

CSA Covid-19 Campaign Toolkit



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Threat Overview

1. Children spending more time online;

- There is a concern that with children are spending more time at home and online, they are more exposed to the threat of online abuse, especially if parents and carers are busy working.

2. Offenders spending more time online;

- There might be an increased threat to children from offenders who are also online in greater numbers.
- The Lucy Faithfull Foundation and the Research, Information and Communications Unit have also highlighted that this period will likely cause a greater risk of offender relapse.

3. Shortages in staff due to illness and lockdown;

- Non-statutory services which provide safeguarding and support to vulnerable children and adult survivors of childhood abuse have been affected by staff shortages and the practical challenges of providing support in the context of social distancing.
- It is likely that industry's ability to address more complex offending on their platforms will be reduced and reporting to the National Center for Missing and Exploited Children (NCMEC) will go down or be reduced in quality.



Thinkuknow CSA Campaign Overview

Thinkuknow is the educational programme by the NCA-CEOP team. The website is designed to provide children, parents and practitioners advice on how to keep children safe online and offline.

The website contains six audience-appropriate microsites designed to give advice on how to be safe on a computer, phone or tablet. The site and messaging is tailored to each group with activities, videos and games suitable for them.

#OnlineSafetyAtHome campaign was recently launched by NCA's CEOP. The hashtag will be used over the coming months when content is released from Thinkuknow specifically for families supporting children at home. This campaign provides activities for parents and carers to do with their children.

New activities will be released fortnightly and can easily be integrated into home schooling.

Activities have been specifically designed to be fun, yet educational using Thinkuknow content for each target age group. Activities will be available for families of children across all age groups (Early 4-5's, 5-7's, 8-10's, 11-14 and 14+) and delivered to families through the new processes being used by schools and those working across the Children's Workforce.

Thinkuknow homepage



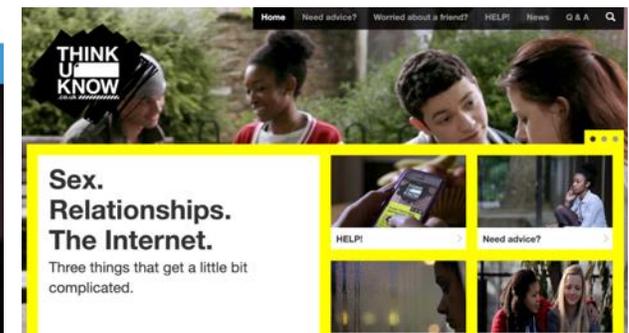
Ages 4-7 microsite



Parents/carers microsite



Ages 14+ microsite



Key Messages



- Child Sexual Abuse (CSA) remains a key priority for the NCA and law enforcement during this time.
- There is expected to be a spike in online child sex offending during the Covid-19 outbreak.
- At least 300,000 people in the UK pose a sexual threat to children, either through physical contact abuse or online.
- The NCA is redoubling its efforts to promote its online safety messages to parents, carers and teachers and has launched a new **#OnlineSafetyAtHome** campaign, which hosts informative, education products for children of all ages that can be easily incorporated into home schooling. Access resources on www.thinkuknow.co.uk
- Lucy Faithfull runs the Stop It Now! helpline which offers confidential advice to anyone concerned about their own or someone else's behaviour towards children.
- NCA and policing are committed to targeting the perpetrators of these crimes and bringing them to justice. The consequences of being caught are huge and include losing your job, your family life, being imprisoned and registered as a sex offender. Anyone who is having inappropriate thoughts about children should seek help from Stop It Now!, otherwise they should expect a visit from police officers.
- If you are concerned a crime has been committed against a child you should contact your local police.



Usable Quotes

Rob Jones, NCA Director of Threat Leadership

- “Preventing offences within CSA is always crucial and now more so than ever when there is masses of online traffic and a possible elevated threat to children. We are redoubling our efforts to promote our online safety messages to children, parents, carers and teachers and are working with partners to keep children safe.”

Chief Constable Simon Bailey, NPCC Lead for Child Protection

- “Our joint work with the NCA means we have better intelligence and are arresting more sex offenders than ever before. We will maintain a focus on those who are intent on causing harm to young people and we will strive to bring them to justice. “

Donald Findlater, Director of the Stop It Now! Helpline

- “With normal life so different for all of us, parents are more than ever at the forefront of keeping their children safe online and offline, and knowing where to get help and support is vital. Every day our confidential Stop It Now! helpline talks to parents worried about how to keep their children safe - and we talk to parents worrying about their own children's sexual behaviour.”



Social Media Resources

Download all our assets for use on your social media channels using the the link below:
spaces.hightail.com/space/0811W2YvmF
Access code: 3112



Suggested Facebook Posts

CEOP has created a series of activity packs for secondary school aged children to help them learn #OnlineSafetyAtHome. New packs will be available every fortnight.

Have you downloaded your first pack yet?

<https://www.thinkuknow.co.uk/parents/support-tools/home-activity-worksheets>

Looking for simple online safety activities to do with your child at home?

Try out CEOP's #OnlineSafetyAtHome activity packs, which can be easily incorporated into home schooling:

<https://www.thinkuknow.co.uk/parents/support-tools/home-activity-worksheets/>

Every fortnight CEOP will be sharing new #OnlineSafetyAtHome activity packs for primary and secondary age children.

Try out their fun, age-appropriate activities with your child while schools are closed:

<https://www.thinkuknow.co.uk/parents/support-tools/home-activity-worksheets/>

Technology provides both educational and social opportunities for children while they're at home, but it can also present risks.

Here are 4 simple things from CEOP that you can do to help keep your child safe online during the coronavirus pandemic:

<https://www.thinkuknow.co.uk/parents/support-tools/support-your-child-at-home>

Have you downloaded CEOP's 15-minute home activity packs for children aged 4-7? They've created simple, fun activities for early years and primary school aged children to help learn #OnlineSafetyAtHome.

Download the first activity packs:
<https://www.thinkuknow.co.uk/parents/support-tools/home-activity-worksheets/>

Download your first home activity pack from CEOP for children aged 8-10.

Each pack will contain simple 15-minute activities you can do at home with your child to help keep them safe online:

<https://www.thinkuknow.co.uk/parents/support-tools/home-activity-worksheets/#OnlineSafetyAtHome>



Suggested Twitter Posts

Are you a parent at home with your children?
@CEOPUK has launched a series of #OnlineSafetyAtHome activity packs which will help you teach your children how to stay safe online during the coronavirus pandemic:

<https://www.thinkuknow.co.uk/parents/support-tools/home-activity-worksheets/>

Have you downloaded @CEOPUK's 15-minute home activity packs for children aged 4-7?
They have created simple, fun activities for early years and primary school aged children to help them learn #OnlineSafetyAtHome. Download the first packs here:
<https://www.thinkuknow.co.uk/parents/support-tools/home-activity-worksheets/>

Are you a parent/carer looking for information on how to help keep your child safe online if their school has closed?

Read @CEOPUK's advice on things you can do to support your child's safety online during this uncertain time:
www.thinkuknow.co.uk/parents/support-tools/support-your-child-at-home

Download your first home activity pack for children aged 8-10, created by @CEOPUK.
Each pack will contain simple 15-minute activities you can do at home with your child to help them learn #OnlineSafetyAtHome :
<https://www.thinkuknow.co.uk/parents/support-tools/home-activity-worksheets/>

National Crime Agency's @CEOPUK has created a series of #OnlineSafetyAtHome activity packs to help you protect your children online.

Each pack contains simple 15-minute activities for children age 4-14+ which can be incorporated into home schooling:
<https://www.thinkuknow.co.uk/parents/support-tools/home-activity-worksheets/>

Looking for something to do with your children while they're at home?

Try out @CEOPUK's 15 minute activity packs for secondary aged children to help them learn #OnlineSafetyAtHome. Download your first pack: <https://www.thinkuknow.co.uk/parents/support-tools/home-activity-worksheets/>



Suggested Instagram Stories

Swipe up link: <https://www.thinkuknow.co.uk/parents/Support-tools/home-activity-worksheets/>



THINK UK KNOW



Online safety at home

SIMPLE 15 MINUTE ACTIVITIES TO DO WITH YOUR CHILD

Looking for simple online safety activities to do with your child while they're not at school?

Swipe up!



THINK UK KNOW



Online safety at home

SIMPLE 15 MINUTE ACTIVITIES TO DO WITH YOUR CHILD

Looking for simple online safety activities to do with your child while they're not at school?

Swipe up!

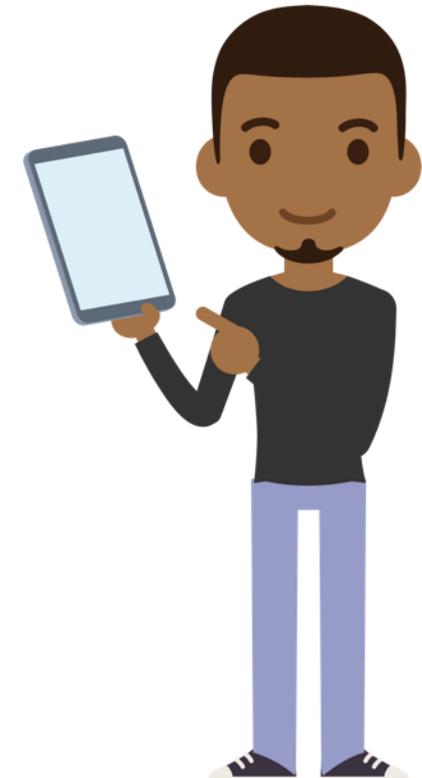


Teach children how to stay safe online



DOWNLOAD THE ACTIVITY PACKS FOR YOUR LESSON PLANS

Swipe up!



Additional Resources: Parent Info



[Parent Info](#) is a collaboration between Parent Zone and NCA-CEOP, providing support and guidance for parents and carers related to the digital world from leading experts and organisations.

Specific articles have been created for Parent Info to support families during this difficult time, including;

- Coronavirus – how to help children spot fake news
- How to look after your family’s mental health when your stuck indoors
- Quarantined: helping teenagers cope with lockdown

In addition to supporting NCA –CEOP’s #OnlineSafetyAtHome campaign and key messages, you can also promote Parent Info and its related articles. See below for some suggested posts

‘Parent Info is a valuable source of information brought to you by NCA-CEOP and the Parent Zone. Check out their articles to support your family during this lock down period – www.parentinfo.org’

‘Social distancing and self-isolation brings challenges for everyone. But teens face a particularly hard time. Read and share this Parent Info article for advice on helping teenagers cope with lockdown

<https://parentzone.org.uk/article/quaranteened-helping-teenagers-cope-lockdown>’





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For alternative formats or
additional support email
digitalcommunications@nca.gov.uk

