



TALK



AND STAY SAFE

NSPCC

EVERY CHILDHOOD IS WORTH FIGHTING FOR

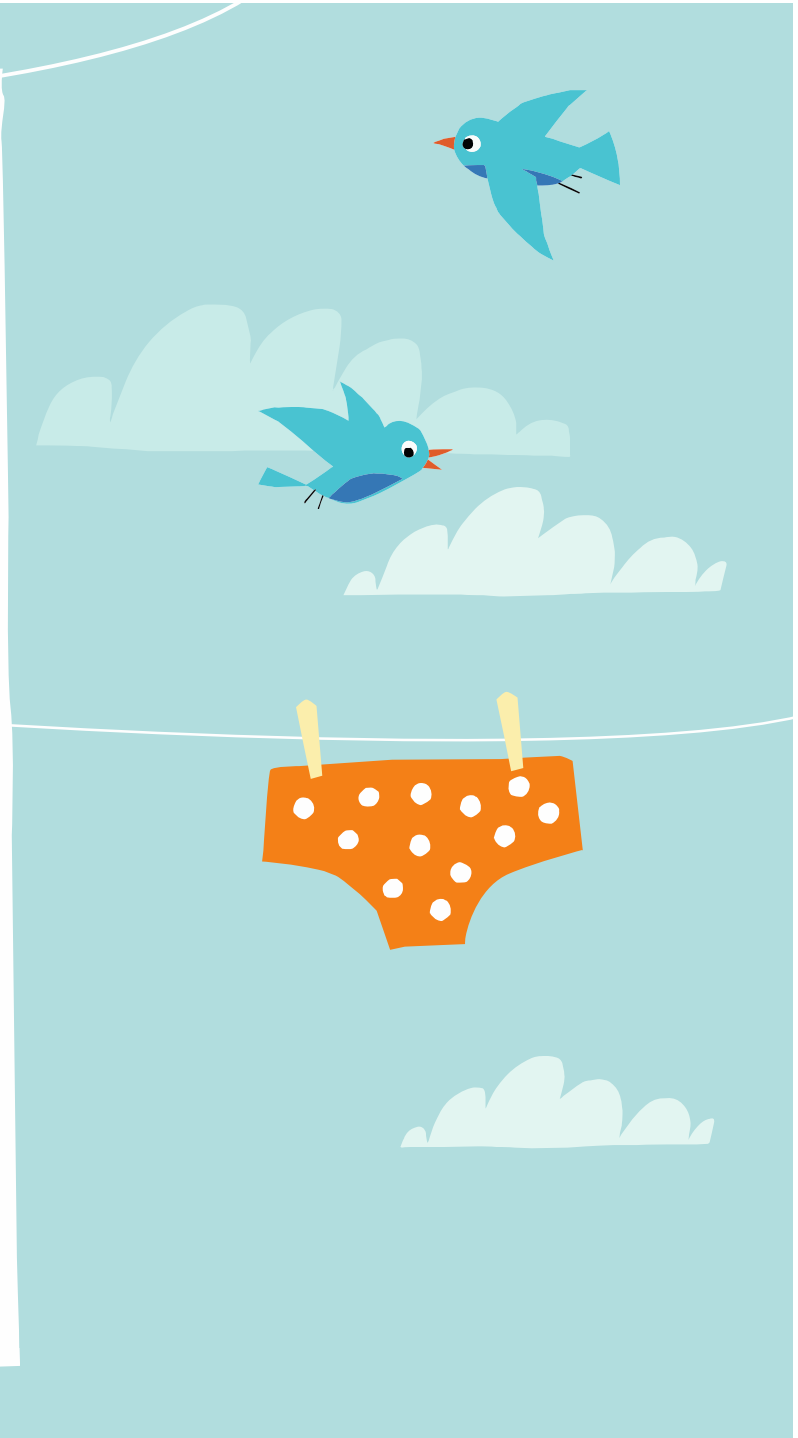
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Aim of the campaign

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 shows a collage of news website screenshots. On the left is the BBC News Wales page, dated 30 May 2013, with the headline "April Jones trial: Mark Bridger guilty of murder" and a photo of a man with his hands raised. On the right is a Guardian article titled "Rochdale council chief says systemic failures prevented capture of child abuse gang" with a sub-headline "Former Rochdale council interested in children's so...". Below that is a Mirror News article titled "Michael Le Vell: Kevin Webster actor pleads not guilty to 19 child sex charges" with 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 know

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

"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?

HMMM.

UHM.

WELL THE
THING IS...

Go on...

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?



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

PRIVATES ARE PRIVATE

ALWAYS REMEMBER YOUR
BODY BELONGS TO YOU

NO MEANS NO

TALK ABOUT SECRETS
THAT UPSET YOU

SPEAK UP, SOMEONE
CAN HELP

Tips from parents...



Where and when?

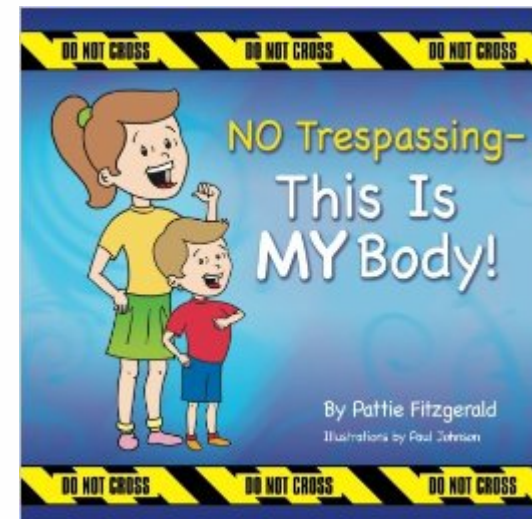
Short, comfortable chats. Little and often.

- 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?

- 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

Downloadable Parent guides, available in different formats:

- Resource for parents with learning difficulties
- 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?

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

Advice from a parent...

"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...

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



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AND STAY SAFE

Questions?

NSPCC Helpline: 0808 800 5000

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