

Something's

not right

SUPPORTERS' PACK



Home Office

SOMETHING'S NOT RIGHT

The Home Office has created a new campaign, '[Something's Not Right](#)', to help secondary children in England who suffered a range of harms, such as sexual and physical abuse, during lockdown.

With schools re-opened and safeguarding channels restored, the campaign aims to build awareness of the support services available to victims and encourage disclosure of abuse to a trusted adult.

'[Something's Not Right](#)' has been developed in close collaboration with the NSPCC, Barnardo's, The Children's Society, Internet Watch Foundation and the Marie Collins Foundation.

YOUR SUPPORT

We would appreciate your support in amplifying this campaign, so that collectively, we can reach as many children and young people as possible.

Please share this pack with your networks.

Downloadable materials

The following campaign assets are accessible via our online Brandworkz portal. We would appreciate your support in sharing these through your channels and with your networks, particularly those who are linked to frontline children's services.

- [Social media assets and suggested copy to use on your external channels](#)
- [PSHE Association accredited lesson plans and resources for Key Stages 3, 4 and 5, and accompanying teacher guidance](#)
- [Case study videos](#)
- [A4 posters aimed at children - for display in schools, youth group centres etc.](#)
- [Banners to display on your email signature and website](#)
- [A copy of our press release](#)

CAMPAIGN OVERVIEW

The campaign has been created by the Home Office in response to evidence that suggests young people faced a greater risk of sexual abuse, criminal exploitation and domestic abuse due to the impact of coronavirus.

Something's Not Right is targeted at 13 – 18 year olds in England who have become victim to these harms.

The campaign aims to increase their:

- Confidence in identifying the indications of abuse including sexual, physical, relationship and criminal exploitation; and
- Awareness and understanding of how to respond to instances of abuse and exploitation (the reporting channels and support service channels both for themselves and their friends)

Children will be served adverts on social media platforms, including Snapchat, Instagram and Facebook. These will direct them through to our campaign web page: www.childline.org.uk/somethings-not-right

RESEARCH AND CAMPAIGN DEVELOPMENT

As part of the campaign's development, research was commissioned to understand the awareness, knowledge and perceptions of potential abuse and exploitation amongst the target audience. We also tested four creative routes and a variety of messaging to identify the most effective method of communicating with children on these topics. In-depth interviews were undertaken with children in the target age bracket, with sampling including a mix of ethnicities and children with disabilities.

We also shared prospective creative routes with stakeholders including NSPCC, Barnardo's and the Children's Society and used their front-line expertise and experience to inform our campaign.

Based on the testing results and feedback from stakeholders, we chose to develop a route that centres on the idea of 'Something's Not Right'. The route highlights the feeling that children can experience when something is wrong but they may lack the ability or awareness to understand it fully and describe it to someone else. By tapping into the emotions children can feel when experiencing a range of harms, and providing answers to their questions and concerns, we hope our campaign will direct children to the information and support available to talk about their experiences and the confidence to seek support.

For more information about the campaign, please email the campaign team on somethingsnotright@homeoffice.gov.uk