

CHILD SEXUAL EXPLOITATION AWARENESS RAISING CAMPAIGN

LAUNCHING WEDNESDAY, 3 MARCH
#CSETHESIGNS

The Scottish Government is running a three week marketing campaign from 3 March 2021 to raise awareness of what child sexual exploitation (CSE) is, improve public understanding and empower those with concerns to act upon them.

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.

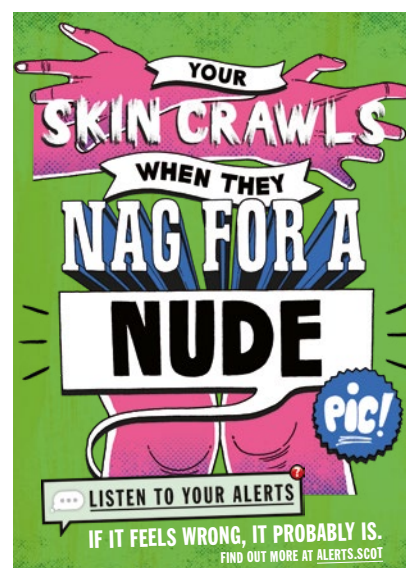
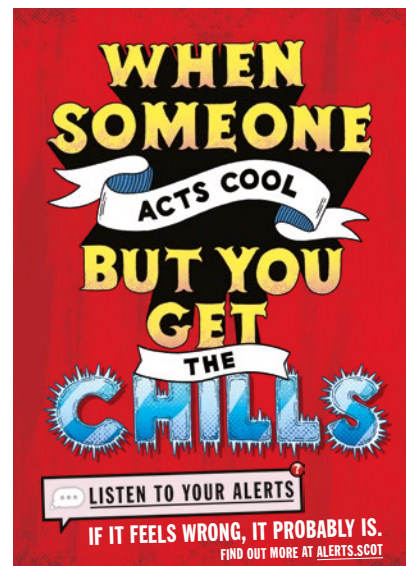
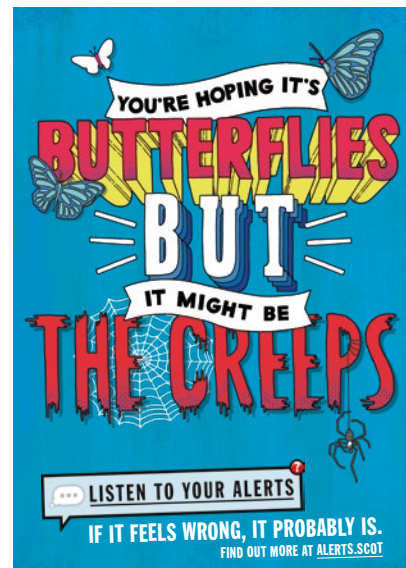
Research has also shown that for many parents CSE is most commonly associated with the most vulnerable young people in society, in particular vulnerable girls, and with organised forms of abuse such as trafficking and gangs.

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.

We are all spending more time online for learning, working and socialising during the pandemic. This means that we are all at increased risk of harms that can occur online.

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 3 March 2021.

WHAT WILL THE CAMPAIGN LOOK LIKE?

Website

Our campaign website csethesigns.scot offers 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.

Activity targeting young people

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.

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



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 3 March 2021.

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
- Social films – 3 versions
- Social stills taken from the film – 3 versions

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

You can download and print your own copies of materials by visiting csethesigns.scot/assets