



RAISING AWARENESS OF CHILD EXPLOITATION

NATIONAL CHILD
EXPLOITATION
AWARENESS DAY

18TH MARCH

#CEADAY20

YOUR GUIDE TO MAKING YOUR EVENT A SUCCESS

Please keep this guide safe

EVERYONE HAS A ROLE TO PLAY IN RAISING AWARENESS OF CHILD EXPLOITATION

HELP US RAISE AWARENESS

The National Child Exploitation Awareness Day is a great way to highlight the issues surrounding Child Exploitation; encouraging everyone to **think, spot and speak out against abuse** and adopt a zero tolerance to adults developing inappropriate relationships with children or children exploiting and abusing their peers.

SAFEGUARDING CHILDREN IS EVERYBODY'S BUSINESS

WILL YOU ORGANISE AN EVENT?

This guide, along with our stop-cse website and our exploitation resources will help you organise and run a successful event

A DAY? A WEEK? A MONTH?

You can focus your awareness raising event to the day itself – 18th March – or spread it out with a series of events over the week or month. Just remember to let us know your plans and we will publicise them on our websites Awareness Day interactive map and through our social media platforms

Holding events such as school talks to pupils, teaching staff and non-teaching staff, non-uniform days, stalls, displays, posters and leaflets through your place of work are an important and effective way of raising awareness and sharing important messages around child exploitation.



You can support the day by posting key safeguarding messages on your intranet and social media platforms and by following, retweeting and reposting key messages on the day itself.

We have a dedicated page on our www.stop-cse.org website where an interactive map shows all events that we are made aware of, giving you free publicity for your event. You can use the online form on our stop-cse website to let us know about your event and have it included on the map; we also send out regular emails to our 14,000-network letting them know about all the events planned.



CASE STUDY: SOUTH TYNESIDE

If you are stuck for ideas for the day take a look at South Tyneside.

They have been huge supporters of the National Child Exploitation Day since the first day was launched back in 2015

Their support and awareness raising events have included:

- newly designed posters and burgundy lapel ribbons (made by young people) which have been made available to circulate and wear as a visual sign of support
- literature, posters and ribbons distributed across South Tyneside including schools and the local business community e.g. taxi drivers
- local press coverage
- staff information briefings for the whole of South Tyneside Council and South Tyneside Homes
- All plasma screens in public buildings, schools and partner agencies feature the awareness raising messages and #HelpingHands images around CSE
- Press releases leading up to March 18th demonstrating support for the day.
- multi-agency partners (for example health and the local Matrix Service) set up CSE Awareness displays and distributed relevant literature.

You can download resources to support your event at www.stop-cse.org



Lead Members from South Tyneside Council have joined forces with the South Tyneside Junior LSCB and the Borough's Youth Parliament to write pledges on their hands.



Every year the South Tyneside local town hall is lit up in burgundy (NWG Colours) on the day itself

All of South Tyneside's events and actions are shared across South Tyneside and partner agency social media channels



ANY CHILD CAN BE EXPLOITED NO MATTER WHAT CULTURE, ETHNICITY, RELIGION, WHETHER A BOY OR A GIRL FROM ANY BACKGROUND

Help us to improve the chances of young people being heard and to deter offenders and trafficking through awareness of child sexual exploitation and wider exploitation and abuse

At NWG Network we are committed to the fight against Child Exploitation and supporting victims and their families who are subjected to the horrors of exploitation.

We believe that if we can make more people aware, not only through our National Awareness Day, but all year round through our Say Something if You See Something campaign, that we can improve the chances of young people being heard.

Together, we can work to inform, educate and prevent child abuse within the UK



JOIN THE FIGHT INCLUDE #CEADAY20 IN YOUR SOCIAL CONTENT

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THERE ARE VARIOUS WAYS YOU CAN SHOW YOUR SUPPORT



WRITE AND SHARE A PLEDGE

Write a personal pledge on your hands to show support for our **Helping Hands** campaign. Post your photo on social media with the hashtag **#HelpingHands** and

#CEADay20 to help us raise awareness of Child Exploitation. We often use Helping Hand pledges throughout the year as part of our marketing and promotional work – keep a look out for yours!

CASE STUDY: GUERNSEY – SUPPORTERS SINCE 2016

A Youth organisation in Guernsey working specifically with children experiencing CSE worked with the Youth Commission for Guernsey and Alderney to raise awareness throughout the week of the 18th March; delivering workshops in Guernsey and Alderney schools to raise awareness with students, as well as with school staff, encouraging them to join the #HelpingHands Campaign and posting on social media and sharing with the NWG.

A CSE youth worker coordinated a different approach:

"We have been given some free advertising to display awareness raising posters on all of our buses, so it's all really exciting. Please feel free to share our participation in your regular update and events map. We're planning on going into several schools on the day itself and getting as many of the young people as we can to write on their hands and upload across our social media channels. We have our local deputies (local government) on board to participate too. Everyone is so supportive."



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DISPLAY OUR CAMPAIGN

...and help to raise awareness of Child Exploitation [by displaying our banners and posters](#) – designed to encourage participation in the National CE Awareness Day

- together we can raise awareness and deter child exploitation.

Downloading copies of our campaign is simple, we have a variety of media available to help you [raise awareness with us](#), from posters and banners to simply displaying our logo.



MAKE A DONATION

If you can, please make a donation in support of our work by visiting our donation page: www.stop-cse.org/make-a-donation



£4

could alert your child and their class mates to the dangers of CSE



£15

could help a young person who has been exploited, on their way to recovery (and help them work to help others,) through attending an empowerment event



£24

could help to train a local children's worker about CSE and trafficking and how to improve prevention and support for children affected

100% of all donations received go directly to supporting children, young people and their families



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KEY MESSAGES FOR 2020

As an organisation, like many others, the NWG now views CSE through the lens of a broader understanding of child exploitation, encompassing criminal exploitation, trafficking, modern slavery and other forms of adolescent vulnerability. This doesn't diminish the importance of CSE, it is critical we take the learning from the last five years and apply it where appropriate to other forms of exploitation. It is also vitally important that this move doesn't leave the children and their families still affected by CSE feeling left behind by this approach. It is in fact an opportunity to look at their needs more holistically and harness the support and services of agencies and professionals not yet fully engaged in the response to CSE.

CEAwareness Day 2020 will reflect these developments and draw attention to exploitation in a wider context, whilst not losing sight of children who are sexually exploited. We hope you will be able to support the day by sharing our key messages, developing your own and marking the day with events to help raise awareness with professionals and communities alike.

WE HAVE CHOSEN FIVE KEY MESSAGES FOR CE AWARENESS DAY 2020 WHICH ARE LISTED BELOW:



COMMUNITIES CAN TACKLE EXPLOITATION

EXPLOITATION IS ABOUT MORE THAN JUST CSE, THINK ABOUT CRIMINAL EXPLOITATION, COUNTY LINES, TRAFFICKING AND MODERN SLAVERY

THE TIME TO BUILD RELATIONSHIPS WITH CHILDREN AND FAMILIES IS CRUCIAL

EXPLOITATION AND ITS IMPACT DOESN'T STOP BECAUSE YOU TURN 18

FAMILIES CAN BE SAFEGUARDING PARTNERS

These key messages are supported by a longer list of messages below which we will be disseminating in the run up to the day and on CE Awareness Day itself. We would be delighted if you wish to share our key messages and any of your own and share them using the CEADay20 hashtag. If you want to discuss how you can support the event, please get in touch with us on 01332 585371.

- Look at the bigger picture
- Children and parents are in crisis, they are traumatised.
- Look at children and families through a human lens as well as a professional one.
- Children can't consent to their exploitation
- Don't blame, don't judge. Listen, care and safeguard.
- Get to know children and families for who they are, not what's happening to them
- Trauma impacts upon us in different ways. A child and their family might not react how you think they should
- The welfare and safety of a child is paramount
- Safeguarding is everybody's business
- Involve children and young people in decision making, it's their life
- Children and families need you to believe them
- Victims are never to blame
- Perpetrators target vulnerability not age
- Exploitation doesn't stop because you turn 18
- Sport – who is responsible for your child?
- Look beyond a child's behaviour
- Families can be safeguarding partners
- Make meetings work for children and their families
- Exploitation affects all communities
- Indecent images are real children being abused
- Boys are exploited too
- Exploitation doesn't take place in isolation
- Communities can tackle exploitation
- Are you listening to voice of the child or voice of the offender?
- Make public spaces safe for children
- Don't assume someone else will report it, take responsibility
- A good relationship with a professional is the best resource a child (and family) can have.
- Exploitation impacts on the whole family
- Recognise Families as Safeguarding Partners
- Build on families and communities' strengths
- Safeguarding is complex.
- Exploitation is about more than just CSE, think about criminal exploitation, county lines, trafficking and modern slavery
- How trauma-informed are you?
- Young adults are still vulnerable.
- Perpetrators groom individuals who are vulnerable
- The time to build relationships with children and families is crucial.
- Adolescents – don't see them as problems, see their needs
- Forming lasting relationships are the key to supporting exploited victims
- Exploitation is abuse
- Don't fixate on individual's behaviour and punishing them, talk to them to understand their problems.
- We need to disrupt perpetrators through any means possible, don't place the burden on victims to disclose to us
- Exploitation is abuse
- Adults can be exploited too
- Disruption of perpetrators and the creation of safe spaces is crucial - see our disruption toolkit https://www.nwgnetwork.org/post_typ/tools

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