**WSCP Speak Up. Stand Up. Stop Exploitation! Community and Local Businesses page**

**Campaign Communication Briefing**

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**Wakefield Safeguarding Children Partnership (WSCP) is launching Phase II of the Speak Up Stand Up Stop Exploitation Campaign** which will include a section of the knowledge hub that is dedicated to helping our local community and businesses within the Wakefield District.

With information specific to the community our aim is to work alongside our partners, businesses and the public to prevent, identify, disrupt and stop child exploitation. With the help of the Speak Up Stand Up sections everyone will have access to information that will enable them to take responsibility to safeguarding children in and around our area.

**What does the Community and Local Businesses page include?**

A basic understanding of child exploitation is introduced through video, easy to read sections and signposting to services that the public can report to. We have also included a section of this page which gives specific guidance on what to look out for when working in the following establishments:

* Banks
* Delivery Drivers
* Hotels & Caravan Parks
* Public Transport
* Retail
* Taxis and private vehicles
* Fast Food Restaurants

Businesses will also be able to request a pack of posters and leaflets from WSCP to display in their establishment or to quickly download and print for their own use. These include bespoke resources and information tailored to their workplace environment, as well as generic posters that can be displayed in communal areas such as family hubs, doctors’ surgeries, bus stations and local businesses for example for the public to raise awareness of child exploitation and to enable those concerned to report what they see to either 101 or Crimestoppers.

The bespoke resources and information should be displayed in staff rooms, toilets, reception areas, cashier desks and workplace environments to gain maximum visibility.

**How can you help us to promote this information?**

The Community and Local Businesses page will be going live on **Wednesday 18th September**, you can help to support this campaign by:

* Sharing the resources and messages about the Community and Local Businesses page on your website, social media platforms, and networks
* Signpost the resources and messages with any communities and businesses you have links to

To help you do this we have provided the following:

* Suggested messages to use to promote the Community and Local Businesses page
* Display posters (please see under sharing resources as to how to access)

**Sharing resources**

You can download these posters by right clicking and selecting ‘save as’. These are also available on the Community and Local Business page [here](https://hub.wakefieldscp.org.uk/welcome-page/communities-local-businesses/?preview_id=1353&preview_nonce=7b53121fb5&preview=true).

**Graphics:**

Please feel free to use this email signature during the coming weeks / months

1. **Email Signature**



1. **Posters**

(save by right clicking and selecting ‘save as’ or visit the [webpage here](https://hub.wakefieldscp.org.uk/welcome-page/communities-local-businesses/?preview_id=1353&preview_nonce=7b53121fb5&preview=true))

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| --- | --- | --- |
| A hand holding a plastic bag  Description automatically generated | A screenshot of a website  Description automatically generated | A poster of a child abuse  Description automatically generated |
| A screenshot of a website  Description automatically generated | A person looking up at something  Description automatically generated | A screenshot of a phone  Description automatically generated |
| A poster of a teddy bear  Description automatically generated | A poster with images of people in circles  Description automatically generated | A person sitting on stairs with her hands over her face  Description automatically generated |
| A screenshot of a taxi driver's information  Description automatically generated | A poster of a teddy bear  Description automatically generated | A poster of a child abuse  Description automatically generated |
| A person looking up at the camera  Description automatically generated | A poster of a child abuse  Description automatically generated |  |
| Public Transport  A close-up of a website  Description automatically generated | Banks  A close-up of a website  Description automatically generated | Hotel Reception  A close-up of a website  Description automatically generated |
| Retail  A close-up of a website  Description automatically generated | General  A close-up of a teddy bear  Description automatically generated |  |

1. **Messages (to use with the above graphics)**

**1. What if it was your sister, your son, your daughter or someone you loved?**

**@Wakefield\_scp have developed a NEW resource to stop Child Exploitation in our local community**

**Get proactive, spread the word and come together to help Stop Exploitation ⤵️**

https://hub.wakefieldscp.org.uk/welcome-page/communities-local-businesses/

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**2.** 🚨 A NEW Community & Local Businesses page has been created by @Wakefield\_scp!

Download the resources & play your part

✅ Banks

✅ Restaurants & hospitality

✅ Transport

✅ Retail

Join the fight to prevent, identify, disrupt, and stop child exploitation

<https://hub.wakefieldscp.org.uk/welcome-page/communities-local-businesses/>

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**3.** **❗ Are you sure you would recognise a child in danger of exploitation?**

To find out if your business is a potential target for perpetrators of child exploitation, visit @Wakefield\_scp’s webpage 👉 <https://hub.wakefieldscp.org.uk/welcome-page/communities-local-businesses/>

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**4.** **🚨 Exploitation is Child ABUSE. Any child can be at risk!**

Play your part and report what you see and hear. Find out more on @Wakefield\_scp’s webpage ⤵

<https://hub.wakefieldscp.org.uk/welcome-page/communities-local-businesses/>

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**5. :( ❗ ): Change your perspective**

👉 If a child appears agitated, they may just be scared.

👉 If a child has a new set of friends, they may be being groomed!

**Stay alert. Report what you see.**

https://hub.wakefieldscp.org.uk/welcome-page/communities-local-businesses/

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**6. 👂 LISTEN UP**

If you hear

✅ Ride or Die

✅Jacked Up

✅On Lock

A child may be being exploited **Stay alert. Report what you hear.**

https://hub.wakefieldscp.org.uk/welcome-page/communities-local-businesses/

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**Who to contact**

If you have any questions regarding this campaign, please contact Wakefield Safeguarding Children’s Partnership at [wscp@wakefield.gov.uk](mailto:wscp@wakefield.gov.uk)

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