

# CHILD SEXUAL EXPLOITATION AWARENESS RAISING CAMPAIGN

**LAUNCHING THURSDAY, 28 JANUARY  
#CETHESIGNS**

The Scottish Government is running a four week marketing campaign from 28 January 2015 to raise awareness of what child sexual exploitation (CSE) is, improve public understanding and empower those with concerns to act upon them.

The national campaign will comprise a new TV advert – a UK first in terms of targeting parents on the subject of CSE – supported by outdoor and digital advertising, a new website and PR activity.

This toolkit is designed to give stakeholders and partners such as yourself the tools to support and promote the campaign through your organisation's communications channels.

## WHY IS AN AWARENESS CAMPAIGN NEEDED?

We want all children and young people in Scotland to grow up in a safe environment and to be protected from harm.

CSE is a form of child sexual abuse and is happening to young people in Scotland today.

Parents' understanding of the nature of CSE is limited. Recent YouGov research commissioned by the Scottish Government showed that despite 93% of parents in Scotland being aware of the term CSE, nearly one in three (29%) admit to knowing little about what it actually is. Over a third (36%) don't accept that CSE could affect their family and a fifth (22%) believe it's not a problem where they live.

Research has also shown that for many parents CSE is most commonly associated with the most vulnerable young people in society, in particular vulnerable girls, and with organised forms of abuse such as trafficking and gangs.

The reality is CSE can happen to any young person of any gender and family background. It can take place online and in the real world and can involve a one on one situation between an offender and a young person as well as organised networks and groups.

The more parents and carers are aware about the dangers of child sexual exploitation – including the ways in which it can happen, who it can affect and the behavioural warning signs that could indicate a child is at risk of abuse or already being affected - the more that can be done to protect young people.

This campaign therefore sets out to make parents aware that CSE affects more young people in more ways than parents and carers currently realise, so the safest approach is for them to find out more.

## WHAT ARE WE TELLING PEOPLE?

- Child sexual exploitation is happening to girls and boys across Scotland
- It takes many forms and can happen online as well as offline
- It can take place on a one to one basis between a victim and an offender as well as in organised groups
- It can happen to young people from secure, loving homes as well as more vulnerable young people such as those in care
- We all have a role to play in helping to keep young people in Scotland safe
- For advice and support visit **csethesigns.scot**

## WHEN WILL THE CAMPAIGN RUN?

The marketing campaign which is targeting parents and carers with a child/children aged between 11 and 17 will run from Thursday 28 January to 21 February.

## WHAT WILL THE CAMPAIGN LOOK LIKE?

### TV advertising

Most parents and carers make an effort to know where their child or young person in their care is and who they are with when they go out. However research has shown they tend to be less informed about their child's behaviour when they're online. With more and more young people having access to internet enabled devices the unsettling truth for parents is that child sexual exploitation can start right under their nose.

This idea is brought to life in the campaign's powerful TV advert. The ad features a smart phone case that a typical teenage girl might have embossed with a diamante bunny rabbit. At first glance the phone case appears to be ordinary but when the bunny starts to speak and address the viewer it becomes clear that this is a man who has been using manipulation tactics to groom and gain the trust of the young girl.

The advert ends with the messages, **'Child sexual exploitation is happening to girls and boys across Scotland. It can start online and takes many forms. Find out what to look for at csethesigns.scot'**

The TV campaign will run from 28 January – 14 February on STV and Channel 4 and on their on demand viewing platforms.



## Outdoor advertising

Outdoor advertising will run nationally on phone boxes from 1 February to 14 February to complement the TV advert. Examples of the creative are below.



YOU KNOW  
WHERE HE IS  
WHEN HE  
GOES OUT.  
HOW ABOUT  
WHEN HE  
STAYS IN?

Child sexual exploitation is a type of sexual abuse. It can start online, affects girls and boys and takes many forms. Do you know what to look out for? Visit [csethesigns.scot](http://csethesigns.scot)



Youngpudels  
might be  
older guy. 26

Child sexual exploitation is a type of sexual abuse. It can start online, affects girls and boys and takes many forms. Do you know what to look out for? Visit [csethesigns.scot](http://csethesigns.scot)



IS HE  
PLAYING  
GAMES WITH  
SOMEONE WHO'S  
PLAYING GAMES  
WITH HIM?

Child sexual exploitation is a type of sexual abuse. It can start online, affects girls and boys and takes many forms. Do you know what to look out for? Visit [csethesigns.scot](http://csethesigns.scot)



## Leaflet

An accompanying information leaflet has been developed to provide advice and guidance for parents and carers about the nature of CSE and signpost sources of support.



## Website

A campaign website **csethesigns.scot** has been developed in collaboration with several stakeholder organisations. The site will offer information and advice for both parents and young people on the themes of:

- The forms of CSE
- How to spot the warning signs and symptoms
- Common myths surrounding CSE
- Options for who you can contact if you're concerned or would like further advice
- Practical advice for staying safe online and offline
- Tips for parents on how to initiate a conversation with their child about CSE
- How to tell a healthy relationship from an unhealthy relationship if you are a young person

## Digital advertising

Digital adverts will run on Facebook targeting parents with the campaign's key messages and encouraging them to visit the website. The ads will run from 28 January to 21 February.



## Activity targeting young people

The national advertising campaign targeting parents is supported by marketing activity targeting young people aged 11-17.

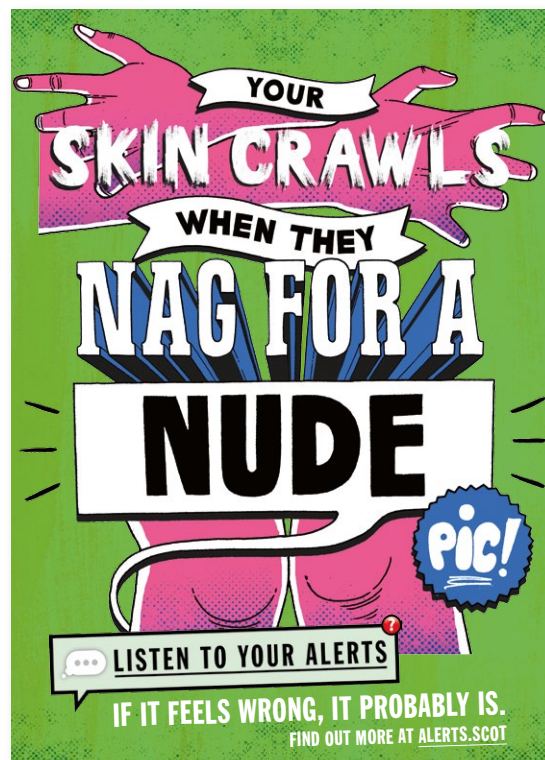
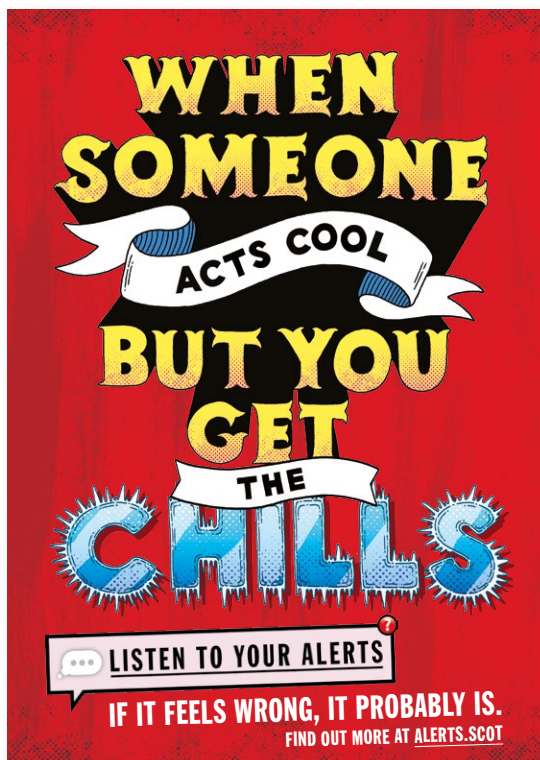
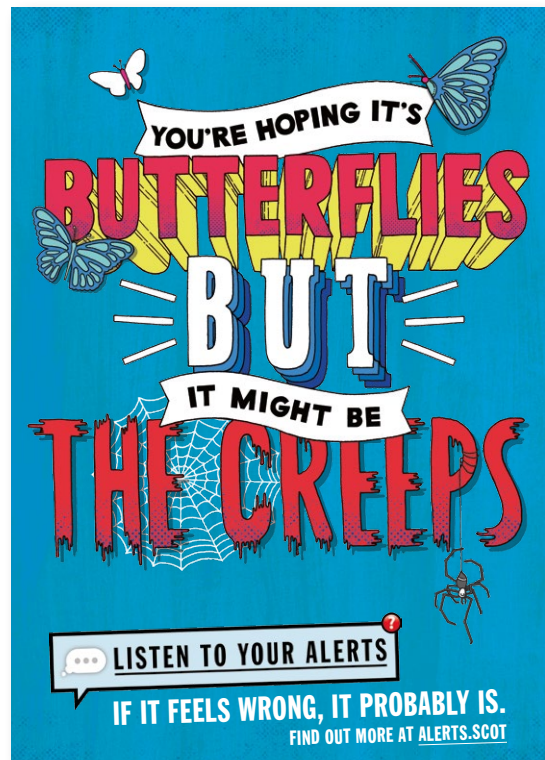
The activity seeks to educate this audience about the signs of a healthy and unhealthy relationship to help empower them to take appropriate action if they are concerned about themselves or a friend.

It can be difficult for young people to work out what is healthy and what isn't in their early relationships. Sweaty palms, a racing heartbeat and butterflies in your stomach etc. aren't always positive. Sometimes young people need to question these emotions and behaviours and be aware that there is advice and support available if they feel out of their depth.

Using the idea that young people can pay more attention to their alerts received on social media sites than to their own emotional instincts a series of bold posters have been created encouraging young people to **"Listen to your Alerts"** and seek help if they're in any way concerned.

Posters and leaflets can be provided to both local and national stakeholders and partner organisations who can grant access to the target audience via their facilities or services e.g. leisure facilities, sports clubs, youth groups, fashion brands, fast food chains, charities, peer education projects and youth engagement organisations.

All activity will direct young people to the new campaign website where more information about the warning signs of sexual exploitation can be found.





## When will the campaign be launched?

The campaign will be launched on 28 January by Cabinet Secretary for Education Angela Constance. A news release will be issued by the Scottish Government, outlining its commitment to tackling child sexual exploitation and highlighting the role people across Scotland can play in supporting the effort to keep young people in Scotland safe.

## Our ambition

To create a groundswell in awareness amongst parents and young people of what child sexual exploitation is, ensuring that they know the signs of risk and how to act upon them.

## How can you get involved?

We want to reach as many parents and young people as possible during the campaign period, and would appreciate your help in spreading the word.

There are a number of ways in which you as a stakeholder or campaign partner can get involved.

## Social media

The campaign won't have a dedicated social media account so we'll be encouraging stakeholders and partners to support the campaign by posting campaign messages and images on our behalf from 28 January.

Suggested social media posts will be sent to your organisation separately week commencing 18 January and we'd encourage you to accompany any Twitter or Facebook posts with the campaign hashtag #CSEthesigns.

## Creative materials

The following creative materials are available for use by stakeholders and partners:

### Parents and Carers

- A3 posters with messages for parents – 3 versions
- A3 posters with messages for parents with space to add your organisation's branding – 3 versions
- Information leaflets with advice for parents and carers

### Young People

- A3 posters targeting young people – 3 versions
- Leaflet targeting young people to encourage them to visit the website
- Table talker targeting young people to encourage them to visit the website

Printed materials are available to stakeholders and partners to promote the campaign within relevant locations.

If you would like to request your allocation of printed copies to place in your organisation please contact Hayley Cameron at [cse@leith.co.uk](mailto:cse@leith.co.uk).

Alternatively from 25 January you can download and print your own copies of materials by visiting [csethesigns.scot/assets](http://csethesigns.scot/assets)

## PR

A draft news release and editorial copy will be sent to your organisation week commencing 18 January which we'd encourage you to use in newsletters, blogs or websites when the campaign launches.

If you have any general queries about the campaign please contact Julie Watt at Consolidated PR at [julie.watt@consolidatedpr.com](mailto:julie.watt@consolidatedpr.com) or call 0131 240 6420.