

**IS
YOUR
CHILD
SAFE?**

**Summer Holidays
2023 Campaign
Media Pack**

DONNA JONES

**POLICE & CRIME
COMMISSIONER**

HAMPSHIRE & ISLE OF WIGHT

Supported by



Hampshire
County Council



ISLE of
WIGHT
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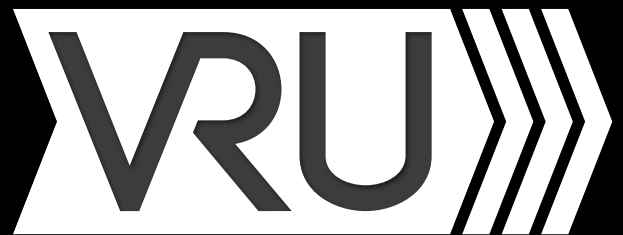
Portsmouth
CITY COUNCIL



SOUTHAMPTON
CITY COUNCIL



HAMPSHIRE & ISLE OF WIGHT
CONSTABULARY



tackling serious violence

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Background

The Office of the Police and Crime Commissioner in partnership with Hampshire County Council, Isle of Wight Council, Portsmouth City Council and Southampton City Council have launched a campaign aimed at parents to raise awareness of child exploitation and offer help on how to see the signs, what to do and where to get help.

Child exploitation is happening now in Hampshire and on the Isle of Wight. The signs are subtle, which is why it is called a hidden harm.

The campaign

The OPCC is working collectively on this digital campaign with Hampshire County Council, Isle of Wight Council, Portsmouth City Council and Southampton City Council to reach parents across Hampshire and the Isle of Wight. The OPCC is taking a targeted and organic approach to this campaign using crime data and Facebook advertising and Twitter.

The campaign aims to

- Help parents see the signs of exploitation
- Inform them on what they can do
- Tell them where they can get help

A campaign page is being hosted on the OPCC's website with all the support available and this will be used to signpost people within the posts/ads.

[CLICK HERE](#)



Digital assets and captions:

If you would like to support this campaign, please download the campaign images and use the suggested wording provided.

The campaign will be running throughout the summer holidays therefore it is advisable to post one a week on your channels.

The OPCC will tag all partners in their posts. Please ensure you tag @hantsPCC in your posts.

Post 1 - from 24th July

Facebook

Is your child safe?

Have they got new clothes, gifts, phones? Do they have new friends? It might be just normal teenage behaviour, but it might be something more sinister.

Child exploitation is happening now in your area. The signs are subtle, which is why it is called a hidden harm.

It takes just a few seconds to find out what the signs are and how to get help and find out #IsYourChildSafe @HantsPCC www.isyourchildsafe.org

Twitter

Is your child safe? Have they got new clothes, gifts, phones? Do they have new friends? It takes just a few seconds to find out the signs of exploitation & how to get help #IsYourChildSafe @HantsPCC www.isyourchildsafe.org

CLICK HERE



Post 2

Facebook

Child exploitation is happening now in your area.

Where is your child? - Who they are with? - Do you know if they're safe?

Exploitation is when individuals or groups take advantage of an imbalance of power to coerce, manipulate or deceive a child into doing what they want in exchange for something the child wants or needs, this might be sexual, or criminal. Can you see the signs?

#IsYourChildSafe www.isyourchildsafe.org @HantsPCC

Twitter

Where is your child? Do you know who they are with? Do you know they're safe? Can you see the signs of exploitation? They're more subtle than you think. #IsYourChildSafe @HantsPCC www.isyourchildsafe.org

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Post 3

Facebook

Children are at risk of exploitation in your area and it's important for parents to see the warning signs.

Is your teenager becoming increasingly secretive?

Do they have new, older friends?

Where are they – right now?

Child exploitation is happening now in your area. The signs are subtle, which is why it is called a hidden harm. It takes just a few seconds to find out #IsYourChildSafe @HantsPCC www.isyourchildsafes.org

Twitter

Children are at risk of exploitation in your area and it's important for parents to see the warning signs. Is your teenager becoming increasingly secretive? Do they have new, older friends? Find out #IsYourChildSafe @HantsPCC www.isyourchildsafes.org

[CLICK HERE](#)



Post 4

Facebook

Are you worried about your child's behaviour?
Have they had a sudden change in friendship group?
Do you know where they are, and who they are with – right now?
Child exploitation is happening now in your area. The signs are subtle, which is why it is called a hidden harm.
It takes just a few seconds to find out #IsYourChildSafe @HantsPCC
www.isyourchildsafe.org

Twitter

Are you worried about your child's behaviour? Do you know where they are, and who they are with – right now? Child exploitation is happening now in your area #IsYourChildSafe @HantsPCC www.isyourchildsafe.org

[CLICK HERE](#)



Post 5

Facebook

It's coming to the end of the summer holidays – have you noticed a change in your child's mood or friendship groups this year?

Have they been out with their mates, or constantly on their phone?

Do you know who they've been hanging out with, and who they are talking to?

Have they been dabbling in drugs or alcohol?

Child exploitation is happening now in your area. The signs are subtle, but they may be at risk. There is help out there

#IsYourChildSafe @HantsPCC www.isyourchildsafesafe.org

Twitter

It's coming to the end of the summer holidays – have you

noticed a change in your child's mood or friendship groups this year? Child exploitation is happening now in your area. Find out

#IsYourChildSafe @HantsPCC www.isyourchildsafesafe.org

CLICK HERE



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Press Release

The OPCC will publish a press release to promote the campaign.

To get in touch with the OPCC communications team, just email OPCC.comms@hampshire.police.uk

Media with the PCC

PCC Donna Jones will be open to local media bids on IYCS to promote the campaign. If you are interested in generating supportive media coverage, do get in touch.

[CLICK HERE](#)

Contact us

General Enquiries:
OPCC.comms@hampshire.police.uk

Digital/Marketing:
Laurie Loe - 07591 656535
Laurie.Loe@hampshire.police.uk



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