

**TOGETHER  
WE CAN TACKLE  
CHILD ABUSE**



Department  
for Education

### **Campaign toolkit**

Please use the campaign toolkit provided by the Department for Education to promote the message:

***‘Child abuse. If you think it, report it’***

Free to use for all, the content has been tried and tested with parent groups and experts in the sector.

This new range of digital content includes animations, animated gifs and infographics, which will:

- **Inform** people about the different types of child abuse and neglect
- **Educate** people on how to spot the signs
- **Reassure** people about the reporting process, and support them through it

**Access the materials, and guidance on how to use them, now at:**

[www.dfecildprotection-munroforster.com](http://www.dfecildprotection-munroforster.com).

### **Coming up...**

Moving into March, there will be further exciting developments, including national, paid-for media activity. This ‘national moment’ will offer an excellent opportunity to get the country talking about the campaign, including around national Child Sexual Exploitation awareness day. We would much appreciate the support of every local council in ensuring we maximise the reach of the campaign during this period. We’ll be in touch with further details in the lead up to share additional ideas on how we can ensure we reach as many people as possible.

Thank you very much again for your support.

# 'Child abuse. If you think it, report it'

## Key Messages

All children have a right to be safe and should be protected from all forms of abuse and neglect. Anything you notice can help a child at risk. We all have a role to play in protecting children and young people from child abuse and neglect.

Last year nearly 400,000 children in England were supported because someone noticed they needed help. To help protect a child or young person look out for changes in their Appearance, Behaviour and Communication (A B C).

It's up to all of us to keep children safe. Many people do not act because they're worried about being wrong. You don't have to be absolutely certain; if you're concerned a child is being abused or their safety is at risk, speak to someone.

Report it anonymously to your local council, [NSPCC](#) or the [police](#) who can provide the support a child may need.

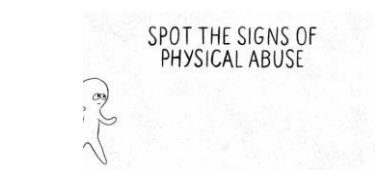
Information is gathered from many sources, and your report forms part of a bigger picture. Reporting your concerns to your local council, [NSPCC](#), or the [police](#), could provide the missing piece of information that is needed to keep a child safe.

## THE 4 TYPES OF CHILD ABUSE

Could you tell if a child were suffering abuse? See the 4 types of child abuse below:-



**Emotional abuse:** causing a child ongoing emotional harm. Could you spot a child showing signs of emotional abuse? Isolation and a lack of social skills could indicate a child at risk.



**Physical abuse:** deliberately harming a child. Could you spot a child showing signs of physical abuse? Flinches and inconsistent explanations of cuts and bruises are some of the signs to look out for.



**Sexual abuse:** any sexual activity with a child. Could you spot a child showing signs of sexual abuse? Sexual behaviour and use of sexual language are some of the signs to look out for.



**Neglect:** continually failing to meet a child's basic needs. Could you spot a child showing signs of neglect? Hunger, unresponsiveness and an unkempt appearance could all indicate a child at risk.

## VISIT THE RESOURCE PAGES

[Download](#) the core content and access short animations on the 4 types of abuse.

### TO SPOT THE SIGNS OF CHILD ABUSE LOOK FOR

Do you know your ABC? To protect children from abuse look out for changes in their Appearance, Behaviour and Communication. If you're concerned they might be at risk, tell someone. Any information could be the missing piece of information that's needed to keep a child safe.

### SPOTTING THE SIGNS OF CHILD ABUSE

To help protect a child look out for changes in their Appearance, Behaviour and Communication (A,B,C).

Keeping children safe is everyone's responsibility. Even if you're not completely sure report it to your local council, NSPCC, or the police.



To find out how visit [gov.uk/tacklechildabuse](http://gov.uk/tacklechildabuse)

TOGETHER WE CAN STOP CHILD ABUSE

Poor hygiene. Disruptive behaviour. Aggressive language. These could all be signs that a child is at risk from abuse or neglect.

Find out more about the signs to spot and what you can do if you're concerned a child may be at risk.

## VISIT THE RESOURCE PAGES

[Download](#) the core content and access 4 short animated films (approx. 40 seconds each). These animations show a range of example scenarios to highlight some common behaviours that a child at risk may present for each of the four types of child abuse and neglect. They also remind people of the key **A B C** signs to spot.

### How to report and what happens next

#### TO REPORT CHILD ABUSE

If you're worried a child might be a victim of abuse, a name, a school, an address or a location is all you need to report your concerns to your local council.  
Find out more: [gov.uk/tacklechildabuse](http://gov.uk/tacklechildabuse) #tackleabusetogether

#### WHO CAN YOU TALK TO?

If you're worried a child is being abused, you don't have to be completely sure to report your concerns. By talking anonymously to your [local council](#), the [NSPCC](#) or the [police](#), you could provide crucial information to help keep a child safe. If you think it, report it.  
Let's #tackleabusetogether [gov.uk/tacklechildabuse](http://gov.uk/tacklechildabuse)

#### WHAT HAPPENS WHEN YOU REPORT ?

If you suspect child abuse, your local council will listen to your concerns and act to support the child and their family, if needed.  
You don't have to be completely sure. If you think it, report it.

Visit [gov.uk/tacklechildabuse](http://gov.uk/tacklechildabuse) for more information.

#tackleabusetogether

## VISIT THE RESOURCE PAGES

[Download](#) the core content and access short animations on 'how to report and what happens next'.

You don't have to be completely sure. If you think it, report it.  
Let's #tackleabusetogether [gov.uk/tacklechildabuse](http://gov.uk/tacklechildabuse)