

Media Pack

Parents, Did You Know?

CSE Awareness Campaign

Monday 18 March – Sunday 24 March 2019

1. Background

It is widely acknowledged that parents and carers play the most important role in safeguarding and promoting the welfare of their children [HM Government, Safeguarding Children and Young People from Sexual Exploitation, 2009], and this is validated by feedback from pupils in Essex saying that parents and carers are key to protecting them from CSE, particularly teaching them about what it is and raising awareness and providing support and advice. *“Parents can teach their children on how to be safe online and how to recognise the bad signs”* (13 year old girl).

Essex Safeguarding Children Board recognises the need to ensure that support, advice and information for parents around not only sexual exploitation, but also wider forms of exploitation, such as criminal exploitation through county lines and gang associated activities, are a priority and to acknowledge that traumatic circumstances experienced through exploitation can also be felt by the parent and wider family not just the child themselves. The 2019 ‘Parents, did you know?’ campaign builds on the successful ‘I Didn’t Know’ campaign used across Southend, Essex and Thurrock over the last 3 years, and intends to provide important messages to parents in relation to exploitation of children in Essex and to ensure that it signposts parents and carers to a range of support both for themselves and for their children.

The ‘Parents, did you know?’ campaign will feature messaging on criminal exploitation, sexual exploitation, children missing from home, trafficking and online child sexual abuse, and will provide a mechanism for promoting future ‘Parents, did you know?’ events across Essex later in the year.

2. Audience:

Parents and Carers

3. Themes:

Criminal exploitation
Sexual exploitation
Gangs & youth violence
Trafficking
Online sexual abuse
Children missing

4. Messaging aims:

- Raise awareness of child exploitation and related topics to parents and carers
- Support parents and carers to recognise where to go to get practical support for themselves and their children in relation to child exploitation and its related topics
- Support parents and carers to recognise where to go to get emotional support for themselves and their children in relation to child exploitation and its related topics
- Raise awareness of the Essex Police parent hotline to increase its use in sharing concerns about child exploitation directly with Essex Police
- Raise awareness of the Missing Chat provision to increase the take-up of Missing Chats across Essex for Essex children that go missing and their parents
- Raise awareness of the ‘Parents, Did You Know?’ events across Essex to support attendance to the events.

5. Important dates:

National Child Sexual Exploitation Awareness Day:

Monday 18 March

Parents Did You Know Essex Safeguarding Board CSE Campaign:

Monday 18 March – Friday 22 March

Events – details for the events will be updated at <http://ow.ly/p2NH30nGPMf> :

Chelmsford

Saturday 8 June

Harlow

Saturday 15 June

Basildon

Saturday 10 August

Tendring/Colchester

TBC

6. Social media content, schedule and what you need to know:

Your support is needed Monday 18 March – Sunday 24 March

Facebook and Twitter

The Essex Safeguarding Children Board Facebook and Twitter will be posting during the campaign week around times most parents check their social media.

[Facebook Page Link](#) @ESCBSafeguards

[Twitter Link @EssexSafeguards](#)

[Campaign & Event Webpage: Parents Did You Know?](#)

Themed days

Each day’s tweets will have a theme focus.

Monday 18 March	Sexual exploitation
Tuesday 19 March	Criminal exploitation
Wednesday 20 March	Children missing
Thursday 21 March	Trafficking
Friday 22 March	Online sexual abuse
Saturday 23 March and Sunday 24 March	General

What you can do during the awareness week:

- **SHARE** our Facebook posts
- **RT** our Tweets
- **CHANGE** your social media banner for the week, we have 5 to choose from

If you wish to support using your own posts – please use the hashtag **#KnowAboutCE** **#CSEDay19** and **@ mention our social media accounts** into the post.

Please include the link to our specific webpage > <http://ow.ly/p2NH30nGPMf>

All imagery for the Facebook and Twitter posts are supplied.

Social sign posting:

PACE <https://paceuk.info/for-parents/>
@paceukinfo

Children & Families Hub <https://www.essexeffectivesupport.org.uk/>
@Essex_CC

Missing People <https://www.missingpeople.org.uk/missingkids>
@missingpeople

Crimestoppers <https://crimestoppers-uk.org/>
@CrimestoppersUK

Essex Police <https://www.essex.police.uk/>
@EssexPoliceUK
Hotline Number = 01245 452058

Child Exploitation and Online Protection command
CEOP <https://www.ceop.police.uk/safety-centre/>
@CEOPUK

7. Press release EMBARGOED Monday 18 March 2019

Monday 18 March

Parents, Did You Know? campaign

During this year's Child Sexual Exploitation (CSE) Awareness Week, the Essex Safeguarding Children Board are encouraging parents to improve their understanding of what constitutes child exploitation (CE) through the 'Parents, Did You Know?' campaign.

Pupils across Essex state that parents are their best source of information and advice when it comes to CSE so the 'Parents, Did You Know?' campaign wants to support parents by providing them with information not only on sexual exploitation, but also wider forms of child exploitation, such as criminal exploitation through county lines and gangs. The campaign also acknowledges that traumatic circumstances experienced through exploitation can also be felt by the parent and wider family not just the child themselves.

This 2019 'Parents, did you know?' campaign builds on the successful 'I Didn't Know' campaign that has ran across Southend, Essex and Thurrock over the last three years, and aims to provide important messages to parents in relation to exploitation of children in Essex and to signpost parents and carers to a range of support for themselves and for their children.

Phil Picton, Independent Chair, Essex Safeguarding Children Board said: "We've all seen the headlines about young people being drawn into forced criminality and for some, becoming victims of sexual abuse and violence. Young people are groomed, manipulated and threatened into these situations by people pretending to be their friends or from people offering to help them when they are vulnerable. We all need to keep an eye out for this happening to our young family members, friends and neighbours; the 'Parents, Did You Know?' campaign is part of our joint efforts to let everyone know what to look out for, how to report concerns, and for those families who are experiencing this horrific form of abuse, signposting to support and advice. I invite you all to take a few moments to look at the Essex Safeguarding Children Board, ['Parents, Did You Know?'](#) page, it could help your family or someone you know in your community."

Roger Hirst, Police, Fire and Crime Commissioner for Essex said: "Protecting children from harm is one of the key priorities in my Police and Crime Plan and while most children will not fall victim to sexual or criminal exploitation, trafficking, gangs or youth violence, it is vital that all parents and carers know how to make them aware of the dangers and also learn how to recognise tell-tale signs of abuse. That's why I fully support the 'Parents, Did You Know?' campaign because knowledge is key to empowering parents to best protect their children. The Essex Safeguarding Children Board brings together a wealth of resources and support from a number of partnership organisations and I would encourage everyone who cares for children to familiarise themselves with the content."

The campaign is also highlighting the Essex Police parent hotline which was launched in July 2018 specifically so parents can report any concerns about child exploitation. The hotline number is 01245 452058 and is staffed Monday to Friday 8am to 4pm, with voicemail available outside of these hours.

Detective Superintendent Jason Hendy, Head of Investigations for the Crime and Public Protection Unit from Essex Police said: “We’re working hard to find and investigate child exploitation to help victims feel safer and to bring offenders to justice. As a parent, I need your help in that fight.

“I can only ask for your help if you know what to look out for. This is a complex area of crime and in some cases victims of child exploitation - be that criminal, sexual, online abuse, gangs or trafficking - may not even see themselves to be victims and believe that they are in control of the situation.

“Anyone with a responsibility for care of young people needs to be aware of criminal exploitation and needs to look out for the signs that it’s taking place. We have a dedicated hotline for anyone with concerns about young people exploited. Please get in touch with us if you are concerned about a child, the hotline number is 01245 452058 but in an emergency, always dial 999.”

The ‘Parents, did you know?’ campaign will also be launching a number of events across Essex over the coming year which parents are encouraged to sign up to, or just drop by.

These events will be run by the Essex Safeguarding Children Board in partnership with Barnardo’s and The Children’s Society and will feature the topics; criminal exploitation, gangs, sexual exploitation, children missing from home, trafficking and online child sexual abuse. They will provide an opportunity to have direct conversations with a range of services, including Essex Police, Essex Children’s Social Care, The Children’s Society, Barnardo’s, and other partner organisations. There will be a range of short talks put on throughout the day which can be booked in advance or drop in and attend on the day.

For more details about all the themes of the campaign, and for more information about the events visit <http://ow.ly/p2NH30nGPMf>.

ENDS

Please Note: Essex County Council communications team will distribute the press release to local media. They will also respond to any media enquiries and inform the ESCB of any interest, who in turn will inform partners. Any requests for interviews will initially be managed by the ECC communications team, but passed over to the relevant communication teams if appropriate. If individual organisations receive media enquiries please let ECC media team (press.desk@essex.gov.uk) know so we can keep a log.

8. Social media content

Monday 18 March – Sexual exploitation

- 7am:

Image: General1

Parents, Did You Know?

Child exploitation can happen to any child in any community. Be Aware and Know the Signs

Facebook:

Today marks #CSEDay19. Follow our campaign this week to make sure you #KnowAboutCE Visit <http://ow.ly/p2NH30nGPMf> for more information about child exploitation, how to spot the signs and where to go to get help and support.

Twitter:

Today marks #CSEDay19. Follow our campaign this week to make sure you #KnowAboutCE Visit <http://ow.ly/p2NH30nGPMf> for more information about child exploitation, how to spot the signs and where to go to get help and support.

- 1pm:

Image: Sexual1

Parents, Did You Know?

If your child hasn't given consent for sex, it is sexual abuse and a criminal offence.

Facebook:

16 and 17 year olds are particularly vulnerable to becoming victims of sexual offences. It should not be assumed that they are safe from CSE. Find out more about sexual exploitation including [sexual consent](#) by following this link <http://ow.ly/p2NH30nGPMf> #KnowAboutCE #CSEDay19

Twitter:

16 and 17 year olds are particularly vulnerable to becoming victims of sexual offences. It should not be assumed that they are safe from CSE. Find out more about [sexual consent](#) by following this link <http://ow.ly/p2NH30nGPMf> #KnowAboutCE #CSEDay19

- 7pm:

Image: Sexual2

Parents, Did You Know?

Young people who have been coerced into a drug debt by gangs can be subject to rape and sexual violence.

Facebook:

Your child may be frightened to report their experiences to the police due to threats. You can work with them to use <https://www.fearless.org> which reports crime around gangs anonymously. For more information visit <http://ow.ly/p2NH30nGPMf> #CSEDay19 #KnowAboutCE

Twitter:

Your child may be frightened to report their experiences to the police due to threats. You can work with them to use <https://www.fearless.org> which reports crime around gangs anonymously. For more information visit <http://ow.ly/p2NH30nGPMf> #CSEDay19 #KnowAboutCE

Tuesday 19 March - Criminal exploitation and Gangs & youth violence

- 7am:

Image: Criminal1

Parents, Did You Know?

Young children, from all communities, are being recruited into gangs. Be Aware and Know the Signs.

Facebook:

Are you concerned your child is being used by a gang? Be aware and know the signs by visiting our website for advice about different ways you can share your concerns about exploitation and gangs. <http://ow.ly/p2NH30nGPMf> #CSEDay19 #KnowAboutCE

Twitter:

Are you concerned your child is being used by a gang? Be aware and know the signs by visiting our website for advice about different ways you can share your concerns about exploitation and gangs. <http://ow.ly/p2NH30nGPMf> #CSEDay19 #KnowAboutCE

- 1pm:

Image: Criminal2

Parents, Did You Know?

There are over 280 county lines coming into Essex. Your child may be frightened to report their experiences. Be aware and know the signs.

Facebook:

'County Lines' involves exploiting children to sell or transport drugs. Your child may be frightened to report their experiences to the police due to threats. You can work with them to use <https://www.fearless.org> which reports crime around gangs anonymously. For more information visit <http://ow.ly/p2NH30nGPMf> #CSEDay19 #KnowAboutCE

Twitter:

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Wednesday 20 March – Children missing from home

- 7am:

Image: Missing1

Parents, Did You Know?

All children over 10 years old that go missing in Essex are offered the chance to speak with someone independently, who can offer support.

Facebook:

Missing children and their parents are offered the chance to speak with someone independently, who can offer support. In Essex, these are called independent Missing Chats. They give an opportunity to help protect missing children from the risk of going missing again. To request a missing chat email missing.returnInterviews@essex.gov.uk and for further information about when children go missing visit our website <http://ow.ly/p2NH30nGPMf> #CSEDay19 #KnowAboutCE

Twitter:

All children that go missing in Essex and their parents are offered the chance to speak with someone independently, who can offer support. For more information about independent Missing Chats visit our website <http://ow.ly/p2NH30nGPMf> #CSEDay19 #KnowAboutCE

- 1pm:

Image: Missing2

Parents, Did You Know?

If your child has gone missing this can be a sign that they are being exploited.

Facebook:

There are many reasons why children go missing from home, and whilst not all children that go missing are being exploited it is one of the signs that could indicate that they are at risk. Children are also more vulnerable during a missing episode to people who want to exploit them for their own gain. For more information about spotting the signs, and to find out what to do if your child goes missing, visit <http://ow.ly/vvsi30nGHI4>. #CSEDay19 #KnowAboutCE

Twitter:

There are many reasons why children go missing from home, not all children that go missing are being exploited but it is one of the signs that could indicate that they are at risk. For more information about spotting the signs visit <http://ow.ly/vvsi30nGHI4> #CSEDay19 #KnowAboutCE

- 7pm:

Image: Hotline1

Parents, Did You Know?

If you are worried your child is being exploited, contact Essex Police parent hotline on 01245 452058.

Facebook:

@EssexPoliceUK has a dedicated hotline number for parents and carers to report their worries or concerns about potential child exploitation. If you've seen something that doesn't seem right call them on 01245 452058, but always call 999 in an emergency. Visit <http://ow.ly/p2NH30nGPMf> for more information about child exploitation. #CSEDay19 #KnowAboutCE

Twitter:

@EssexPoliceUK dedicated child exploitation hotline number is to report worries or concerns about potential child exploitation. Call on 01245 452058, but always call 999 in an emergency. Visit <http://ow.ly/p2NH30nGPMf> for more information. #CSEDay19 #KnowAboutCE

Thursday 21 March – Trafficking

- 7am:

Image: Trafficked1

Parents, Did You Know?

Children are trafficked within Essex to transport drugs for gangs or organised crime groups.

Facebook:

Young people are encouraged to run up a debt to gangs, which can be used to exploit them in to more serious criminal activity. As young people can view the illegality of cannabis less seriously it is important to reinforce that risk remains from its use. See <https://www.talktofrank.com/drug/cannabis> and visit <http://ow.ly/vvsi30nGHI4> #CSEDay19 #KnowAboutCE

Twitter:

Young people are encouraged to run up a debt to gangs, which can be used to exploit them in to more serious criminal activity. See <https://www.talktofrank.com/drug/cannabis> and visit <http://ow.ly/vvsi30nGHI4> #CSEDay19 #KnowAboutCE

- 1pm:

Image: Trafficked2

Parents, Did You Know?

Trafficking can happen to any child in any community.

Facebook:

Your child could be a victim of trafficking without realising it. Children are being recruited throughout Essex to transport and supply drugs for gangs and organised crime groups. For more information about trafficking visit <http://ow.ly/vvsi30nGHI4> #CSEDay19 #KnowAboutCE

Twitter:

Your child could be a victim of trafficking without realising it. Children are being recruited throughout Essex to transport and supply drugs for gangs and organised crime groups. For more information about trafficking visit <http://ow.ly/vvsi30nGHI4> #CSEDay19 #KnowAboutCE

Friday 22 March – Online sexual abuse

- 7am:

Image: Online1

Parents, Did You Know?

In Essex more than 60% of all Child Sexual Exploitation cases involve some form of online grooming or use of social media.

Facebook:

In Essex more than 60% of all Child Sexual Exploitation cases involve some form of online grooming or use of social media. @CEOPUK (Child Exploitation and Online Protection command) is dedicated to tackling child sexual exploitation and abuse. Visit <http://ow.ly/oyrn130nGOMx> for information and advice #CSEDay19 #KnowAboutCE

Twitter:

In Essex more than 60% of all CSE cases involve some form of online grooming or use of social media. @CEOPUK is dedicated to tackling child sexual exploitation and abuse. Visit <http://ow.ly/oyrn130nGOMx> for information and advice #CSEDay19 #KnowAboutCE

- 1pm:

Image: Online2

Parents, Did You Know?

In Essex alone, there are more than 20 offences a week where a child has been groomed into taking a sexual image or video.

Facebook:

In Essex alone, there are more than 20 offences a week where a child has been groomed into taking a sexual image or video. Know the signs and visit our website for guidance and resources to keep your child protected whilst online. <http://ow.ly/vvsi30nGHI4> #CSEDay19 #KnowAboutCE

Twitter:

In Essex alone, there are more than 20 offences a week where a child has been groomed into taking a sexual image or video. Know the signs and visit our website for guidance and resources to keep your child protected whilst online. <http://ow.ly/vvsi30nGHI4> #CSEDay19 #KnowAboutCE

- 7pm:

Image: Event1

Parents, Did You Know?

You can learn more about at one of our Essex Events

Facebook:

Come and meet professionals that are working to safeguard and support children and families in relation to exploitation at our events across Essex. There will be opportunities to visit stalls, attend short talks, and have 1:1 discussions with @EssexPoliceUK, @childrensociety, @barnardos and Children's Social Care. For more details visit <http://ow.ly/p2NH30nGPMf> #CSEDay19 #KnowAboutCE

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Saturday 23 March – General

- 7am:

Image: Descriptions1

Parents, Did You Know?

You can share with the police descriptions and any details of people you are concerned about who have been meeting with your child.

Facebook:

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- 1pm:

Image: Parents1

Parents, Did You Know?

Parents can get support too if they are concerned their child is being exploited.

Facebook:

For information about organisations and services available to support parents and carers if they are worried their child is being sexually or criminally exploited or has gone missing visit <http://ow.ly/p2NH30nGPMf> @paceukinfo ([PACE](#)) can offer a telephone and advice service, they also have a secure online forum. #CSEDay19 #KnowAboutCE

Twitter:

For information about organisations and services available to support parents and carers visit <http://ow.ly/p2NH30nGPMf> @paceukinfo ([PACE](#)) can offer a telephone and advice service, they also have a secure online forum. #CSEDay19 #KnowAboutCE

Sunday 24th March – General

- 7am:

Image: Events1

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Image: Hotline1

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