

BeAware

of child exploitation
in **North Yorkshire**

Campaign briefing – Launch of North Yorkshire Safeguarding Children Partnership's new child exploitation knowledge hub – **Be Aware**.

BeAware of child exploitation in North Yorkshire	A knowledge hub for everyone in North Yorkshire, so we can tackle child exploitation together. www.safeguardingchildren.co.uk/beaware	
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North Yorkshire Safeguarding Children Partnership are proud to launch their new **Be Aware** Knowledge hub.

Be Aware is a knowledge hub designed to help prevent and tackle child exploitation in North Yorkshire. It has been used by professionals across North Yorkshire as a key source of knowledge and information about child exploitation since March 2021. The site has now expanded to include vital information designed for young people, parents, carers and local communities so we can all help to tackle child exploitation in North Yorkshire together.

The site has been developed in consultation with young people and families across North Yorkshire, ensuring the information is shaped in ways that will have the biggest impact.

Stories and experiences of child exploitation have also been shared, so families and residents can see what child exploitation can look and feel like, and the impact it can have on victims.

One young person who shared their experiences of child exploitation said “if I tell my story and how everything happened with me, I think they'd be able to listen and, like, understand more about and stupid it is”. His mum, who also shared her story said “if it helps at least one person, then it's done something hasn't it?”

BeAware

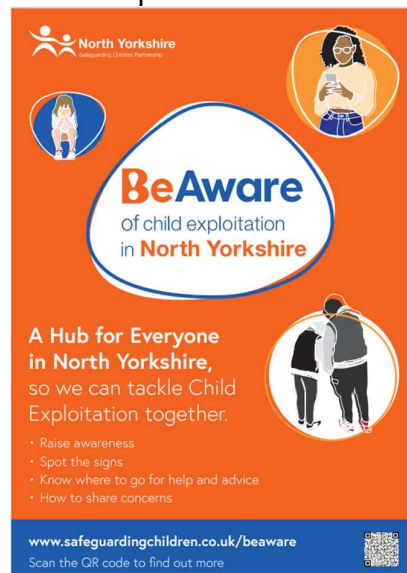
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The site is designed with information designed specifically for **parents, carers, young people, local residents** and **businesses** to raise awareness and provide a one-stop shop of information about child exploitation by highlighting:

- What child exploitation is and what it can look like.
- Highlighting the different types of child exploitation – including County Lines and online exploitation.
- How to talk to children about what child exploitation is, and things we can all do to help young people stay safe.
- What the signs are that child exploitation and grooming may be happening.
- What help and support is available in North Yorkshire if you are worried.

You can help us by

- ✓ Posting Be Aware content on your social media accounts (suggested content see below).
- ✓ Follow NYSCP ([@NYSCP1](#)) on Twitter Instagram and Facebook and share Be Aware posts on your accounts and get messages out across your networks.
- ✓ Mobilise colleagues by sharing this briefing and asking them to join you in supporting the launch of the Be Aware knowledge hub to other professionals, as well as young people, families and residents across North Yorkshire.
- ✓ Promote and share our poster:



Be Aware Poster
(2).pdf

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- ✓ Add our email our email banner to you signature to promote the website:



85964 Be Aware
Email Banner (1).jpg



Social media content:

Image	Content.
<p>Twitter:</p> 	<p>"We all need to Be Aware of child exploitation because all children are vulnerable" Parents with experiences of child exploitation are sharing their key messages with @nyscp1 to raise awareness of how we can all tackle exploitation together: www.safeguardingchildren.co.uk/beaware #beaware</p>
<p>Twitter:</p> 	<p>Over at @NYSCP1 they are proud to launch their new child exploitation knowledge hub #BeAware. Shaped by families and young people sharing vital information to help us all tackle child exploitation together. Find out more: www.safeguardingchildren.co.uk/beaware</p>

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Twitter:



No young person will ever choose to be exploited – know the signs. **Be Aware.**

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Child exploitation is a form of child abuse; it is often a hidden crime but it is happening in North Yorkshire. @nyscp1 are raising awareness so we can all tackle it together. Find out more at our new knowledge hub: www.safeguardingchildren.co.uk/beaware #beaware

Facebook:



No young person will ever choose to be exploited – know the signs. **Be Aware.**

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@Northyorkshiresafeguardingchildrenpartnership are proud to launch their new child exploitation knowledge hub: #BeAware. Shaped by families and young people; sharing important information to help us all tackle child exploitation together. Find out more: www.safeguardingchildren.co.uk/beaware

Facebook:



We all need to **Be Aware** of child exploitation because perpetrators don't want us to be

BeAware
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Did you know @northyorkshiresafeguardingchildrenpartnership have spoken to parents and carers in North Yorkshire about what key information needs to be shared to help us all tackle child exploitation together. Find out more about;

- ✓ Spotting the signs
- ✓ Speaking to your child about exploitation and keeping safe.
- ✓ -What to do if you are worried,

And much more in our new Knowledge Hub: Be Aware
www.safeguardingchildren.co.uk/beaware #beaware

Facebook



Child exploitation?
How can me and my mates be safe?

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Did you know @northyorkshiresafeguardingchildrenpartnership have spoken to young people in North Yorkshire about what the key things they wanted to know about child exploitation: Find out more about:

- ✓ What child exploitation looks like
- ✓ How you can spot the signs
- ✓ Ways to keep safe when out with mates or online
- ✓ What to do if you are worried.

And much more, in our new Knowledge Hub: Be Aware
www.safeguardingchildren.co.uk/beaware #beaware

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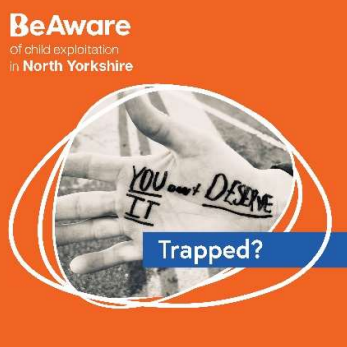
Facebook/Instagram

Be Aware. Talking about exploitation empowers us all.



Child exploitation is child abuse. Learning about the signs can help us all raise awareness and tackle it together. We're sharing the stories and experiences of exploitation in North Yorkshire on behalf of @nyscp1. Let's get talking about it! Find out more at: www.safeguardingchildren.co.uk/beaware #beaware

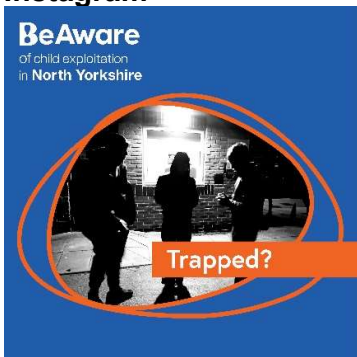
Instagram



"We all need to #BeAware of child exploitation because all children are vulnerable." Parents with experiences of child exploitation are sharing key messages to raise awareness of how we can all tackle it together – find out more from @nyscp1:

www.safeguardingchildren.co.uk/beaware

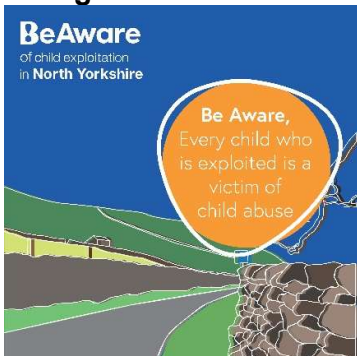
Instagram



"I thought it was a good thing to do at the time because nobody my age was making the money I was making, but at the same time like – is it really worth it? ...I was stuck" Find out more about what @nyscp1 say child exploitation can look like for young people, what the risks are and where you can turn if you need help.

www.safeguardingchildren.co.uk/beaware #beaware

Instagram



Child exploitation is happening across North Yorkshire. All children are vulnerable. Local families and young people have helped @nyscp1 create a hub of key knowledge so we can all tackle child exploitation together. find out more at:

www.safeguardingchildren.co.uk/beaware #beaware

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North Yorkshire
Safeguarding Children Partnership