



**NSPCC**

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**

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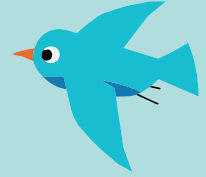
# Aim of the campaign

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To support parents and carers to speak to their children about keeping safe from sexual abuse.

We want to give parents and carers the confidence to have these conversations.

**Primary audience = parents and carers of children aged 5-11**



# A bit of background

The image is a collage of news website screenshots. On the left, a BBC News Wales page from May 30, 2013, features the headline "April Jones trial: Mark Bridger guilty of murder" and a photo of a man with his hands raised. Below this is a caption: "Police and social workers apologise as Oxford sex ring found guilty". To the right, a Guardian article from May 17, 2013, is titled "Rochdale council chief says systemic failures prevented capture of child abuse gang" and includes a sub-headline "Former Rochdale council interested in children's so...". Further right, a Mirror News article from May 17, 2013, is titled "Michael Le Vell: Kevin Webster actor pleads not guilty to 19 child sex charges" and includes a sub-headline "The Coronation Street star is charged with six rapes, six indecent assaults and seven counts of sexual activity with a child".

**We wanted to run a campaign responding to the increased concerns of parents and carers**

## What we knew

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Parents and carers can play an important role in keeping their children safe from sexual abuse by talking to them.

Both have an important role in facilitating disclosures.

1 IN 3

CHILDREN SEXUALLY  
ABUSED BY AN  
ADULT, DID NOT TELL  
ANYONE ELSE AT  
THE TIME\*

# Stranger danger

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“Don’t go off with strangers”

“Scream, shout and run away”

“Always ask before you do something”

90%  
OF SEXUALLY  
ABUSED CHILDREN  
WERE ABUSED BY  
SOMEONE THEY  
KNEW\*

# But what about sexual abuse?

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HMMM.



UMM.



WELL THE  
THING IS...

# Go on...

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Can they understand?

How old should they be?

How do I avoid scaring or upsetting them

What to say?  
How?  
When?

What if I get it wrong?

Dilemma



Adult issues and words don't belong in a child's world

Unsure  
Not equipped

Uncomfortable  
Scared  
Nervous  
Worried  
Dirty  
Sick

She's far too young

# Supporting parents to have conversations

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**P**RIVATES ARE PRIVATE

**A**LWAYS REMEMBER YOUR  
BODY BELONGS TO YOU

**N**O MEANS NO

**T**ALK ABOUT SECRETS  
THAT UPSET YOU

**S**PEAK UP, SOMEONE  
CAN HELP



## Tips from parents



# Where and when?

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**Short, comfortable chats. Little and often.**

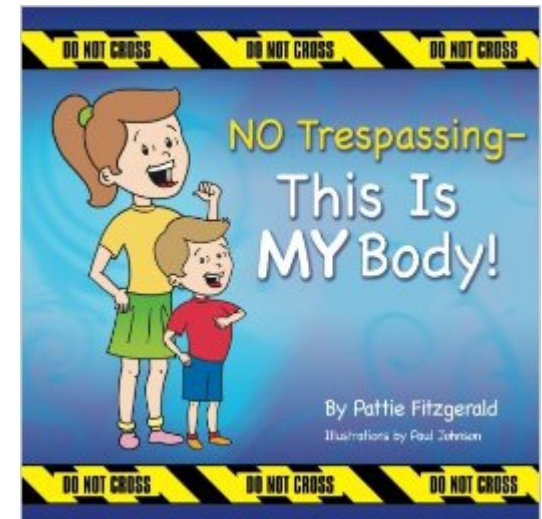
- In the car
- Out for a walk
- To and from school
- Bath time/ bed time changing
- Going swimming
- Listening to the radio
- Storylines- books, TV



# How?

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- Actively listen
- In the child's language
- Straight answers to tricky questions
- Speak openly and honestly
- Ask your child what they think
- Don't force the issue
- Use books and stories
- Ask your children to share with you who they can trust
- Tell other adults that your child knows the PANTS rule
- Keep the conversation going as they grow



# PANTS resources for you

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## Downloadable Parent guides, available in different formats:

- Translated materials for new migrant families including Latvian, Lithuanian, Polish and Russian.
- Resource for children with autism and learning difficulties.
- Resource for deaf children/parents.



## Additional guidance for foster carers.

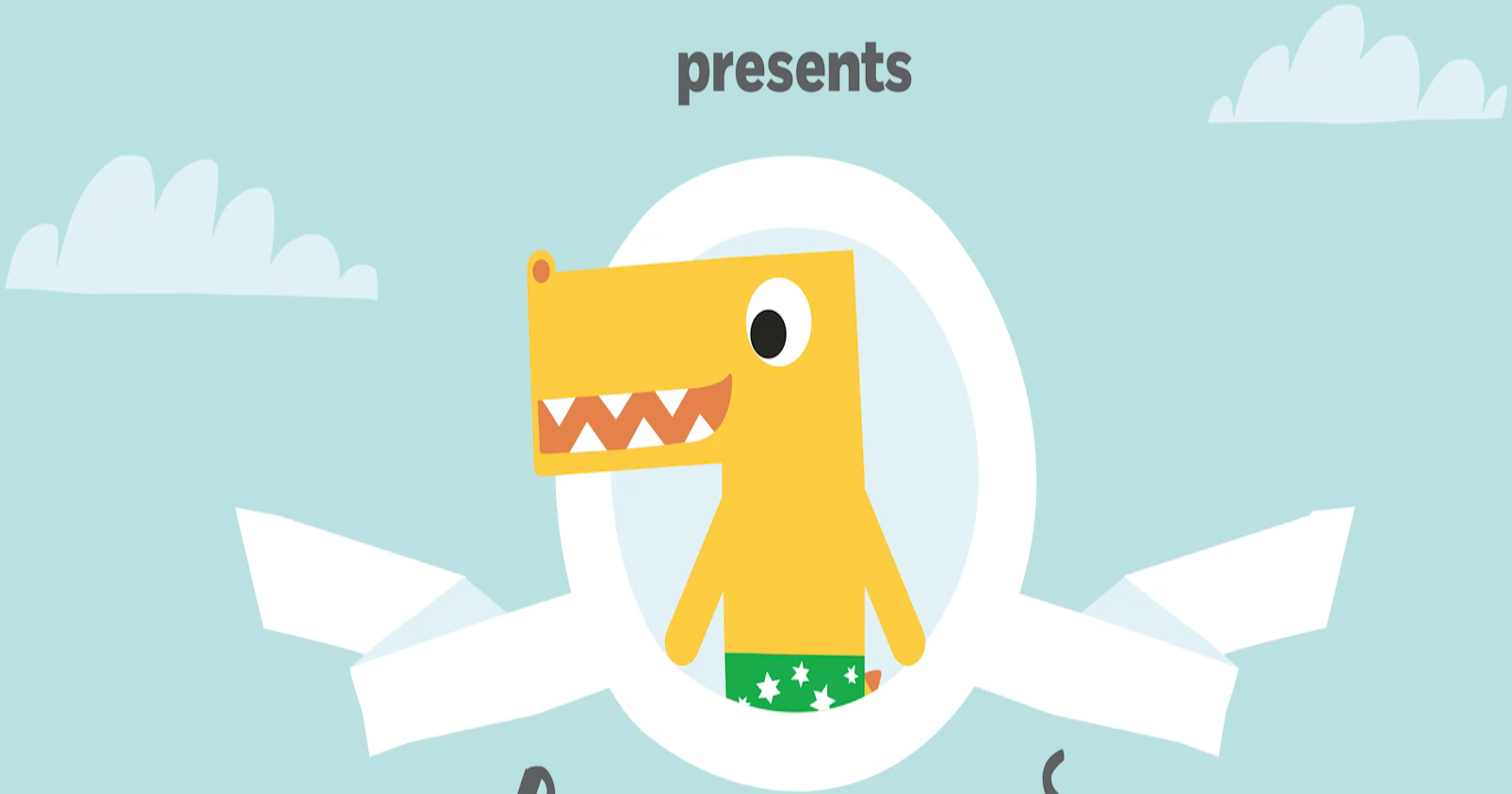
## Talking tips

## Q&A's



# NSPCC

presents



PANTOSAURUS

Why is it so important?

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“ YOU CAN HELP PREVENT ABUSE.  
SIMPLE CONVERSATIONS REALLY CAN  
KEEP CHILDREN SAFE. ”

## Advice from a parent...

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"I know a lot of parents might be worried about having the conversation with their children but it's so important that you do - I don't want this to happen to anyone else.

"You don't think that sexual abuse will ever affect your family but it could do so you need to talk to your children about it to protect them."

Rachel\*

# 3 things...

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1. Talk to your children
2. Spread the word with friends, family and colleagues (word of mouth, social media, etc.)
3. Visit the NSPCC website for more resources





TALK

P

A

N

T

S

AND STAY SAFE

Questions?

**NSPCC Helpline: 0808 800 5000**

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