EXPLOITATION AWARENESS CAMPAIGN

June 2025
Stakeholder pack

ABOUT.

A partnership communications and engagement campaign covering all forms of exploitation relating to children, young people and adults.

To respond to this ever-changing and complex threat to our communities, the campaign is designed to evolve and adapt **to provide key audiences with sufficient knowledge and awareness of the different forms of exploitation to enable them to proactively protect themselves and others who may be at risk of exploitation.**

CONTACT US.

If you have any questions around this pack or the campaign, get in touch with Suzannah Armstrong Cobb at the Norfolk Community Safety Partnership at:

Suzannah.ARMSTRONG-COBB@norfolk.police.uk
or NCSP@norfolk.police.uk

knowthesigns.info

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CAMPAIGN OVERVIEW.

EXPLOITATION IS HAPPENING IN NORFOLK.

Campaign launch date: June 2025.
Subject matter: Exploitation.
Target audience: All residents, Norfolk-wide.

Aims:

- Raise awareness of the signs and types of exploitation.
- Encourage people to report or seek support if they suspect someone is being exploited.
- Encourage people who are being exploited to reach out for support.
- Raise awareness of the work of partner agencies to address exploitation.

Call to action:

We have designed a bespoke exploitation website to provide a single call to action for the campaign: www.knowthesigns.info

The website contains information, support signposting and reporting tools.

GET INVOLVED.

We want this campaign to have an **impact** on the people of Norfolk, and we need **your help** to do that.

More and more people are becoming victims of exploitation, but **we can't reach everyone alone**. With your orgnaisation's support, this campaign can be used to **spread these important messages** - you could help an **elderly person from being scammed**, or a **child being a victim of county lines exploitation.**

As previously mentioned, this campaign is intended to be evergreen, and will be best used in conjunction with **relevant awareness days, current affairs, or events in your communities**. For example, ASB awareness week, knife crime awareness week or safeguarding adults week.

We would appreciate your support by:

> Posting our wording and materials organically on your social media platforms.
> Sharing directly from our social media platforms.
> Using our materials for your internal and external communications.
> Displaying leaflets and posters in your organisational settings.
> Suggesting areas where the campaign would be most effective.
> Requesting bespoke assets for your organisation or location.
> Using and sharing the Know The Signs website.
> Suggesting resources for the website.

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ASSETS.

Social media templates

We have created a '**starter pack**' of assets for use on **social media platforms** that we will continue to add to. We can provide you with **bespoke assets** to fit in with **your own requirements** should you need them.

Event banners

These can be borrowed for events.

Posters and leaflets

We have created some initial assets for use in your organisational settings. **If you would like to order some or a bespoke poster or leaflet for your organisation, please contact us.**

Short films

We commissioned the **Media Learning Company at Norwich City College** to produce **four shorts films** about child exploitation. These will have accompanying lesson plans and assets.

Campaign assets and logos

These can be accessed via our **Google Drive**:
> Know The Signs assets

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NARRATIVE.

With this being a **partnership campaign**, we want to ensure we are **telling the same story**. With any campaign, **consistency is key** in order for people to **recognise** a campaign, but also to **digest**, **understand** and **act** on it.

KEY MESSAGES

- Exploitation can happen to anyone, anywhere.
- Know the signs of exploitation – for yourself and others.
- Share your concerns no matter how big or small.
- You don't need to name it. If it doesn't feel right, get help and support.
- Safeguarding others from exploitation is everyone's business.
- Exploitation is never consensual, even though it may appear to be.
- Exploited people are victims not criminals.

STRAPLINES:

When producing copy to accompany our materials, feel free to use our various straplines, such as:

BE AWARE IT'S OUT THERE

Exploitation is happening in Norfolk

KNOW. THE. SIGNS.

Further examples will be shown in the following '**Themes**' section.

THEMES.

Exploitation is a **complex area of crime**, and there's no one way of representing it. With this in mind, once the initial launch and embedding phase is completed using our **'hero' images and messaging**, we will provide a **variety of themed assets** that will allow the campaign to be used flexibly alongside relevant awareness days, current affairs, or events and priorities for your organisations.

MAIN THEME:

Our main theme of exploitation is intended to be the 'umbrella' theme, in that they are applicable to the wider conversation around exploitation, but specific in their goals: **education and awareness.**

The **purpose** of our main theme is to provide our residents with the **awareness to recognise** some of the common signs that someone may be getting **exploited**, whether they are a **loved one** or a **stranger**, and to educate people that **anyone** can be exploited, in **any setting or place**, and at **any time**.

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THEMES.

SPECIFIC THEMES:

Our specific themes are intended to allow for the opportunity to be more **precise** with the **types of exploitation** that take place in Norfolk.

This provides the campaign with the **flexibility** to be **increasingly relevant** to current affairs, events or awareness days on **county lines**, **sexual exploitation**, **serious violence**, **fraud**, **modern slavery**, **human trafficking**, **cuckcooing**, **grooming** and **radicalisation**.

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OTHER RESOURCES.

SHORT FILMS

The Media Learning Company at Norwich City College were commissioned to **focus on the children and young people branch of the campaign** and developed **four films** with accompanying assets to complement the campaign.

Draw my Life

Three videos from different perspectives for the same storyline - **Emily, Jakob and Rebecca.**

The Maze

A visual journey through the push and pull factors for exploitation. A teenager is exploited into joining a county lines gang and enters a maze. He experiences violent and drug related issues and the types of people who are involved.

The Maze has already won two awards - **a Flourish Award and a Royal Television Society Award!**

> These can be accessed via our YouTube channel

> They are also available under the resources for education providers on the Know The Signs website

YOUTUBE CHANNEL

VOICES IN FOCUS

We have set up a YouTube channel called **Norfolk Connected**, which will features **podcasts and interviews** from **practitioners and people with lived experience**.

We would love to feature as many '**voices**' as possible **(which can be run through AI if anonymity is an issue)** so would welcome any **suggestions or volunteers** to continue to add to this resource. Contact Suzannah at NCSP@norfolk.police.uk

QUESTIONS.

If you have any questions around the campaign, or if you have problems with the assets, contact Suzannah Armstrong Cobb:

@ Suzannah.ARMSTRONG-COBB@norfolk.police.uk or NCSP@norfolk.police.uk

Or you can contact:

@ Joshua.BROWN@norfolk.police.uk

@ Susan.STARLING@norfolk.police.uk

@ PCCComms@norfolk.police.uk