

Look closer

Exploited children and young people don't always look vulnerable and may not act like victims.

If something doesn't feel right, it might not be.



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**SAFER
NEIGHBOURHOODS**
LOCAL POLICE, LOCAL KNOWLEDGE

#LookCloser Campaign

The National roll out of the #LookCloser Campaign – County Lines Intensification week will take place between :-

14th – 18th September 2020



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Background To #LookCloser Campaign

In March 2020, The Children's Society Prevention Programme, in partnership with East Midlands Special Operations Unit and British Transport Police developed and co-ordinated '#LookCloser', a public awareness campaign.

The 5 day public engagement campaign focused on how public spaces like bus and train stations, fast food outlets, shopping centres, roadside services and hotels may be places where young victims of exploitation are visible. It is recognised that there are different members of the public and staff working in the service industry, who may see young people and be in a position to protect them. However, they may be unaware of the signs that a young person may be being exploited and need help.

The key messages from the campaign are that any young person can be a victim of exploitation and young people may not always appear 'vulnerable' or act like 'victims'. It is everyone's role to #LookCloser to identify and protect children from further harm.

The campaign was highly successful and had an estimated reach of **485,288 people**.



#LookCloser For Signs Of Exploitation Or Abuse

Is a child or young person:-

- Travelling alone, particularly in school hours, late at night or frequently?
- Looking lost or in unfamiliar surroundings?
- Anxious, frightened, angry or displaying other behaviours that make you worried about them?
- In possession of more than one phone?
- Carrying lots of cash?
- Potentially under the influence of drugs or alcohol?
- Being instructed or controlled by another individual?
- Accompanied by individuals who are older than them?
- Seen begging in a public space?

Young people who have been exploited or abused:-

- Don't always look vulnerable
- Don't always act like victims
- May not understand they are being exploited
- May have a distrust of police/adults in authority
- May appear angry or aggressive; these are common signs of trauma
- Can feel scared about what might happen to them next
- Need to feel safe and heard, so that they feel comfortable talking about what might be happening to them



Thank You For Your Time

Remember #LookCloser

For more information visit:- childrenssociety.org.uk/lookcloser

Advice for people engaged with:-

Help us protect children and young people from all forms of exploitation. **Don't wait. Report it.**

If you are concerned about a child and think it's an emergency, dial **999** or if it's not an emergency call **101**.

If you are on a train text British Transport Police on **61016**.

Otherwise contact Crimestoppers on **0800 555 111**.



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