



# **Communications Plan**

## **Child Sexual Exploitation**

September 2017 – June 2019

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## **1. Introduction / Background**

A joint communications strategy for Leicester, Leicestershire and Rutland (LLR) and Northamptonshire has been agreed.

This communications plan sets out how the agreed strategic aims will be delivered over the next two years. While there are significant areas of overlap across both counties, this plan proposes communications activity and products which are specific and bespoke to Northamptonshire.

Both Leicestershire and Northamptonshire Police have produced successful, high-profile campaigns to raise awareness of CSE and online abuse. CSE continues to be a major child protection issue nationally and is a local and national policing priority. It is essential that awareness-raising continues with evidence-based, targeted communications to educate our communities, enabling them to spot the signs of vulnerability, encourage reporting and help bring offenders to justice. Across the county, all partners are committed to tackling CSE and to ensuring evidence and information are used to understand what is happening locally, to develop a strategic operational response, to support victims and to facilitate police disruption activity and prosecutions.

### **This plan supports these aims.**

This is a working document, setting out the activity which will be coordinated by the CSE Communications Officer. New work streams may be added in response to local and national issues.

All partnership agencies are expected to support and deliver the agreed CSE Communications strategy with their own focused tactical communications activity.

## 2. Communications Priorities

### **Communications activity will focus on four specific themes:**

#### **Continued awareness-raising to educate the public about CSE and to encourage reporting.**

This will include targeted communications activity in those areas (geographic and demographic) with low levels of CSE intelligence / reporting.

#### **A high-profile campaign which directly targets teenage boys and addresses the risks of online gaming.**

Communications will address the under-reporting amongst boys, in line with national and local concerns, to raise awareness among this demographic, parents, carers, friends and professionals working with U18s.

#### **LGBT**

A campaign which deal with issues relating to the under reporting of gay, lesbian and transsexual CSE offences. (Victims may not be reporting because they are not ready to be open about their sexuality and are possibly more vulnerable because they are still questioning their sexual identity).

#### **Communications to raise awareness of organised crime and gangs where CSE is a feature.**

This is an emerging threat in Northamptonshire. Communications activity will expand on the existing *Don't Be An Accessory* campaign, to continue awareness-raising of organised crime and gangs where CSE is a feature - young people in gangs or groups may be sexually exploited as part of a gang initiation or punishment. Young people may also be encouraged to recruit peers into the gang, exposing them to similar treatment of CSE and making it difficult to identify perpetrators who control the gang.

This will be the focus in the next 16 months and will include two weeks of action:

- A **perpetrator campaign** which reinforces the fact that, just as there is no stereotypical victim when it comes to CSE, there is also no stereotypical perpetrator – they may be adult or another young person, male or female, any ethnicity, visible in everyday life, articulate and plausible.
- A campaign focused on **CSE in sport** - raising awareness among those who play, watch or coach sport. This will engage local community groups, youth groups, sports teams and clubs to enable better understanding of CSE, welfare and safeguarding concerns both in relations to the groups and their members.

### 3. Communications Objectives

**During the lifetime of this plan, communications activity will also focus on:**

- Encouraging increased reporting, particularly from those groups where under-reporting is an issue.
- Ensuring all target audiences (see below) are alert to the early warning signs in order to intervene and prevent abuse happening in the first place.
- Increasing publicity for court outcomes in order to warn potential offenders of the implications of committing CSE and reassuring the public that offenders are being brought to justice.
- Continued training of frontline staff to ensure warning signs and risk factors of child exploitation are identified and how to respond using child protection procedures which includes promoting an understanding of *“elements of grooming and coercion so that a child or young person’s behaviour is not dismissed as rebellious or consenting to the abuse”*. (National Working Group for CSE). Training sessions for practitioners will include exposure to the experiences of CSE survivors.

These objectives support the wider operational strategy to tackle CSE, in line with recommendations in the following documents:

- Northamptonshire Safeguarding Children Board (NSCB) CSE Problem Profile and its recommendations (2016).
- Latest Home Office guidance/ recommendations including latest 'Tackling Child Exploitation Progress Report' (2017).
- Barnardo's research.

#### **4. Target audiences**

**Communications activity will be targeted at all key hotspots (see strategy) and will be responsive to specific areas of under-reporting.**

##### **Key audiences**

- General public
- The media
- All young people including LAC
- Parents and carers including residential staff, foster carers
- Education
- Sports clubs, coaches, players
- Health
- Perpetrators
- The night time economy including taxis, hotels, on and off license trade, park wardens, GP surgeries, chemists, STD clinics and youth clubs

- Stakeholders (see attached)

### **Gangs**

- Young people, their friends or those they know showing signs of becoming involved in a gang
- Parents/older relatives of young people showing signs of becoming involved in a gang
- Professionals working with young people showing signs of becoming involved in a gang
- Community and voluntary groups
- Street Pastors

### **Internal**

- Police officers and all frontline staff in services for children and young people.

## **5. Key messages**

Whilst key messages will be designed and tailored to support different priorities at different times, some core messages will run throughout all communications activity. These will include:

- Agencies alone can't tackle CSE – we need the public to keep their eyes open and spot the signs a child could be at risk.
- We will not tolerate those who seek to harm our children.
- Make sure you are aware of the key warning signs which could indicate a child is at risk.
- If you are a victim of CSE or online grooming, report it now - there is help and support available, whoever you are.
- The internet is a fantastic resource but does not come without risks – make sure you know what they are.

## 6. Activity plan

### 6.1 Continue work to ensure all professionals working with children and young people are aware of the early warning indicators of CSE

Training	When	Who	Cost	RAG Status
Lecture Theatre, HQ Presentations: <ul style="list-style-type: none"> <li>• DI Rogers, DI Wooldridge, DCI Gordon – tackling CSE.</li> <li>• Rotherham victim Sammy Woodhouse – victim’s perspective.</li> <li>• Sara Rowbotham – Ex Rochdale social worker</li> <li>• Speaker TBC – Guidance around social media and other software applications that make young people vulnerable to CSE.</li> </ul>	January 2018 – TBC	CT	TBC	
Regular articles in NSCB newsletter to update partners and communicate campaign successes	Quarterly	CT	N/A	
Regular updates to all key stakeholders – as above	Ongoing	CT	N/A	
Update the processes highlighted in the CSE aide memoire and ensure all officers receive an updated copy.	Ongoing	CT	TBC	
BLAST training for frontline workers – ‘Not Just our Daughters’ - to	Autumn	CT	TBC	

improve the identification of boys who have been, are being, or are at risk of being sexually exploited.	2018			
CSE training for Licensing Officers, Street Pastors, Environmental Officers and Park Rangers via the districts and boroughs	Early 2018	LW/CT	TBC	
Screensaver series <ul style="list-style-type: none"> <li>Spot the signs</li> <li>Missing from home – reiterate message above – podcast regarding their management and the terminology used.</li> </ul>	Two per year	CT	N/A	
Regular ForceNet and Friday Extra articles to ensure all officers and staff are aware of campaign activity listed in this plan and its aims and objectives.	Ongoing	CT	N/A	
Training session – Crimestoppers Perpetrators campaign (TBC)	Late 2018/early 2019	CT	TBC	

6.2 External				
EXTERNAL	When	Who	Cost	RAG Status
Stand at Northamptonshire Safeguarding Conference	Sept 19 2017	CT	N/A	
Review CSE materials, posters, leaflets, assess current requirements and produce new if necessary – with QR codes	Autumn 2017	CT	TBC	
Review social media usage, develop Snapchat and Instagram to improve engagement with young people	Autumn 2017	DJ/CT/Comms	N/A	



		team		
STV Productions taster tape for BBC 2 documentary pitch featuring the team's good work	Nov 2017	CT/RISE/ POLIT	N/A	
The production of <b>Breck's Last Game</b> * – campaign focusing on CSE amongst boys, risks of online gaming  *Working title	Tender process starts October 2017	MT/CT	TBC	
National and local launch of Breck's Last Game	Feb 2018	MT/CT	TBC	
Breck's Last Game role out in schools	TBC	TBC	N/A	
Week of action focusing on the issues relating to the reporting of gay, lesbian and transsexual CSE offences	2018 TBC	CT/ALL	N/A	
Gangs and CSE – Develop CSE aspect of <i>Don't Be An Accessory</i> campaign  Cuckooing – spot the signs of drug dealers targeting home of vulnerable – often CSE implicated	Autumn 2017/ Early 2018	CT/MF/LH	N/A	
Continue to publicise all investigations that lead to charges and criminal proceedings	Ongoing	CT/ Comms team	N/A	
Feature on the MASH team, media invite	TBC	CT	N/A	
Feature on RISE & POLIT teams, media invite	TBC	CT	N/A	
Support national CSE Awareness Days/ weeks of action	March 18 2018/19	ALL	N/A	

<b>PHASE TWO – Late 2018/19</b>				
<b>External</b>	<b>When</b>	<b>Who</b>	<b>Cost</b>	
<b>CSE in sport</b> - raise awareness of with those that play, watch or coach sport by week-long campaign with media launch and training sessions, hosting information stalls at local leisure centres and speaking to young players about CSE	April 2019	CT	N/A	
Work with local community groups, youth groups, sports teams and clubs to enable better understanding of CSE, welfare and safeguarding concerns both in relations to the groups and their members.	TBC	LW/CT	TBC	

### Evaluation

- Percentage increase in referrals, particularly from teenage boys
- Social media engagement
- Tone, duration and prominence of traditional media coverage
- Anecdotal evidence