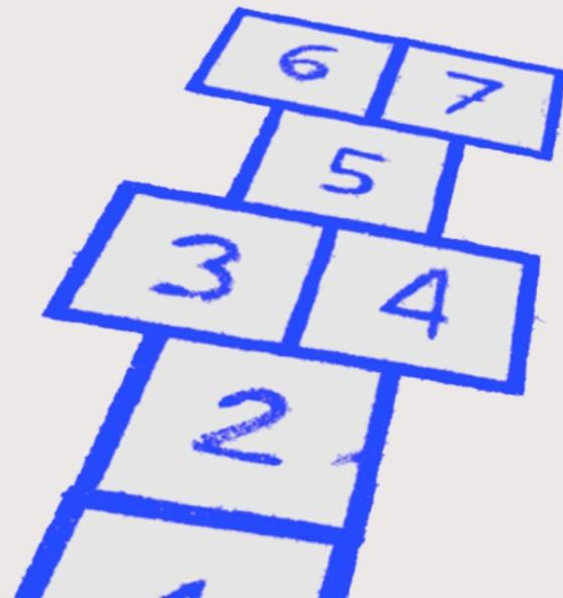




HM Government

Stop Abuse Together

Digital Toolkit - January 2022



Please note content in this Digital Campaign Toolkit is embargoed and should not be released to the public or media until 00:01 hours on **Thursday**
13 January 2022.

If you have any queries, please contact the Cabinet Office campaigns team
at: stopabusetogether@cabinetoffice.gov.uk

Campaign Overview

Background

It is estimated that one in ten children in England and Wales will experience sexual abuse before they turn sixteen¹. The majority of these children will not tell anyone at the time of their experiences².

On 13 January 2022, the UK Government launched the [Stop Abuse Together](#) campaign. The campaign aims to empower parents and carers to take steps to help keep their children safe from abuse. The website enables parents to:

- Learn about the potential signs of abuse
- Build trust by speaking to their children regularly, which can help prevent abuse
- Find further support, including through the NSPCC helpline (0808 800 5000).

The campaign will be promoted through radio and digital channels until March 2022.



Campaign Overview

What you can do to help

We're asking you to promote the campaign by:

- Posting on social media in support of the campaign and website (stopabusetogether.campaign.gov.uk) using the assets and suggested posts at key milestones (see slide 6 and 7)
- Writing about the campaign and website in blogs and newsletters, or any other medium (see slide 8 for longer copy)
- Distributing the toolkit to your wider network (such as partners, mailing lists or groups which might like to promote the campaign or help it reach parents)

For more information or if you would like to discuss further ideas on how you could promote the campaign, please contact stopabusetogether@cabinetoffice.gov.uk

All children have a right to be safe from sexual abuse, and we all have a role to play in keeping them safe. Let's stop abuse together.



Key Messages

The key messages below will be routinely communicated during the campaign period of January 2022 until the end of March 2022.

1. It's estimated that one in ten children in England and Wales will experience sexual abuse before they turn sixteen. That's equivalent to three in every classroom.
2. Most children won't tell anyone at the time of their abuse. That's why it's important to know how to spot the signs and where you can go for support if you're concerned. Learn more by visiting: stopabusetogether.campaign.gov.uk
3. There are things you can do to help keep the children in your life safe from abuse. Learning to spot the signs, having regular conversations with your child and knowing when it's right to reach out for more support, can help keep them safe.
4. If you feel something's not right, you can reach out for support by calling the NSPCC helpline on 0808 800 5000. No matter what's happened, there's always someone who will listen to you and take what you say seriously.
5. All children have a right to be safe from sexual abuse, and we all have a role to play in keeping them safe. Let's stop abuse together.

Social Media Posts / Calendar - Page 1

Please use the suggested social media posts below in support of the Stop Abuse Together campaign. Please link to the website stopabusetogether.campaign.gov.uk and use the hashtag **#StopAbuseTogether** in your posts.

You can access a range of digital assets to download [here](http://www.filemail.com/d/plykqnsnhbolhiw): www.filemail.com/d/plykqnsnhbolhiw

Suitable for all times - generic posts

- Could you spot the signs of child sexual abuse? Get confidential advice and support to help keep your child safe. Let's **#StopAbuseTogether** stopabusetogether.campaign.gov.uk
- Most children won't tell anyone at the time about being sexually abused. But, there are things you can do to help keep the children in your life safe. To learn more, visit: stopabusetogether.campaign.gov.uk **#StopAbuseTogether**
- It's estimated that one in ten children will experience sexual abuse before they turn sixteen. That's equivalent to three in every classroom. To learn about the steps you can take to keep your child safe from abuse visit: stopabusetogether.campaign.gov.uk **#StopAbuseTogether**
- All children have a right to be safe from sexual abuse. If something has happened to you or someone you know, there's always someone who will listen to you and take what you say seriously. For advice and support visit: stopabusetogether.campaign.gov.uk **#StopAbuseTogether**

13 January - Campaign launch

- Today, the UK Government launched a new advice and support site to help you keep the children in your life safe from sexual abuse. To learn more visit: stopabusetogether.campaign.gov.uk **#StopAbuseTogether**

Social Media Posts / Calendar - Page 2

Please use the suggested social media posts below in support of the Stop Abuse Together campaign. Please link to the website stopabusetogether.campaign.gov.uk and use the hashtag [#StopAbuseTogether](#) in your posts.

You can access a range of digital assets to download [here](#)

7 - 13 Feb 2022 - Sexual violence awareness week 2022³

- [#itsnotok](#) that almost half of female victims of sexual offences are children under 18. Learn about how you can help keep the children in your life safe from sexual abuse by visiting: stopabusetogether.campaign.gov.uk [#StopAbuseTogether](#)

21 Feb 2022 - Half Term - Back to School

- Most children won't tell anyone at the time about being sexually abused. But, there are things you can do to help keep the children in your life safe. To learn more visit: stopabusetogether.campaign.gov.uk [#StopAbuseTogether](#)

18 March 2022 - National Child Exploitation Awareness Day

- This National Child Exploitation Awareness Day, learn how you can help keep the children in your life safe by visiting: stopabusetogether.campaign.gov.uk and help [#StopAbuseTogether](#) [#CEADay22](#)

Long Copy

Please use the below as examples of long copy in your communications around the Stop Abuse Together Campaign. It could be used in materials such as newsletters, emails, websites or e-bulletins.

NEW GOVERNMENT RESOURCE TO HELP KEEP CHILDREN SAFE FROM SEXUAL ABUSE

It's estimated that one in ten children in England and Wales will experience sexual abuse before they turn sixteen. That's equivalent to three in every classroom.

Most children won't tell anyone at the time of their abuse. That's why it's important for everyone to know how to spot the potential signs of child sexual abuse and where to go for support if concerned. The Government's new [Stop Abuse Together](https://stopabusetogether.campaign.gov.uk) (stopabusetogether.campaign.gov.uk) website can help you learn to spot the signs, and have regular conversations with your child which can help keep them safe, and know when it's right to reach out for more support.

If you feel something's not right, you can call the NSPCC helpline on 0808 800 5000. No matter what's happened, there's always someone who will listen to you and take what you say seriously.

All children have a right to be safe from sexual abuse, and we all have a role to play in keeping them safe. Let's stop abuse together.

Sources

1. Karsna, K., & Kelly, L. (2018). *The scale and nature of child sexual abuse: Review of evidence*. Centre of expertise on child sexual abuse. (<https://www.csacentre.org.uk/documents/scale-nature-review-evidence-0621/>)
2. Office for National Statistics . (2020). *Child sexual abuse – Appendix tables. Table 18*. (<https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/datasets/childsexualabuseappendixtables>)
3. Office for National Statistics. (2021). *Sexual offences prevalence and victim characteristics, England and Wales. Table 21*. (<https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/datasets/sexualoffencesprevalenceandvictimcharacteristicsenglandandwales>)