

Organisations asked for their support for #saynotosexting campaign

Organisations working with young people or parents are being asked to support a new campaign to help young people stay safe online.

The #saynotosexting campaign starts on Tuesday 9th February (Safer Internet Day) and aims to help children and parents understand just how risky sending sexual images are, and know how to avoid it.

Recent research has shown that children as young as nine are being pressured into sending a sext, at least 40% of children have created a sexual image or video and 25% have sent an image they've received onto someone else.. Research has also revealed that most children don't understand the consequences of sexting and think that it's a normal part of a relationship.

The campaign, which is being jointly run by the county council, Office of the Police and Crime Commissioner, Staffordshire Police, Stoke on Trent City Council and the Staffordshire and Stoke Children Safeguarding Boards, is designed to help everyone understand how easily sexting can go wrong and how it can lead to bullying, humiliation, sexual exploitation or even a criminal record.

The new website at www.knowaboutcse.co.uk can help parents to understand more about sexting, and pick up some hints and tips to start a conversation about it with their child. Information for parents can be found at www.knowaboutcse.co.uk/parents

Young people can also download a free new app from the website that's full of comebacks and top tips to help them manage their online conversation and avoid sending sexts when they're pressured to do so. Information for young people can be found at www.knowaboutcse.co.uk/youngpeople

Schools across the county and city are also taking part in the campaign, and using a new video made by Staffordshire young people for young people - 'For the Whole World to See'.

The sexting campaign is part of a wider campaign to raise awareness and prevent child sexual exploitation across the county and city.

Voluntary organisations working with parents and young people of all ages are being asked to support the campaign by:

- signposting people to www.knowaboutcse.co.uk
- downloading and using the promotional copy and social media posts that can be found at the bottom of the page at <http://www.staffsscb.org.uk/Training/Learning-resources/Sexting.aspx> from Monday 8th February

Thank you for your support!

If you have any questions about the sexting or wider CSE campaign, please don't hesitate to contact clare.abbotts@staffordshire.gov.uk in Staffordshire or fay.boulton@stoke.gov.uk in Stoke-on-Trent.