically say that something's wrong, if you think something's not quite right, report it. You don't have to be certain: LINK (please see above)
Static: Putting themselves at risk	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)
Static: Everyone's responsibility	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)

Draft Facebook posts (continued)

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

Asset	Suggested copy
GIF: What happens when you report	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)
GIF: What do you need to report	Keeping children safe is everyone's responsibility. Even if you're not completely sure, if you think it, report it: LINK (Please see above)
GIF: Who can you talk to	If you have a feeling that's somethings not quite right, tell someone: LINK (Please see above)
GIF: Child sexual exploitation	If you're concerned a child is being exploited, speak to someone anonymously today: LINK (Please see above)

Draft tweets

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

Asset	Suggested copy
Video: Spot the signs of abuse.	You don't have to be completely certain. If you think it, report it: LINK (Please see above) #tacklingchildabusetogether
Video: Spot the signs of <i>emotional</i> abuse.	Child abuse comes in many forms and doesn't always leave a physical mark that you can see. If you think it, report it: LINK (Please see above) #tacklingchildabusetogether
Video: Spot the signs of <i>physical</i> abuse.	Child abuse. If you see something that concerns you, report it: LINK (Please see above) #tacklingchildabusetogether
Video: Spot the signs of <i>sexual</i> abuse.	You don't have to be certain. If you have a feeling that's something's not quite right, tell someone: LINK (Please see above) #tacklingchildabusetogether

Draft tweets (continued)

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

Asset	Suggested copy
Static: Bad behaviour	There could be more to a child 'playing up' than meets the eye. If you think it, report it: LINK (please see above) #tacklingchildabusetgether
Static: Patterns of behaviour	Mood swings may be the result of something more than just hormones: LINK (please see above) #tacklingchildabusetgether
Static: Opening up	Even if a child doesn't specifically say that somethings wrong, if you think something's not quite right, report it: LINK (please see above) #tacklingchildabusetgether
Static: Putting themselves at risk	Bad behaviour could be more than just a 'phase': LINK (please see above) #tacklingchildabusetgether
Static: Everyone's responsibility	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) #tacklingchildabusetgether

Draft tweets (continued)

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

Asset	Suggested copy
GIF: What happens when you report	Fear of being wrong is one of the biggest barriers stopping people reporting abuse. If you think it, report it: LINK (Please see above) #tacklingchildabusetogether
GIF: What do you need to report	Keeping children safe is everyone's responsibility: LINK (Please see above) #tacklingchildabusetogether
GIF: Who can you talk to	You don't have to be certain to do the best by a child who could be at harm: LINK(Please see above) #tacklingchildabusetogether
GIF: Child sexual exploitation Exploitation day related post	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)

Suggested key messages for press materials

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.



Your support is very important to us. Together, we can tackle child abuse.

Thank you

Thank you for taking the time to look through this toolkit. If you have any queries, please contact:

tackle.childabuse@education.gov.uk