

***#LookCloser***

***Partnership Campaign***

***14<sup>th</sup>-20<sup>th</sup> September 2020***

***Digital Pack***



The  
Children's  
Society



## What's included in the pack and how can you help?



**#LookCloser is a partnership campaign aiming to raise public awareness of child exploitation and abuse, with a particular focus on public spaces.**

**Following a successful pilot in the East Midlands region, we are launching this campaign nationally during the week of the 14<sup>th</sup>-20<sup>th</sup> September 2020.**

**This digital pack has been put together as a guide for partners to help us spread the #LookCloser messages.**

There are a number of resources included in this pack, please download and follow the steps below to help spread the #LookCloser message:

1. Share our poster and leaflet digitally! Only circulate physically where safe and able to do so
2. Use our Social Media assets to share our campaign online from 14<sup>th</sup> September
3. Download our free presentation slides and one pagers. Add these to your internal intranet sites or screen savers for colleagues to see. These include information on the NRM and tips on positively engaging with young people
4. Copy and paste our template email signature to help spread the message to your professional network
5. Visit our [#LookCloser webpage](#) and share our key messages!

# Key Messages of the campaign

#LookCloser focuses on how **public spaces** like bus and train stations, fast food outlets, shopping centres and hotels may be places where victims of exploitation are visible.

Children and young people who are being exploited may not always appear vulnerable or act the way we may expect victims should. If something doesn't feel right, it may not be.

Those working in the service, retail or transport industry are in a position to spot signs of exploitation and abuse

We also know that bias can be a huge barrier in identifying young people who are being exploited. #LookCloser highlights that there is **'no perfect victim'** and any young person can be exploited.

Ensure public spaces are safe for all young people

Look beyond the obvious – trauma can manifest in many different behaviours!

Young people can be exploited and abused anywhere

Collectively we can safeguard more young people if we all know what to look out for and how to report concerns to the police

Its important to challenge stereotypes of what a 'typical victim' of exploitation looks or acts like

# Objectives of the campaign

- To increase awareness of the signs and indicators of child exploitation and encourage the public and service, retail and transport sector workers to report concerns quickly to the police
- To increase awareness of the signs and indicators of child exploitation amongst professionals and increase understanding of there being 'no perfect victim'
- To increase understanding amongst professionals of what the NRM is and the importance of submitting a high quality referral
- To increase understanding amongst professionals of effective approaches to positively engage young people who may be victims of exploitation
- To increase reporting of intelligence related to child exploitation and make a concerted effort to safeguard young people from exploitation

If something doesn't feel right, it may not be.

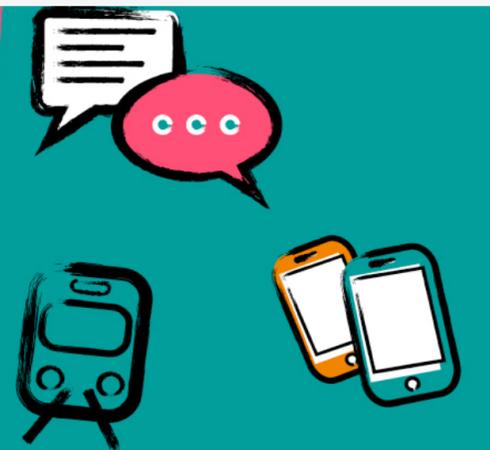
Don't wait. Report it:

If you are concerned about a child and think it's an emergency, dial [999](#) or [101](#) if it's not an emergency.

On a train text British Transport Police on [61016](#).

Otherwise contact Crimestoppers on [0800 555 111](#).

[#LookCloser](#)



# Exploitation and abuse is still happening during Covid-19...

Despite the government lockdown and social distancing measures being in place, young people are still being groomed, exploited and abused.

Some of the ways in which exploiters are adapting their tactics to avoid detection include:

Increased use of taxi's and ride shares to traffic young people for the purpose of exploitation.

Increase in 'cuckooed' addresses as activity moved indoors

Young people being groomed and exploited locally instead of being made to travel long distances.

As supermarkets were one of the main public spaces still open, car parks at these premises were being used for 'deals'.

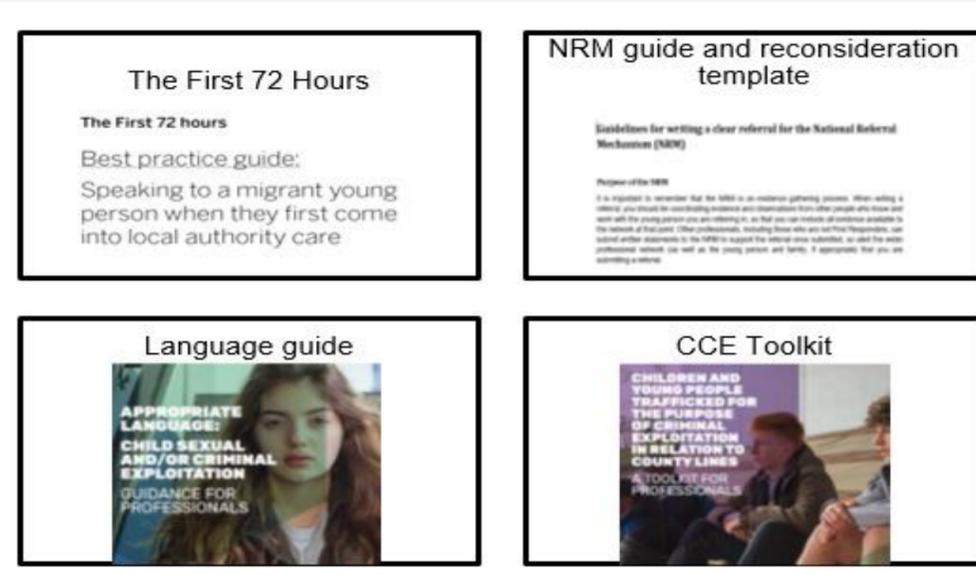
People being dressed as 'key workers' to avoid detection.

**As professionals, we need to be alert to changes in models of exploitation and share any new trends or patterns appropriately**

# For further learning..

During the week, take some time out to view a webinar, read a report or access a resource:

## [TCS Exploitation resources](#)



## [The Vulnerability Knowledge and Practice Programme Exploitation Spotlight briefing](#)



## [TCS Intelligence Sharing Webinar](#)



[Access resources via the Tackling Child Exploitation Support Programme](#)



[Sign up to the Contextual Safeguarding Network to access free webinars and other resources](#)

# Thank you for helping us to share the #LookCloser campaign

We welcome feedback and comments.

Please contact the Prevention Programme at

[prevention@childrenssociety.org.uk](mailto:prevention@childrenssociety.org.uk)

<https://www.childrenssociety.org.uk/look-closer>



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