

Child Sexual Exploitation Communications Campaign 2017

Discussion paper for consideration by CSAF

Scope: This paper briefly outlines the proposed communications campaign that is in the initial stages of development.

The Office of the Police and Crime Commissioner for Staffordshire has agreed to fund the campaign at a cost of £15,500 based on a provisional business case, subject to CSAF agreeing the outline approach.

The more detailed business case is available on request.

Campaign context:

- The results of last year's campaign ("Know About CSE"), stakeholder views, preliminary focus groups and the results of available research (including the 'The Prevention and Raising Awareness of Child Sexual Exploitation – What Works from a Young Person's Perspective' - authored by SCVYS and the Children's Voice) were used in assessing the most effective focus of this year's campaign.
- The results indicate that parental and young people's understanding of the more traditional signs of CSE, and what to do about any concerns, remains strong.
- However, the results also indicated that young people do not understand what constitutes consent, and they continue to be at risk from 'grooming parties.' They continue to make poor decisions whilst attending the parties that place them at risk. For example:
 - 68% of young people would go to a party held by someone they don't know if invited through social media and they had a friend in common
 - Alcohol would be accepted by half of young people because they want to fit in and don't consider the potential consequences
 - Parental awareness of the incidence of these parties varies and most believe that their child won't listen to them if they try and talk to them on this subject.

Research strongly illustrates that a campaign to try to deter young people from attending parties will not work. However, a campaign supporting young people with the tools they need to stay safe when they do attend, would be far more effective. With regards to consent, national research illustrates that young people are unable to recognise that both verbal and physical cues are needed, are confused with regards to the age of consent and unaware of the principles of capacity to consent. Following further discussions with stakeholders, there is also ongoing concern regards the risk of sexting to young people and parental understanding of the risk children face from sexual exploitation when missing from home. Support to tackle these issues will be included in the campaign.

Campaign aims

As a result of the research it is recommended that the campaign will focus on:

- supporting young people (13 to 16 years) with an understanding of the wider consequences of these parties
- challenge the common perceptions that cause poor decision making and susceptibility to sexual exploitation whilst at parties
- providing the knowledge young people need to recognise and steer away from potential dangers, and provide practical tools and ideas to manage the situation whilst still 'saving face' in front of their friends , (e.g. pretending to be sick to get to a private room/last number redial before entering the party, etc.)
- supporting and encouraging parents to talk to their children about staying safe at parties by communication of these practical tools
- developing young people's wider understanding of consent to sex
- support young people to question their perception that sexting is a normal part of a relationship
- ensure that parents of children at a higher risk of missing are aware of the potential for CSE, and who to contact if they are concerned.

Provisional campaign objectives (subject to challenge and refinement and testing with young people):

- At least a 15% increase in the positive/safe decisions made by young people (aged 13 – 16) when faced with a party scenario
- At least 60% of parents are aware of the incidences and dangers of grooming parties
- At least 30% have spoken with their child with advice on how to keep themselves safe
- At least 60% of young people understand consent
- % of young people do not thinking sexting is normal (a 5% increase on last year's campaign)
- At least 60% of targeted parents are aware of what to do when their child is missing
- Longevity:
 - Provide a campaign structure and resources that will become part of mandatory sex education classes in the future.
 - Key young people measures above have only decreased by a maximum of 10%

Strategy:

1) The 'Price you Pay' campaign- encouraging awareness, understanding and attitude change across targeted young people by:

- a. working with a key school to develop a campaign that can be syndicated across all Staffordshire and Stoke-on-Trent schools
- b. an almost entirely digital (no print) 10 week campaign from October 2017 through the festive period.
- c. Core communications products:

- i. **Development of a video** - based on party scenario presented in research. This video would first highlight the consequences of going to a party, and then retrospectively provide opportunities for young people to make decisions in-situ given certain options. This experience would be immersive as possible, and depending on the audio-visual partner chosen, would support young people to make decisions in a virtual reality set –up. If successful, the materials would then be available to schools across Staffordshire and Stoke-on-Trent.
 - ii. **Media and social media** would accompany the launch of the video to target schools.
 - iii. **Young ambassadors** would produce monthly content/ vlogs based on the theme of keeping safe, which would include their experiences / thoughts and key messages around party safety.
 - iv. Perception change would be supported by **parent intervention** through direct communication through schools and partner email communication.
- 2) **The consent campaign – use of the government’s ‘Disrespect Nobody campaign’** – which includes a popular video, and also offers advice to young people on how to recognise consent and the potential consequences. .The key message of the national campaign will be that young people cannot give consent if they are affected by drink or drugs. Our local campaign would complement this with key social media / Instagram activity that would help young people to know that ‘16 + drunk +sex = rape’ and ‘they don’t have to say no to not consent’ and that consent needs to be given through both verbally and by physical cues. Target schools would be provided with classroom materials to help support these conversations which would then be available to all schools.
- 3) **Sexting campaign – February –to coincide with national Internet Safety Day.** Use of the government’s ‘Disrespect Nobody’ campaign would further impact on young people’s thinking that sexting is ‘normal.’
- 4) **Missing campaign** – A campaign targeted at parents of high risk groups and timed with the launch of the new Missing Service. Information about the high risk of CSE to missing children will be distributed to parents through appropriate channels across the city and county (e.g. through the Virtual School).

Please note - Targeting for effectiveness and evaluation: To ensure that limited resources make the most impact, and that campaign evaluation is truly representative, it is proposed that the campaign Steering Group (detailed below) will select no more than ten key schools in which to implement and evaluate this campaign. Although media, social media and email communication activity will reach parents across the county and city, research has illustrated that considerable activity needs to be take place both in the school setting and with parents to make a long lasting impact.

Oversight and governance

- A Communications Team comprising of Communications professionals from the OPCC, Police, SCC and Stoke-on-Trent City Council will design and implement

the campaign. The Senior Campaigns Officer at Staffordshire County Council will take the lead and be responsible for the co-ordination of this group.

- The campaign team will ultimately be responsible to CSAF but will be guided on a month-to-month basis by the campaign Steering Group– a group chaired by the CSE Co-ordinator and comprising of young people, safeguarding professionals and representatives from the voluntary and community sector. The purpose of this group will also be to ensure the implementation is appropriate, make decisions on key deliverables and provide professional insight.
- The Communications lead will seek guidance / check in with the CSE Coordinator once a week.
- An interim (January) and final evaluation report will be circulated to key stakeholders. The impact of the campaign will be measured again in May/June to ascertain the impact of the campaign on longer term perception change.

Next steps/ outline timescales:

- A campaign Steering Group will provide further challenge and direction, supporting the identification of key target schools and the school with which to develop the key video/materials
- Implementation of a survey in these key target schools to gain pre-campaign baseline measures
- Confirmation of audio-visual partner and development and test of the video prior to the school summer break
- Early liaison with relevant partners to explore opportunities for the campaign to be included in tools for sex education/PSHE inclusion
- Full communications plan to be developed for circulation and sign-off by July

'The Price you Pay' campaign roll out across key target schools	Late October to December	
Interim evaluation report	Early January	
Consent campaign	January	
Sexting campaign	February	
Full evaluation and report	March	
Outflow measures in key schools (June 2018	

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