

Campaign briefing - **National Child Exploitation Awareness Day 18 March 2022**

STOP CE



We're proud to be supporting national **Child Exploitation Awareness Day** on **18 March 2022**. The day aims to highlight the issues surrounding child exploitation (CE); encouraging everyone to **think, spot, and speak out** against abuse. The campaign calls for us all to take a zero-tolerance approach to child sexual exploitation (CSE) and child criminal exploitation (CCE).

In North Yorkshire we'll be promoting awareness of child exploitation **throughout week commencing 14 March**. The theme we're focussing on for the event this year is **Be Aware**, highlighting the work happening to develop and relaunch our **Be Aware online knowledge hub**.

Be Aware is already used by professionals across North Yorkshire. We want it to become a source of information and guidance for parents, carers and young people too, providing clear advice about **where people should turn to if they're worried**.

We're working alongside partners, professionals, parents, carers and young people in North Yorkshire to make sure Be Aware is shaped by real people's experiences of exploitation.

The new and improved Be Aware online knowledge hub will help people know how to spot the warning signs, where they can access support, ways to keep safe and how to report any concerns about possible exploitation. We're launching it in summer 2022 and will share more information nearer to the time.

Until then, we'd be grateful if partners can help us to raise the awareness of some key messages around child exploitation by promoting the following social media content and information in the week leading up to Child Exploitation awareness day on 18th March.

You can help us by

- ✓ Posting Child Exploitation Awareness Day content on your social media accounts (suggested content see below).
 - ✓ Follow NYSCP ([@NYSCP1](#)) on Twitter Instagram and Facebook and share Child Exploitation Awareness Day posts on your accounts and get messages out across your networks.
 - ✓ Mobilise colleagues by sharing this briefing and asking them to join you in supporting the Child Exploitation Awareness Day/ Be Aware campaign.
 - ✓ Write a personal pledge on your hands to show support for the National Working Group Helping Hands campaign and encouraging people of North Yorkshire to Be Aware of child exploitation. Post your photo on social media with the hashtag #HelpingHands #BeAware and #CEADay22 to help us raise awareness of CSE and wider exploitation.
- Further information about the National working group National Child Exploitation Awareness day can be found at: [STOP CSE – National Child Exploitation Awareness Day \(stop-cse.org\)](#)



National Child Exploitation Awareness Day 2022 #CEADay22


CHILD EXPLOITATION IS A FORM OF ABUSE THAT INVOLVES THE MANIPULATION AND/OR COERCION OF YOUNG PEOPLE UNDER THE AGE OF 18.




[Go to this Sway](#)

Need more information?

For more information about the National Child Exploitation Awareness Day or the Be Aware campaign in North Yorkshire email Kat Morrison via nyscp@northyorks.gov.uk.

Below is our plan for content plan for the week; please feel free to re-share or post on your own social media pages.

Date	Post content	
Friday 11/03/22	National Child exploitation Awareness day is next Friday. All next week we will be posting key information and messages about child exploitation. #helpinghands #beaware #ceaday22	https://www.canva.com/design/DAE5oq5aRzY/UJrSy5u1coSAhc8_gWAUOA/watch?utm_content=DAE5oq5aRzY&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink
Monday 14/03/2022	Child sexual exploitation is happening in North Yorkshire; Parents Against Child Exploitation (PACE) have shared some of the key signs to look out for. To find out more about exploitation and the signs visit www.safeguardingchildren.co.uk/beaware #beaware #ceaday22	https://www.safeguardingchildren.co.uk/wp-content/uploads/2022/02/PACE-CSE.png 
Monday 14/03/2022	“One day the laughter just stopped; my child became someone I didn’t recognize”. Child exploitation: Would you know the signs? We are working hard with parents in North Yorkshire to develop an online knowledge hub that has the right information and guidance about where to turn if someone is worried. www.safeguardingchildren.co.uk/beaware #beaware #ceaday22	Video Link: Child exploitation - would you know the signs? - YouTube

<p>Tuesday 15/03/2022</p>	<p>Child criminal exploitation and county lines are forms of child abuse; it is often a hidden crime and can happen in different ways. To know more about the signs and what to do if you are worried visit: NYSCP (safeguardingchildren.co.uk)</p> <p>#beaware #ceaday22</p>	 <p>https://www.stop-cse.org/download/5446/</p>
<p>Tuesday 15/03/2022</p>	<p>Harrogate Safer Communities, alongside NYCC Ripon & Rural Children and Families Service produced the below video to show how criminal exploitation can happen in North Yorkshire:</p> <p>#beaware #ceaday22</p>	<p>https://www.youtube.com/watch?v=vz4_fYs3lwl&t=11s</p>
<p>Wednesday 16/03/22</p>	<p>Did you know; a child can be trafficked from one street to another, not just between counties. Child trafficking is happening across the county, including in North Yorkshire.</p> <p>Could you spot the signs of child trafficking? NYSCP (safeguardingchildren.co.uk)</p> <p>#beaware #ceaday22</p>	<p>Bank Poster (stophetraffik.org)</p> 
<p>Wednesday 16/03/22</p>	<p>Many people around the country believe that slavery ended many years ago. Nothing could be further from the truth. Find out more: DRAFT Modern Slavery leaflet.cdr (safeguardingchildren.co.uk)</p> <p>#beaware #ceaday22</p>	

<p>Thursday 17/03/22</p>	<p>If a child has run away from home or are missing they are at an increased risk of exploitation: Could you spot the signs of a child that may have run away? NYSCP safeguardingchildren.co.uk</p> <p>#beaware #ceaday22</p>	<p>CSE October poster-2018-5 (catch-22.org.uk)</p> <p>The poster is titled 'SPOTTING A RUNAWAY CHILD' and features a grid of signs to look out for. It includes a section 'COULD YOU SPOT A MISSING CHILD? ARE THEY?' with a list of indicators such as 'No young to be travelling alone?' and 'Looking lost?'. There is also a section 'HOW YOU CAN HELP' with advice like 'Be vigilant when you see a young person' and 'Contact the Social Care Duty Team'. The poster includes the Catch 22 logo and the website www.catch-22.org.uk.</p>
<p>Thursday 17/03/22</p>	<p>Talk to young people about the risks of running away. Key resources can be found here:</p> <p>I Am Thinking Of Running Away The Children's Society childrenssociety.org.uk</p> <p>#beaware #ceaday22</p>	
<p>Friday 18/03/22</p>	<p>Its National Child Exploitation Awareness day – At NYSCP we've been asking professionals, parents and young people why we need to “Be Aware” of exploitation in North Yorkshire.</p> <p>#beaware #ceaday22</p>	<p>https://www.canva.com/design/DAE6YaXMI58/jmAY6-FE1dOBXlhWybcvgg/watch?utm_content=DAE6YaXMI58&utm_campaign=designshare&utm_medium=link&utm_source=shareyourdesignpanel</p>
<p>Friday 18/03/22</p>	<p>Young people don't always know they're being groomed online – its everyone's responsibility to share messages with young people about how to keep safe online. Find our more: NYSCP safeguardingchildren.co.uk</p> <p>#beaware #ceaday22</p>	<p>The graphic is titled 'THE THINGS I WISH MY PARENTS HAD KNOWN' and 'YOUNG PEOPLE'S ADVICE ON TALKING TO YOUR CHILD ABOUT ONLINE SEXUAL HARASSMENT'. It lists six tips: 1. Start speaking to your children about these issues before you first give them a phone or set up a social media account. 2. Keep the conversation going. 3. Keep it casual. 4. Focus on your child's emotions. 5. Keep curious about the technology your child is using. 6. Set boundaries. The graphic includes the Children's Commissioner logo and the website www.childrenscommissioner.gov.uk.</p>

