



Wakefield
**Safeguarding Children
Partnership**

**Speak up. Stand up.
Stop Exploitation**

#SpeakUpStandUp

Campaign Briefing

Digital Pack – March 2024

What is the #SpeakUpStandUp campaign?



#SpeakUpStandUp This campaign plays a crucial role in raising awareness and promoting action through:

- **The Knowledge Hub** - to provide one central place where the latest child exploitation information, resources and training opportunities can be accessed
- **The Resources** - to equip those who work, volunteer or care for children with a range of informative and easy to access approaches when it comes to preventing, identifying, disrupting and stopping exploitation
- **Campaign Participation** - to mobilise people to take action in the Wakefield District, promoting a culture of preventing, identifying, disrupting and stopping child exploitation
- **Partnership Engagement** working with West Yorkshire Police, the Wakefield Children Vulnerable to Exploitation (CVE) team, Children & Young People's Services, Schools & Colleges, Parents, Carers and Voluntary & Community organisations will create a coordinated and effective response to child exploitation in the Wakefield District.

How can you help?

There are a number of resources included in this pack, please download and follow the steps below to help spread the #SpeakUpStandUp message:

1. Share our campaign materials digitally. You may add these to your internal intranet sites & screen savers for colleagues to see and share with other practitioners who work with children and their families
2. Use our Social Media assets to share our campaign online.
3. Copy and paste our template email signature to help spread the message to your professional networks.
4. Visit our #SpeakUpStandUp webpages to share and contribute to content



Key Messages

**Multi-agency working
is essential in
keeping a child safe
from exploitation**

**Raising awareness of
the teams involved
in identifying and
stopping Child
Exploitation locally**

**Any child, including
those who are
vulnerable can be
exploited in any
context**

**Access the Speak
Up Stand Up Stop
Exploitation
webpages for
Child Exploitation
resources, one
minute guides,
tools, frameworks,
procedures and
protocols**

**Be professionally
curious about the
typical 'stereotypes' of
victims and
perpetrators and the
language you use**



Objectives of the campaign



- To support a child in order to prevent, identify, disrupt and stop **child exploitation**
- To increase awareness of the signs and indicators of **child exploitation**
- To encourage a child centred response to **child exploitation**, recognising that children may commit crime as part of their exploitation
- To increase the reporting of intelligence related to **child exploitation**

Exploitation in the Wakefield District

Children are being groomed, exploited and abused. Some of the ways in which perpetrators are adapting their tactics to avoid detection include:

- An increase in online grooming into criminal exploitation and sexual abuse
- An increase in children being groomed into county lines
- An increase in the use of girls to carry weapons or sell drugs as they can often go unseen
- An increase in Technology Assisted Child Sexual Abuse (TACSA) and Child Sexual Abuse Material (CSAM) including deep fake, AI generated images/videos



As practitioners, we need to be alert to changes in models of exploitation and share any new trends or patterns appropriately, and adapt our approaches and responses continually

Access the Knowledge Hub

During the week, take some time out
to look through the new webpages
where you can...

Familiarise yourself with the CVE service

Find information about perpetrator behaviours

Know what to do when a child goes missing

Download the most up to date One Minute Guides

Learn how to spot the signs

Read NSPCC case reviews

Get up to date on online exploitation

Understand more about extra familial harm and the
contextual safeguarding approach

Get savvy on child financial exploitation

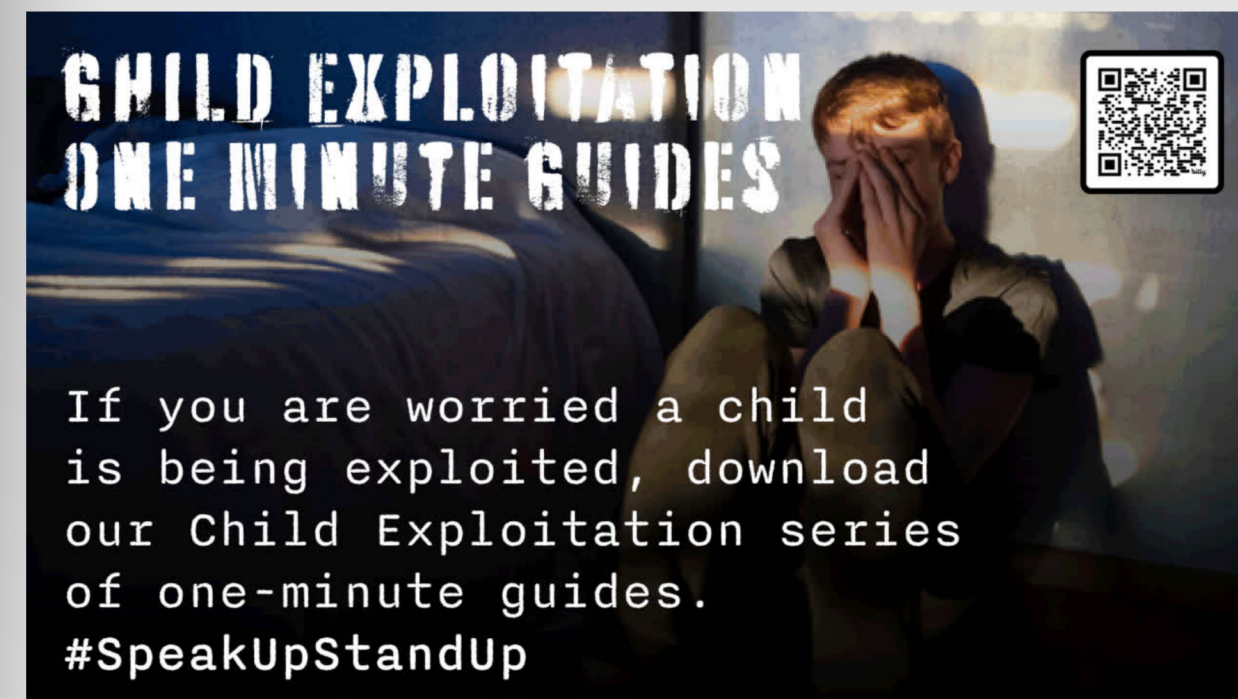
...there's so much more to access



Campaign Resource Downloads



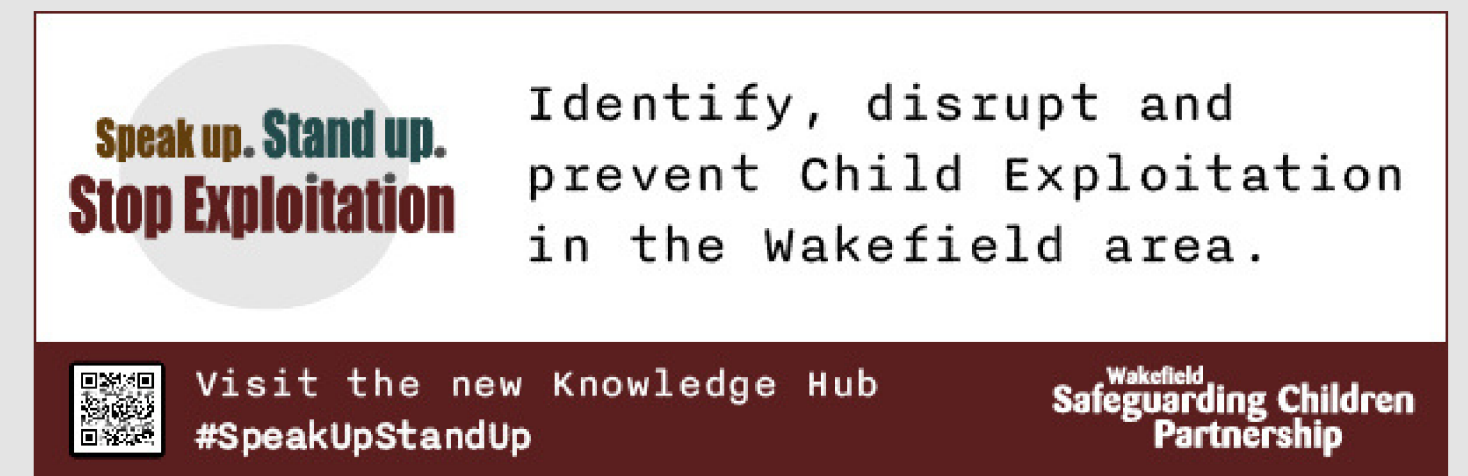
Carousel



GIF



Email signature



X (Twitter) cover



Screensaver

Thank you for helping WSCP to share
the #SpeakUpStandUp campaign



The campaign helps to
prevent, identify, disrupt,
and stop child exploitation in
the Wakefield District