

Missing Day or Night
Missing from home or education. Not knowing where they are or who they are with.

New places
Discovering they have been going to new places where they have no obvious connections.

WEB Online use
Spending more time online. Secretive activity, refusal to come offline. Have they distanced themselves from family, friends and usual activities?

Change in appearance
Clothing, personal hygiene, talking differently, tired.

Change in behaviour
Have they become unusually secretive, fearful or withdrawn, aggressive, distanced themselves from family and friends, involved in anti-social behaviour.

Change in friends
Sudden changes in who they are 'hanging out' with including meeting new people from social media.

Injuries
Unexplained bruises, cuts, burns, marks. Reluctance to seek medical attention.

Coping mechanisms
Alcohol/drug use/self-harm - what they may be doing or using in order to cope.

Possessions
Unexplained items e.g. New clothing, money, phone, drugs.

EXPLOITATION SPOT THE SIGNS

EXPLORATION AWARENESS DAY 19 MARCH

HELP US STOP EXPLOITATION



Resources for Parents/Carers

Developed from resources prepared by :

[The Children's Society for the #LookCloser To Spot Exploitation](#)

National Working Group – National Child Exploitation Awareness Day 2022

[National Child Exploitation Awareness Day 2022 #CEADay22 \(office.com\)](#)

15/10/22 developed by Swindon SSP in consultation with Jeannette Chipping, Child Exploitation and Missing Children Manager, Swindon Borough Council.

SAY SOMETHING, IF YOU SEE SOMETHING SUSPICIOUS.

CONTACT:

Crimestoppers **OR** Police **OR**
0800 555 111 101

WWW.STOP-CE.ORG

Contact: Wiltshire Police on 101 or 999 in an emergency. You can also report to the [Police online](#).



What is Child Exploitation?

- ✓ Child Exploitation is **a type of abuse**. When a child or young person is exploited they're groomed by being given things, like gifts, drugs, money, status and affection.
- ✓ Child Exploitation (CE) is a term which encompasses all the ways by which children can be exploited. It includes Child Sexual Exploitation (CSE) and also Child Criminal Exploitation (CCE).
- ✓ When someone builds a relationship with a child to manipulate them, this is known as grooming. It happens online and offline.
- ✓ The child may then be [sexually abused](#), forced into labour, made to [launder criminal money](#), or coerced into [transporting drugs](#) or stealing from shops. **These are types of child exploitation.**
- ✓ Young people are targeted at fast food outlets, shopping centres and parks. They are forced to travel on trains, buses, coaches and use roadside services for rest stops.
- ✓ It can also happen 'behind closed doors' in hotels, salons, car washes.
Or [online through gaming platforms](#) and social media.
- ✓ **It can happen anywhere and any child can be exploited.**

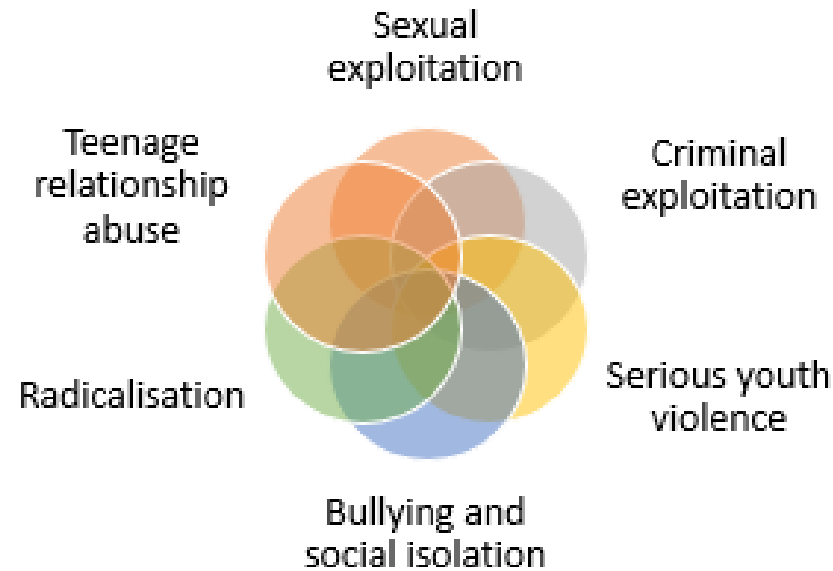
By [learning to spot the signs](#) and [how to report them](#), we can keep children safe from this abuse.

What is Risk Outside The Home? Why it Matters.

The term refers to the adverse experiences that children or young person experience beyond their family or home environment.

Children are often at greatest risk of harm during adolescence because at this age their social networks widen and they naturally start to spend more time away from their families and home.

Peer relationships are increasingly influential during adolescence. If a young person forms friendships in contexts characterised by violence and/or harmful attitudes these relationships will be anti-social and unsafe. However not all peer relationships will be unsafe some may be a positive influence.



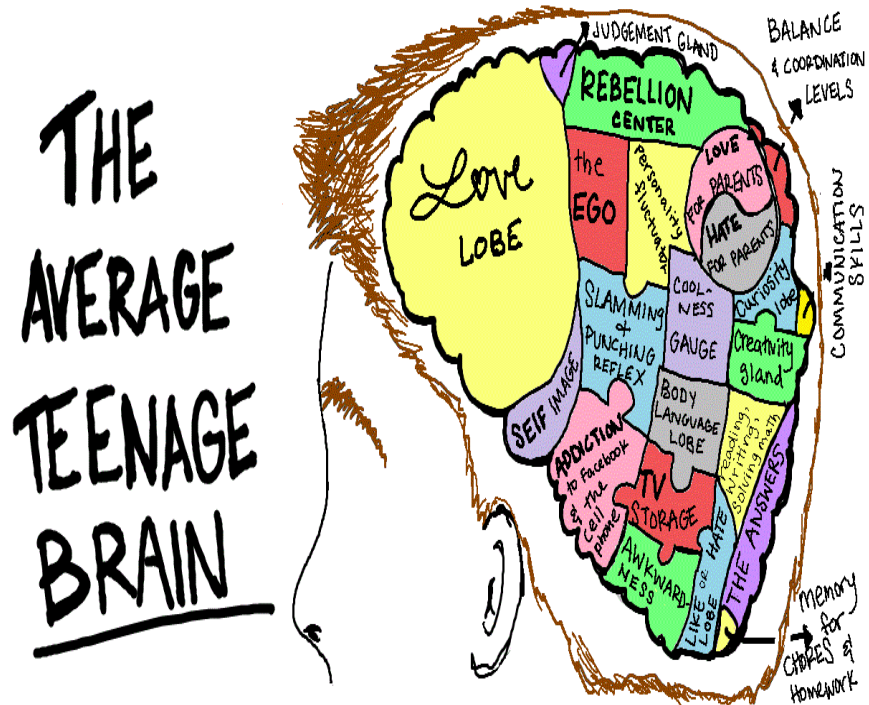
Traditional approaches to child protection have focussed on risk of violence and abuse from within the home; usually from a parent/carer or other trusted adult.

Tackling extra familial risk and harm requires a different approach.

Recognising and responding to risk outside the home is an essential part of safeguarding adolescents.

Young people's experiences of extra-familial abuse can undermine parent-child relationships.

Adolescent brain development



- Different to adult brains.
- Occurs between 10 and 24 years age, possibly 25.
- Greatest change to parts of the brain in areas of self-control, judgement making, emotions and organisation occurs between puberty and adulthood.

Adolescents are more likely to :

- act on impulse
- misread or misinterpret social cues and emotions
- get into accidents of all kinds
- get involved in fights
- engage in dangerous or risky behaviour

Adolescents are less likely to:

- think before they act
- pause to consider the consequences of their actions
- change their dangerous or inappropriate behaviours

(Source: [Teen Brain: Behavior, Problem Solving, and Decision Making \(aacap.org\)](http://aacap.org))

- **Still children.** (until they reach their 18th Birthday and some may still require additional support)
- Risk taking behaviours is a normal part of being an adolescent.

Nicola Morgan explains more in [Your Special Teenage Brain – YouTube](https://www.youtube.com/watch?v=...) (8:29 minutes duration)

If you want to find out more...

- [Brain Development in Teenagers - YouTube](#) – 2017 – video clip 2 minutes
- [Understanding The Teenage Brain - YouTube](#) – video clip 17 minutes
- [How does the Teenage Brain work? ☺☐ Brain development in Adolescence \(a video by Sam.K Parenting\) - YouTube](#)
- [Understanding Teenagers' Brains and Behaviour | Fife Council](#) Some good information on this website.
- [Sarah-Jayne Blakemore: The mysterious workings of the adolescent brain | TED Talk](#) – video clip 14 minutes
- <https://www.nicolamorgan.com> this website has a number of resources for parents/carers, including a book [Blame My Brain: the Amazing Teenage Brain Revealed](#)

Continued...

- American video explaining Trauma from pregnancy through childhood and how parents need to support children in regulating children's emotions.
<https://www.helpguide.org/articles/ptsd-trauma/helping-children-heal-video.htm>
- Dr Segal Hand model of the brain when it flips it's lid
<https://www.youtube.com/watch?v=gm9CIJ74Oxw>
- Children's version of how the brain works in managing emotions
<https://www.youtube.com/watch?v=3bKuoH8CkFc>
- **TryLife** is an interactive drama series, in which the story is moulded and shaped by the user. Pick a character, guide them through life and make the decisions. You live with the consequences. **You Try Life** <https://www.trylife.tv/>
- [Addiction & the Brain - For Kids! – YouTube](#)

Signs of Exploitation

EXPLOITATION SPOT THE SIGNS

MISSING DAY OR NIGHT
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NEW PLACES
Discovering they have been going to new places where they have no obvious connections.

ONLINE USE
Spending more time online. Secretive activity, refusal to come offline. Have they distanced themselves from family, friends and usual activities?

CHANGE IN APPEARANCE
Clothing, personal hygiene, talking differently, tired.

INJURIES
Unexplained bruises, cuts, burns, marks. Reluctance to seek medical attention.

CHANGE IN BEHAVIOUR
Have they become unusually secretive, fearful or withdrawn, aggressive, distanced themselves from family and friends, involved in anti-social behaviour.

COPING MECHANISMS
Alcohol/drug use/self-harm – what they may be doing or using in order to cope.

CHANGE IN FRIENDS
Sudden changes in who they are 'hanging out' with including meeting new people from social media.

POSSESSIONS
Unexplained items e.g. New clothing, money, phone, drugs.

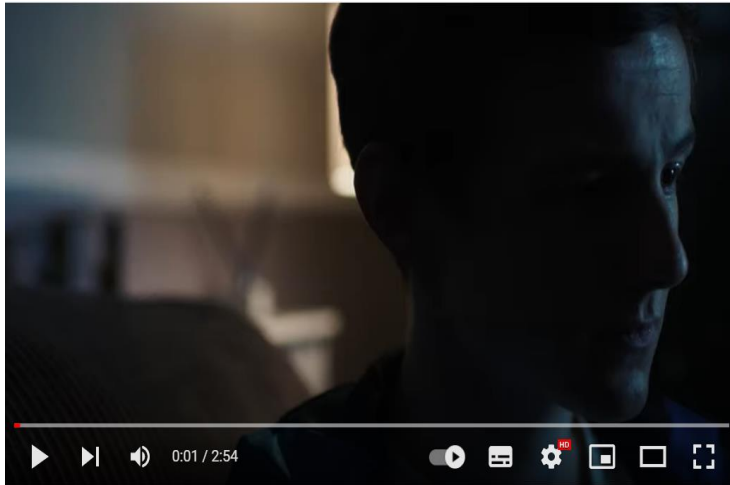
EXPLOITATION AWARENESS DAY 18 MARCH

HELP US STOP EXPLOITATION

The following signs and behaviours may be seen:

- Regularly missing
- Parents or carer not reporting child missing
- Drug or alcohol misuse
- Has extra money or new items or gifts that cannot legitimately be accounted for/received from unknown sources
- Change in physical appearance or behaviour
- Pregnancy, termination or repeat testing for sexually transmitted infections
- Child has been coerced to take or share indecent images
- Arrested or involved in criminality
- Found travelling out of Borough
- Multiple mobile phones
- Child feels indebted to an individual or group
- Family or child having to move or leave their home
- Items missing from home
- Child carrying or concealing weapons
- Absent from school and non-school attendance
- Services have not been able to engage with child
- Self-harm indicators and/or mental health concerns and/or suicidal thoughts or attempts
- Injuries and evidence of physical or sexual assault
- Relationship breakdown with family and or peers
- Association with older and/or risky peers
- Change in education attendance, change in education provider, missing from education and non-attendance in education

Video clips



Are you listening? Raise awareness of signs of exploitation. (Clip lasts approximately 3 minutes)

[Are You Listening? - YouTube](#)



Stages of Child Criminal Exploitation (Clip lasts approximately 1 minutes)
The Children's Society
[Stages of Child Criminal Exploitation - YouTube](#)

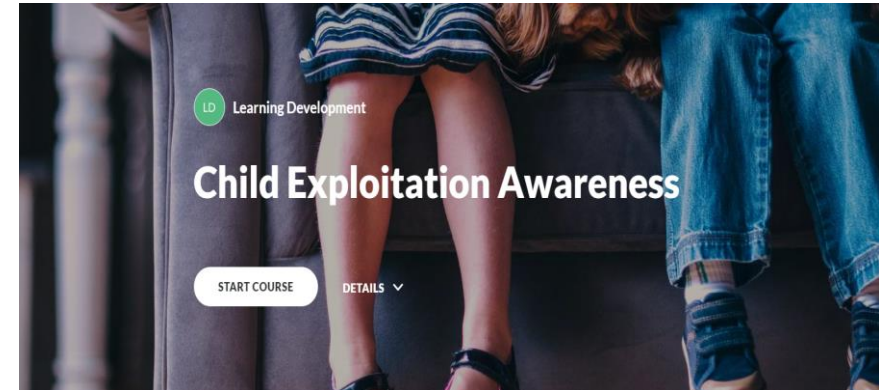


Parents against child exploitation (Pace) have a short video (under 4 minutes) outlining some of the signs of exploitation
<https://paceuk.info/for-parents/film-knowing-the-signs/>.

Free eLearning to find out more



This course is aimed at parents, carers and professionals who want to learn more about child criminal exploitation and county lines. This will enable you to understand the indicators that a child might be at risk within your community and how to intervene early and access support. You will need to register to complete this, it will take approximately 15 minutes and a certificate is provided. Click here to access - [Child Criminal Exploitation and County Lines E-learning Training Course - Parents Against Child Exploitation \(Pace\) UK \(paceuk.info\)](#)



This Child Exploitation Awareness E-learning will cover the basic information on what to look out for and what to do if you see a child who might be at risk of exploitation. It will take approximately 20 minutes to complete. Click here to access - [Child exploitation - basic awareness training - Swindon Safeguarding Partnership](#)

If something doesn't feel right, don't wait, report it

Call the police on 101 or 999 in an emergency: You can also [report to the police online](#). Only report your concerns when it is safe for you to do so, even if this is after the event that your concerns initially arose. Do not attempt to intervene yourself.

Swindon Multi Agency Safeguarding Hub (MASH): If there is no obvious immediate danger, but you are still concerned about a child's welfare and want to speak to someone for advice or information on this matter, you should contact us:

- Email: Swindonmash@swindon.gov.uk
- Tel: 01793 466903 (normal office hours, 8.30am to 4.40pm, Monday to Thursday and 8.30am to 4.00pm on Friday)
- The Emergency Duty Service (EDS) is available outside office hours on 01793 466900

Further information - [Report a concern - Swindon Safeguarding Partnership](#)

Swindon Early Help Hub: Offers advice, support and direct interventions at the earliest point of identified need.

- Early Help Hub Consultation Line on 01793 466479 if you identify that further advice or support is needed.

Call the NSPCC on 0808 800 5000: The [NSPCC helpline](#) is staffed by trained professionals who can provide expert advice and support if you're concerned about a child.

Call Crimestoppers on 0800 555 111: If you have information on child exploitation and abuse or suspect it may be happening but want to remain completely anonymous, you can [contact the independent charity Crimestoppers online](#) or on the phone.

Text the British Transport Police on 61016: If you are on a train, you can text the British Transport Police. Information on routes of travel, addresses, appearance, and behaviour of a child can all help to protect young people.



Useful resources for parents/carers

There are a range of resources to provide information, support and advice to parents and carers. A selection are listed below:

- ✓ [Parents Against Child Exploitation \(Pace\) UK \(paceuk.info\)](https://paceuk.info)
- ✓ <https://www.childline.org.uk/>
- ✓ <https://www.childrensociety.org.uk/>
- ✓ <https://www.missingpeople.org.uk/>
- ✓ <https://www.catch-22.org.uk/>
- ✓ <https://www.barnardos.org.uk/>
- ✓ <https://www.fearless.org/>
- ✓ <https://crimestoppers-uk.org/>
- ✓ [SPACE | Stop & Prevent Adolescent Criminal Exploitation | Countylines \(bespaceaware.co.uk\)](https://bespaceaware.co.uk)
- ✓ NSPCC: [Criminal exploitation and gangs | NSPCC](#) and [Child Sexual Exploitation & How to Keep Your Child Safe | NSPCC](#)
- ✓ National Working Group (NWG) Parents/Carers [Help for Parents & Carers - NWG Network](#)
- ✓ [Child exploitation: what you need to know - Support for Parents from Action For Children](#)
- ✓ [Internet Watch Foundation](#)
- ✓ [Marie Collins Foundation](#)
- ✓ <https://www.ceop.police.uk/safety-centre/>
- ✓ <https://saferinternet.org.uk/>

Swindon Safeguarding Partnership webpages: Some of the information on the website may be useful for parents/carers.

- ✓ [Child exploitation - Swindon Safeguarding Partnership](#)
- ✓ [Risk outside the home \(ROTH\) - adopting a contextual safeguarding approach - Swindon Safeguarding Partnership](#)

Continued



Are You an Askable Parent?

As a parent or caregiver, it is very important for you to be *askable*. What does that mean? How do adults become *askable*?

To be *askable* means that young people see you as approachable and open to questions. Being *askable* about sexuality is something that most parents and caregivers want but that many find very difficult. Adults may have received little or no information about sex when they were children. Sex may not have been discussed in their childhood home, whether from fear or out of embarrassment. Or, adults may worry about:

- Not knowing the right words or the right answers;
- Being *out of it* in the eyes of their young people;
- Giving too much or too little information; or
- Giving information at the wrong time.

Being *askable* is important. Research shows that youth with the least accurate information about sexuality and sexual risk behaviors may experiment more and at earlier ages compared to youth who have more information.^{12,13} Research also shows that, when teens are able to talk with a parent or other significant adult about sex and about protection, they are less likely to engage in early and/or unprotected sexual intercourse than are teens who haven't talked with a trusted adult.¹⁴ Finally, youth often say that they want to discuss sex, relationships, and sexual health with their parents—parents are their preferred source of information on these subjects.¹⁵

Because being *askable* is so important and because so many adults have difficulty initiating discussions about sex with their children, adults may need to learn new skills and become more confident about their ability to discuss sexuality. Here are some tips from experts in the field of sex education.

Talking with Young People about Sexuality

1. Acquire a broad foundation of factual information from reliable sources. Remember that sexuality is a much larger topic than sexual intercourse. It includes biology and gender, of course, but it also includes emotions, intimacy, caring, sharing, and loving, attitudes, flirtation, and sexual orientation as well as reproduction and sexual intercourse.

2. Learn and use the correct terms for body parts and functions. If you have difficulty saying some words without embarrassment, practice saying these words, in private and with a mirror, until you are as comfortable with them as with non-sexual words. For example, you want to be able to say "penis" as easily as you say "elbow."

3. Think through your own feelings and values about love and sex. Include your childhood memories, your first infatuation, your values, and how you feel about current sex-related issues, such as contraceptives, reproductive rights, and equality with regard to sex, gender, and sexual orientation. You must be aware of how you feel before you can effectively talk with youth.

4. Talk with your child. Listen more than you speak. Make sure you and your child have open, two-way communication—as it forms the basis for a positive relationship between you and your child. Only by listening to each other can you understand one another, especially regarding love and sexuality, for adults and youth often perceive these things differently.

- 5. Don't worry about—**
- Being "with it." Youth have that with their peers. From you, they want to know what you believe, who you are, and how you feel.
 - Being embarrassed. Your kids will feel embarrassed, too. That's okay, because love and many aspects of sexuality, including sexual intercourse, are highly personal. Young people understand

From Research to Practice

Are you an Askable Parent? To download a leaflet [click here](#)

Advocates for Youth [website](#)

[The Law And Consenting To Sex: Just The Facts | Health For Teens](#)

Parent/carers guide to consent and Harmful Sexual Behaviour (HSB): [master document ages 1-19](#)

[ages 1-5](#)

[ages 5-12](#)

[ages 13-19](#)

Resources for parents/carers – online advice



- ✓ **[Online Safety Advice](#)**: This site aims to empower parents and carers to keep children safe in the digital world. What you'll find in this section, Internet safety checklist, Why it matters: Facts and stats, Online issues that affect teens, Parent guides, Activities to do together, Age-specific apps.
- ✓ **[CEOP](#)**: Child Exploitation and Online Protection (a command of the National Crime Agency) helps young people who are being sexually abused or are worried that they've met someone who is trying to abuse them. If they've met someone online or face-to-face who is putting them under pressure to have sex or making them feel uncomfortable, hopefully they will a parent/ carer/trusted adult and then you can report it to CEOP.
- ✓ **[Thinkuknow - home](#)** Provides resources and information about sexting, sharing nude images, safety, and ways to encourage young people to think and talk about sex, relationships and the internet.
- ✓ **[How Can I Help My Child: \(https://www.mariecollinsfoundation.org.uk/assets/news_entry_featured_image/NWG-MCF-Parents-Leaflet.pdf\)](https://www.mariecollinsfoundation.org.uk/assets/news_entry_featured_image/NWG-MCF-Parents-Leaflet.pdf)** Provides information for parents about what online harm is and ways they can effectively help and support their children.
- ✓ **<https://saferinternet.org.uk/>** A partnership of three leading organisations: [Childnet International](#), [Internet Watch Foundation](#) and [SWGfL](#), with one mission – to make the internet a great and safe place for children and young people – some useful information and resources.
- ✓ **[Healthy Sexual Development in Young People](#)**: NSPCC website provides information for parents/carers if they are: worried about a child's sexual behaviour, wondering if their child's behaviour is inappropriate or unhealthy, wanting to learn how to support their child, trying to manage, if their child has been sexually abused by another child, interested in additional information on sexual abuse and sexting.
- ✓ **[Guides and Resources – Shaping](#)**: Useful information/resources for professionals, parents/carers in preventing exploitation. This includes the latest social media apps, setting up security on multiplayer games and consoles, visit the website to download free resources.