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# Partnership exploitation campaign

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Exploitation  
is happening  
in Norfolk

# Who and why?

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NORFOLK COMMUNITY  
SAFETY PARTNERSHIP



Norfolk Safeguarding  
Children Partnership



Norfolk  
**Safeguarding  
Adults Board**



**NORFOLK**  
CONSTABULARY

**Children &  
Young People's**  
Health Services

Just one Norfolk.nhs.uk

Norfolk & Waveney

0300 300 0123



- CRIMINAL EXPLOITATION
- SEXUAL EXPLOITATION
- COUNTY LINES
- SERIOUS VIOLENCE
- CUCKOOING

- MODERN SLAVERY
- HUMAN TRAFFICKING
- RADICALISATION
- FRAUD

➤ **SUPPORT/REPORT**

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# What?

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A multi-agency communications and engagement campaign covering all forms of exploitation relating to children, young people and adults in Norfolk.

To give key audiences sufficient knowledge and awareness of the different forms of exploitation to enable them to proactively protect children, young people and adults who may be at risk of exploitation.



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# How?

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By raising awareness of:

- Common signs of exploitation
- Where to find out more information
- What to do if you have concerns/where to report
- The work of the partner agencies to address exploitation
- What help and support is available for victims and their families

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# Audience?

- The wider public
- Communities
- Local businesses
- Transport providers
- Parents and carers
- Education/childcare providers
- Children, young people
- Adults at risk
- Individuals already being exploited

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# Key messages

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- Anyone can be exploited
- Safeguarding others from exploitation is everyone's business
- Abuse, exploitation and neglect can take place anytime and anywhere
- Abuse and exploitation can be perpetrated by anyone
- Exploited children, young people and adults are victims not criminals
- Exploitation is never consensual, even though it may appear to be

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# Considerations

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- **The importance of language** - it is important that appropriate terminology is used when discussing people who have been exploited – exploitation is never consensual.
- **Equality considerations** such as language, age, culture, ethnicity, gender, religion, neurodiversity and disability.
- **Females involved in exploitation** - a common misconception that only boys are criminally exploited. Stereotypes like these mean girls being criminally exploited can often go unseen - criminals capitalise on the lack of awareness around girls in criminal groups and use it to their advantage.

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# Campaign materials

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We have an overarching campaign with logos, guidelines and imagery to reflect all ages, genders and communities for use by all partners.



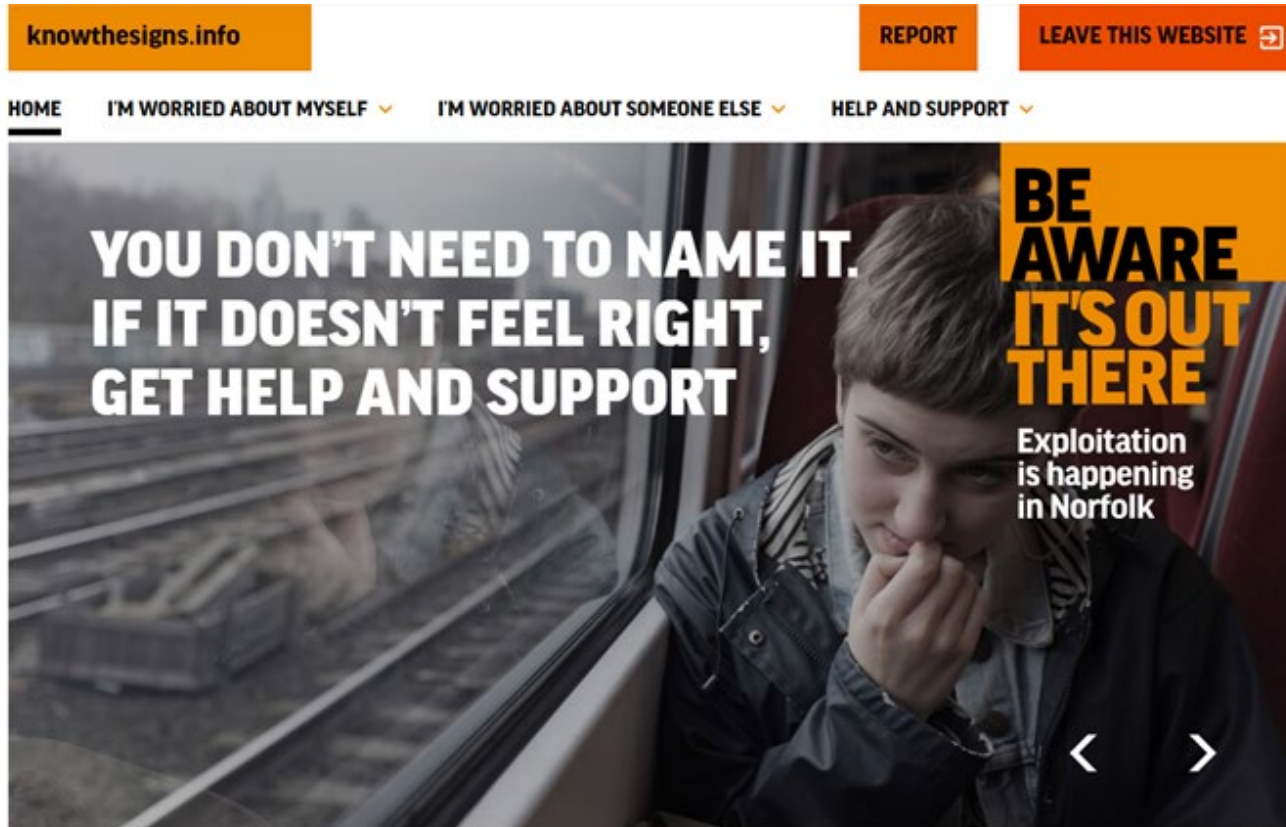
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# Website

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The microsite domain is [www.knowthesigns.info](http://www.knowthesigns.info) and is the call to action on all of the marketing materials.

Exploitation is a difficult subject; it's often hidden and hard to identify. It can happen to anybody and can take place over minutes, months or years. This can happen online or in person.

Exploitation is when an individual (or a group of people) takes advantage of a person for their own gain. When one person has more power than someone else, because of their age, gender, health, social status or wealth for example, they might be able to force or manipulate someone into doing things for them.

It can be hard to see this as exploitation because the abuser will try to make it seem as if it's a normal part of a relationship, playing on feelings of love, friendship, belonging or acceptance. They might also give the person gifts, money or drugs for engaging in these activities. This is also known as grooming and is never the person's fault even if they

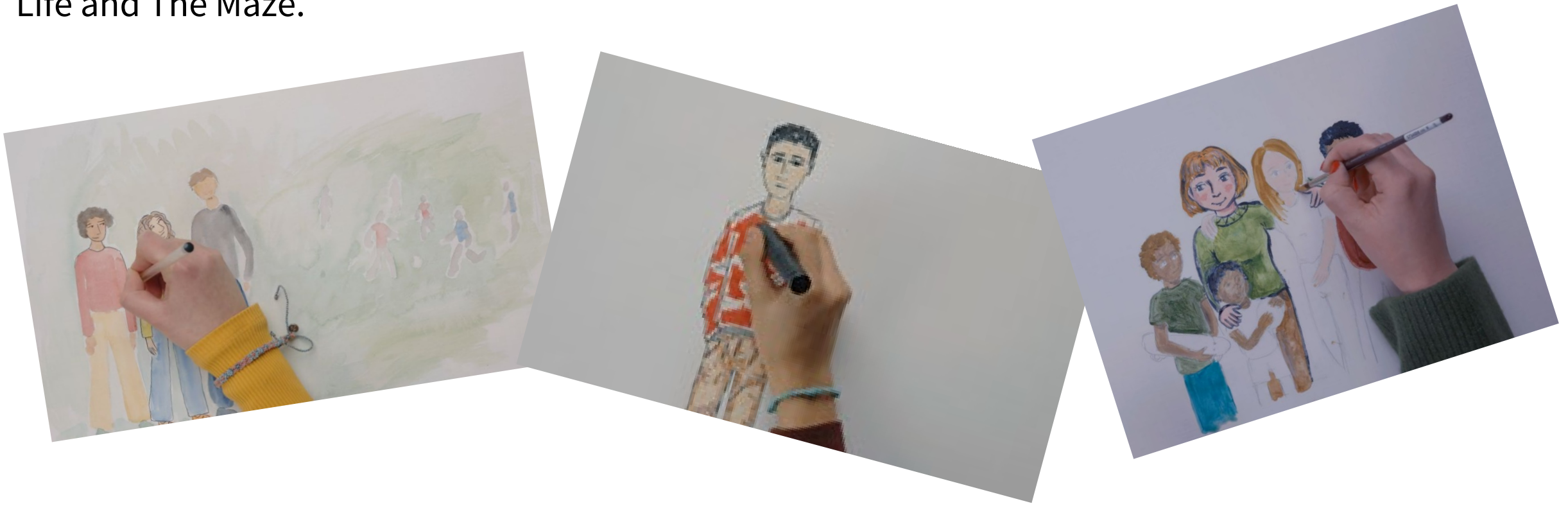
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# Films: Draw My Life

We worked with the Media Learning Company at Norwich City College to focus on the children and young people branch of the campaign. They carried out extensive research and pitched various concepts to our project group. We chose Draw My Life and The Maze.

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**Draw my Life:** three videos from different perspectives for the same storyline.

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# Films: 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.



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- The students undertook extensive casting for each role
- The film received a Flourish Award and Royal Television Society Award

# What do we have?

- Microsite
- Assets
- Films:
  - Draw my Life: Emily
  - Draw my Life: Jakob (friend)
  - Draw My Life: Rebecca (mum)
  - The Maze
- Education resources for the films
- YouTube channel: Norfolk Connected

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