

#LookCloser



Partnership Campaign

A briefing for professionals working with young people

What's included in the pack and how can you help?

#LookCloser is a partnership campaign aiming to raise awareness of child exploitation and abuse, with a particular focus on public spaces.

This digital pack has been put together as a guide for partners to help us spread the **#LookCloser** messages.

There are a number of resources included in this pack, please download and follow the steps below to help spread the **#LookCloser** message:

- 1.** Share our poster and leaflet digitally. Only circulate physically where safe and able to do so.
- 2.** Use our Social Media assets to share our campaign online.
- 3.** Download our free materials and share these with your colleagues. You may add these to your internal intranet sites or screen savers for colleagues to see. These include information on the NRM and tips on positively engaging with young people.
- 4.** Copy and paste our template email signature to help spread the message to your professional network.
- 5.** Visit our **#LookCloser [webpage](#)** and share our key messages.

Key Messages

Children and young people who are being **exploited** may not always look or act vulnerable. If something doesn't feel right, it may not be.

#LookCloser focuses on public spaces where exploitation may be most visible to the public - parks, supermarkets, transport, banks and online environments like gaming platforms and social media.

We also know that bias can be a huge barrier in identifying young people who are being exploited. **#LookCloser** highlights that there is 'no perfect victim' and any young person can be exploited.

Members of the public and those working in the service, retail or transport industries are in a position to spot signs of exploitation and abuse.

Young people can be exploited and abused anywhere.

Ensure public spaces are safe for all young people.

Look beyond the obvious –trauma can manifest in many different behaviours.

Collectively we can safeguard more young people if we all know what to look out for and how to report concerns to the police.

Its important to challenge stereotypes of what a 'typical victim' of exploitation looks or acts like.

Objectives of the campaign

- To increase awareness of the signs and indicators of child exploitation and abuse. To encourage members of the public and those working in the service, retail and transport industries to report concerns promptly to the police.
- To increase awareness of the signs and indicators of child exploitation and abuse amongst professionals and increase understanding of there being 'no perfect victim'.
- To increase professionals understanding and confidence in the value of the NRM and the importance of submitting a high quality referral.
- To encourage a victim focussed response to child exploitation and abuse, recognising that young people may commit crime as part of their exploitation.
- To increase understanding amongst professionals around effective approaches to positively engage young people who maybe victims of and abuse.
- To increase the reporting of intelligence related to child exploitation and abuse from both members of the public and professionals.

Exploitation and abuse is still happening during Covid-19...

Despite the government lockdown and social distancing measures being in place, young people are still being groomed, exploited and abused.

Some of the ways in which exploiters are adapting their tactics to avoid detection include:

- Alternative methods of transporting young people, including the use of taxis, ride shares and private hire vehicles.
- An increase in vulnerable adults addresses and student accommodation being taken over by organised crime groups as a base for criminal activity, known as cuckooing.
- Young people being groomed and exploited locally instead of being made to travel long distances.
- An increase in supermarket car parks being used for organised criminal activity.
- People being dressed as 'key workers' to avoid detection.
- An increase in online grooming into criminal exploitation and sexual abuse.

As professionals, we need to be alert to changes in models of exploitation and share any new trends or patterns appropriately.

Further learning...

During the week, take some time out to view a webinar, read a report or access a resource:

[The Children's Society exploitation resources](#)

[The Children's Society Intelligence sharing webinar](#)

[Access resources via the Tackling Child Exploitation Support Programme](#)

[The Vulnerability Knowledge and Practice Programme Exploitation briefing](#)

[Sign up to the Contextual Safeguarding Network to access free webinars and other resources](#)

Thank you for helping us to share the #LookCloser campaign

We welcome feedback and comments.
Please contact the Prevention Programme at

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childrenssociety.org.uk/lookcloser



The
Children's
Society

