



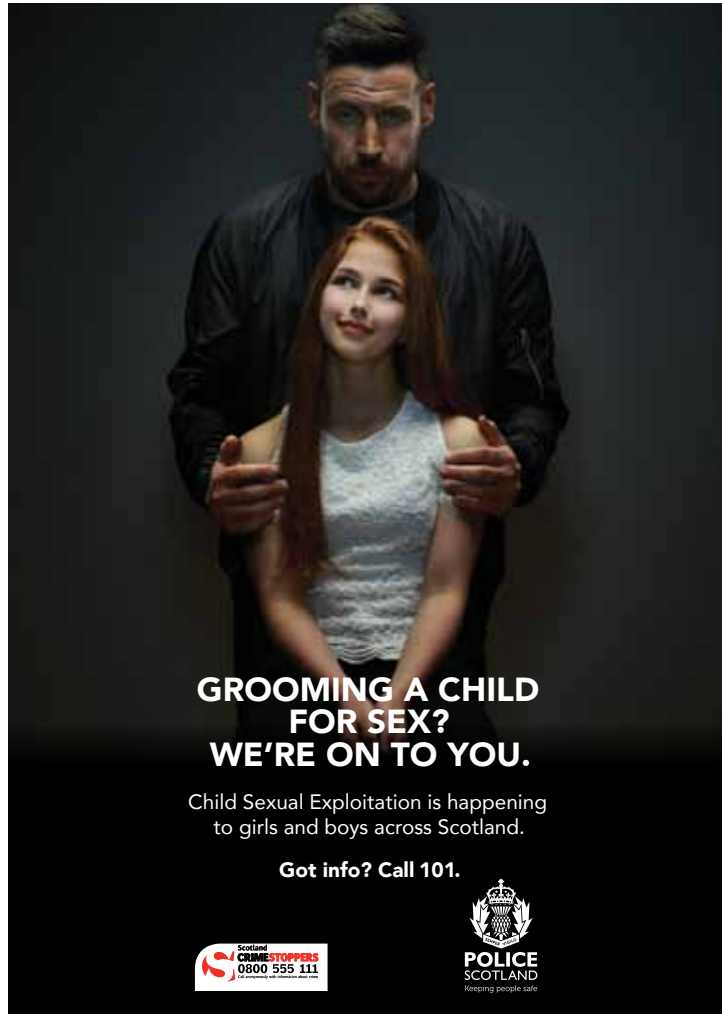
CHILD SEXUAL EXPLOITATION

Campaign Toolkit

#StopCSE



**POLICE
SCOTLAND**
Keeping people safe



Introduction

Welcome to the toolkit for Police Scotland's Child Sexual Exploitation (CSE) campaign. The campaign was rolled out on the 29th August 2016.

We would like your support to help spread the messages about the campaign. This toolkit contains the following information which should help you support the campaign:

- Information about the campaign
- Key messages
- Planned communications methods
- Campaign creative
- Useful contact



The Campaign

The first Police Scotland campaign on CSE 'Grooming a child for sex? We're on to you.' will have a perpetrator focus with a partnership approach to ensure victims receive all the support they need.

The majority of communications with the public on the subject of CSE concentrates on spotting the signs of a victim of CSE and reporting it. Police Scotland has a different focus; perpetrator focus - with a view to preventing people ever becoming a victim.

This will be achieved by:

- showing people what the signs are of offending behaviour and asking them to be alert to it and report any concerns
- acting on intelligence to robustly investigate offenders and tackle CSE
- targeted messages at perpetrators highlighting the fact that their grooming techniques are known and Police Scotland will not tolerate CSE.

The campaign aims to address perpetrators directly and reflects the complex nature of CSE and how perpetrator behaviour can at times be hidden under a veil of seemingly innocent contact when, in reality, the child is being groomed for the purposes of sexual abuse. This campaign alerts the public that we are aware of the manipulative behaviours that can be used by individuals and asks the public to report concerns.

Although the main focus of the campaign will be on perpetrators, we will also be working closely with a wide range of partners, including Barnardo's, to ensure that victims of child sexual exploitation receive all the information and support they need to come forward with confidence. We will also be giving victims and the public essential information on spotting the signs of child sexual exploitation and how to report it.



Aim

The aim of the campaign is to deter perpetrators from sexually exploiting children and increase intelligence to help tackle CSE.

Target Audience

The campaign has a perpetrator focus with a view to preventing people ever becoming a victim.

The communications will also aim to reach out to potential victims, alerting them to perpetrators' behaviour and preventing them becoming a victim, and to the public encouraging them to report anything unusual to help gather intelligence.

Key Messages

- Grooming a child for sex? We're on to you.
 - CSE is happening to boys & girls across Scotland.
 - Got info – report it.
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Planned Communications

Digital Display Advertising

(Week commencing 5 Sept for 4 weeks)

Digital advertising will target the profile of an offender online.

This will include copying some of the behaviour of potential victims who perpetrators are actively looking for online.

Outdoor Advertising

(Week commencing 29 August for 2 weeks)

Outdoor advertising (Out of Home-OOH) will educate and increase understanding of predatory behaviour.

Messages will be placed strategically where victims and perpetrators meet.

OOH enables a focus on specific locations and opportunities; to be in the place where and when predators meet their victims:-

- Meeting places in urban areas (groups hanging around)
- Fast food restaurants
- Night time economy
- Bus stations
- Train stations
- School (education establishments)

Social Media

(Week commencing 5th September 4 weeks)

Twitter, Facebook & Instagram

Campaign Creative

The following assets have been developed to support the campaign:

Posters

A visually striking creative to address perpetrators directly. It reflects the complex nature of CSE and how perpetrator behaviour can at times be hidden under a veil of seemingly innocent contact when, in reality, the child is being groomed for the purposes of sexual abuse.

This campaign alerts the public that we are aware of the manipulative behaviours that can be used by individuals and asks them to report concerns by calling 101 or via Crimestoppers should they wish to do it anonymously.

Web and Social Media Banners

Leaderboards, MPUs, Skyscrapers and banners for Twitter, Facebook and the website. These will be linked to the Police Scotland website:- www.scotland.police.uk/child-sexual-exploitation

If you have any further queries please contact us:-

Email:- marketingandcampaigns@scotland.pnn.police.uk

Tel:- 01786 896010



GROOMING A CHILD FOR SEX? WE'RE ON TO YOU.

Child Sexual Exploitation is happening to girls and boys across Scotland.

Got info? Call 101.



Grooming a child for sex? WE'RE ON TO YOU.

Child Sexual Exploitation is happening to girls and boys across Scotland.



#StopCSE



Information for Victims and the Public

The Scottish Government have developed a suite of materials to raise awareness about CSE; help people understand and spot the signs of CSE, and provide any support victims and the public may need. Please visit <http://csethesigns.scot/> for more information.

Social Media Support:

Please support our campaign on social media by sharing and retweeting our content from:

Twitter:-
@policescotland

Facebook:-
www.facebook.com/policescotland

The campaign hashtag is **#StopCSE**.

Here are some suggested messages for your own social media channels. If you use **#StopCSE** on Twitter we'll make sure we retweet on our feed.

Facebook

We are supporting Police Scotland's campaign to raise awareness of and tackle Child Sexual Exploitation (CSE) in Scotland.

CSE is when a child is groomed for sex. It's happening to boys and girls in Scotland now.

If you have any information or are concerned about a child you know, please report it to Police on 101.

Let's help Police Scotland stop CSE.

If you have information about possible perpetrator behaviour you can also call Crimestoppers anonymously on 0800 555111

Twitter

- We're supporting @policescotland campaign to #StopCSE. Child Sexual Exploitation is when a child is groomed for sex.
- Child Sexual Exploitation is happening to boys & girls in Scotland now. Report concerns to @policescotland on 101 #StopCSE
- Grooming a child for sex? @policescotland are on to you #StopCSE weblink:- www.scotland.police.uk/child-sexual-exploitation
- The @scotgov #CSEthesigns campaign has info on how to spot the signs a child you know is being groomed www.csethesigns.scot
- .@policescotland have launched campaign to #StopCSE. Child Sexual Exploitation is when a child is groomed for sex www.scotland.police.uk/child-sexual-exploitation

Grooming a child for sex? WE'RE ON TO YOU.

Child Sexual Exploitation is happening to girls and boys across Scotland.



#StopCSE





Useful Contact:

If you have any further queries or would like to get these materials in a specific format or size then feel free to contact us:

Email - MarketingAndCampaigns@scotland.pnn.police.uk

Phone: 01786 896010