



# 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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**A**PPPEARANCE

**B**EHAVIOUR

**C**OMMUNICATION



## 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, due to a lack of awareness of what might constitute abuse, or abuse being covered up or ignored.
- The *Child Sexual Exploitation Action Plan*, published in March 2015, set out an ambitious programme to address these failures nationally, alongside DfE's children's social care reforms – 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

## Background info continued

### 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**, split into two segments; parents of 0-9 (24-40) and parents of 10-16 (28-45)
- The activity is aimed at England only but **not** geo-targeted.

# Key campaign messages (for use in media materials)

The *Together, we can tackle child abuse* campaign aims to raise awareness of the signs of child abuse and neglect, and increase confidence in knowing how to report concerns.

The Department for Education have launched new campaign activity on 19 November, to mark the World Day for the Prevention of Child Abuse, including radio advertising and social media advertising.

The signs to look out for are:

- Appearance: such as unusual injuries or consistently poor hygiene
- Behaviour: such as being withdrawn, overly anxious, disruptive, self-harming or sudden changes in behaviour
- Communication: such as talking aggressively, using sexual language or becoming secretive
- **The steps:**
- As an individual you can report any concerns to:
- Your local council's social care team (find out the relevant team at [www.gov.uk/report-child-abuse-to-local-council](http://www.gov.uk/report-child-abuse-to-local-council) using a simple post code search) or
- The NSPCC (on 0808 800 5000) or Childline (0800 111) or
- The Police (101 or 999 if a child is at immediate risk)
- Those with child protection responsibilities will listen and take action if necessary. Information is usually gathered from different sources and individual reports would form one part of a bigger picture and could help change a child's life.

THE 4 TYPES  
OF CHILD ABUSE

## COMMUNICATION

Anger, anxiousness or  
talk of self harm.



## Timings

- This phase of activity will be running from November 2018 – March 2019
- The campaign will be re-launching on **November the 19<sup>th</sup>**, in correlation with 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

# Suggested social media posts

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

Video: Spot the signs of abuse.	You don't have to be completely certain. If you're concerned a child is being abused or their safety is at risk, speak to someone anonymously today:
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:
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:
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:

# Suggested social media posts continued.

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

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:
Static: Patterns of behaviour	Mood swings may be the result of something more than just hormones. You don't have to be certain. If you think something's not quite right, report it:
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:
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:
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:

# Suggested social media Posts continued.

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

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:
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:
GIF: Who can you talk to	You don't have to be certain. If you have a feeling that's somethings not quite right, tell someone:
GIF: Child sexual exploitation	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 Tweets

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

Video: Spot the signs of abuse.	You don't have to be completely certain. If you think it, report it: LINK #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 #tacklingchildabusetogether
Video: Spot the signs of <i>physical</i> abuse.	Child abuse. If you see something that concerns you, report it: LINK #tacklingchildabusetogether
Video: Spot the signs of <i>sexual</i> abuse.	You don't have to be certain. If you have a feeling that's somethings not quite right, tell someone: LINK #tacklingchildabusetogether

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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 #tacklingchildabusetogether
GIF: What do you need to report	Keeping children safe is everyone's responsibility: LINK #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 #tacklingchildabusetogether
GIF: Child sexual exploitation	If you're concerned a child is being exploited, speak to someone anonymously today: LINK (Please see above)

# 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/>

# Thank you

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

*Kerry Aspinall*

*Child Protection and Safeguarding Unit*

*Children's Children's Social Care, Social Mobility and  
Disadvantage Group*

*Department for Education*

*Tel: 01142 742 506*

*Email: [Kerry.aspinall@education.gov.uk](mailto:Kerry.aspinall@education.gov.uk)*

*Or at [Tackle.ChildAbuse@education.gov.uk](mailto:Tackle.ChildAbuse@education.gov.uk)*

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