



## Campaign bulletin

An important message for Essex schools from our Public Health and Healthy Schools Team

**Subject: Child Exploitation**  
**Date: March 2019**  
**Issue: No. 3**

The Essex Child and Family Wellbeing Service (ECFWS) is delivered by Virgin Care Limited in partnership with Barnardo's, to deliver children and family services across Essex, including local children's community health provision. Services are commissioned by Essex County Council and West Essex CCG, and work closely with partners within education to change outcomes for children and young people.

We support children, families, schools, and communities to address current physical and emotional health, social, and financial issues, that may affect the healthy development and future outcomes of young people.

Each month, we promote and support specific local, national and international campaigns by providing education, advice and information to other organisations that can improve health and wellbeing for all. Our campaigns are interactive with real-life practical learning examples, including web links to resources so please share our bulletins via parent mail which can also be used in the classroom.

This month, we are focusing our campaign on Child Exploitation (CE). Exploitation can happen to any young person – whatever their background, age, gender, race, sexuality or wherever they live.

**March 18** is National CE day with the aim of working together to inform, educate and prevent CE in the UK. STOP CE-National Child Exploitation Awareness Day (Please click [here](#))



## Your pupils' wellbeing – Primary

Public Health England have written a report which recommends that education on the issues around Child Exploitation (CE) should commence in an 'age-appropriate manner' with primary aged children, given the increasingly young age children are being referred for concerns around CE.

Education opportunities should be used to minimize the risk of perpetration as well as victimisation. Click [here](#) for more information.

There is an exciting interactive game called Band Runner available on the Thinkuknow website which aims to help 8-10 year-olds learn how to stay safe online. Click [here](#)

'Speak out, Stay safe' is a free NSPCC programme consisting of separate assemblies for KS1 and KS2, followed by an hour-long workshop for years 5 and 6. The sessions give children the knowledge and understanding they need to stay safe from abuse and neglect. Please take a look at the video [here](#) to see the programme in action. To book your visit, please email Helen Marriner, NSPCC Schools Service Area Coordinator. (You can contact her [here](#)). Helen will provide letters for school staff, parents and the resources for your pupils.

## Family wellbeing

Child Exploitation doesn't always have to involve physical contact and can happen online. Abusers may threaten to send images, videos or copies of conversations to the young person's friends and family.

REMEMBER:

- Talk to your child/children openly and honestly
- Listen to them when they talk about their concerns, feelings and difficulties
- Respect their emotional responses in every situation
- Encourage them to succeed and work through their differences and struggles
- Support your child's need to gain independence and develop appropriate relationships with others
- For further information, please click [here](#)

## Your pupils' wellbeing – Secondary

There are some fantastic interactive resources available on the PHSE Association that can form part of your PSHE lessons on exploitation. We particularly liked the 'Exploited' film and resource pack, which aims to help prevent child sexual exploitation by educating young people on how to stay safe. It was produced by CEOP (Child Exploitation & Online Protection Centre) with input from national partners. The learning is based around an 18 minute film which helps young people avoid sexual exploitation. Click [here](#) to access the online resources.

There is also lots of information on the NSPCC website about exploitation [here](#).

Make sure you can recognise the warning signs and know how to report it. Click [here](#) for further guidance.

Teach your pupils about healthy relationships. Talk through strategies to help them protect themselves if they find themselves in difficult situations.

## Wellbeing for you

Are you and your colleagues accessing regular supervision? It is vital that you have a positive and confidential space that you can discuss your concerns.

Remember to create a positive environment for supervision, it should be:

- Private
- Free of interruptions
- A space that facilitates communication and feedback
- A agreed time and place
- Click [here](#) for further information

# References

Please use these references to further your reading and find out more information on Child Exploitation

1. Government. (2017). Child sexual exploitation: prevention and intervention. Available at: <https://www.gov.uk/government/publications/child-sexual-exploitation-prevention-and-intervention>
2. ThinkUKnow. (n.d.). Band Runner game and website. [online]. Available at: <https://www.thinkuknow.co.uk/professionals/resources/band-runner/>
3. NSPCC. (2019). NSPCC Speak Out. Stay safe programme for primary schools. [YouTube video] Available at: <http://www.bit.ly/SOSSvid>
4. Mariner, H. (2019) NSPCC Speak Out. Stay safe free programme for primary schools. Available at: [Helen.Marriner@NSPCC.org.uk](mailto:Helen.Marriner@NSPCC.org.uk)
5. PSHE Association. (2019). CEOP 'Exploited' film and resource pack. [online]. Available at: <https://www.pshe-association.org.uk/curriculum-and-resources/resources/ce>
6. NSPCC. (2019). Child sexual exploitation. What is child sexual exploitation? [online]. Available at: <https://www.nspcc.org.uk/preventing-abuse/child-abuse-and-neglect/child-sexual-exploitation/>
7. CEOP. (n.d). Are you worried about online sexual abuse or the way someone has been communicating with you online? [online]. Available at: <https://www.ceop.police.uk/safety-centre/>
8. It's not okay (n.d). Advice for parents and carers. [online]. Available at: [http://www.itsnotokay.co.uk/parents/advice\\_for\\_parents\\_and\\_carers/](http://www.itsnotokay.co.uk/parents/advice_for_parents_and_carers/)
9. Children's Workforce Development Council. (2007). Providing effective supervision.[online]. Available at: <https://www.skillsforcare.org.uk/Document-library/Finding-and-keeping-workers/Supervision/Providing-Effective-Supervision.pdf>

To find out more information about us and the wide range of services we offer, please visit [www.essexfamilywellbeing.co.uk](http://www.essexfamilywellbeing.co.uk)

We are always looking for ways to improve and provide you with information that is beneficial and relevant to you. We value your opinion and would love to hear your feedback on our briefings.

Please send your reply to [Essex.Communications@virgincare.co.uk](mailto:Essex.Communications@virgincare.co.uk)

