

Parents urged to support their children to say no to sexting

A new campaign is calling on parents across Staffordshire and Stoke on Trent to help their children to understand the dangers of sexting.

The 'say no to sexting' campaign launches today on national 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 9 are being pressured into sending text, at least 40% of children have created a sexual image or video, 25% have sent an image onto someone else yet most children don't understand the consequences.

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 and how 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/parents can help parents to understand more about sexting, and pick up some hints and tips to start a conversation with their child about sexting and online safety.

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.

Schools across the county and city are also taking part in the campaign, and using a new say no to sexting video 'For the Whole World to See' in the classroom made especially for the campaign by young people in Burton.