

Welcome to Seen and Heard

Thank you for your interest in being part of Seen and Heard - a new training initiative to equip 750,000 healthcare workers to spot the signs of child sexual abuse and exploitation.

This pack includes resources to help you spread the word about the training with your staff, members and other healthcare workers:

- **Digital assets**
- **Suggested text for newsletters and emails**
- **Suggested social media posts with recommended digital assets**
- **Where to download or order printed leaflets and posters**
- **Suggested text for website or intranets**

If you need bespoke written features, images or presentations, you can get in touch by email to seenandheard@childrenssociety.org.uk. We would be happy to have a presence or help provide information for any conferences/events/committee meetings (national or regional), magazines/printed publications or other communications you would like to use to promote Seen and Heard.

About Seen and Heard

- **Help change children's lives by sharing Seen and Heard:** One in 20 children in the UK has been sexually abused. Many of these children and young people want to disclose their abuse, but don't feel they can. Commissioned by the Department of Health, The Children's Society has produced an e-learning package for staff in all healthcare services. The package, which includes a hard hitting film, will reach more than 750,000 healthcare professionals.
- **Sparking organisational change:** All staff working in healthcare settings should know the signs of child sexual exploitation and abuse and feel confident to step in and support a child or young person who may be at risk. The training was designed with the Department of Health as part of their Child Sex Abuse strategy to change organisational culture and practice. Healthcare workers will be able to look beyond the symptoms children and young people present with to see if there are underlying issues. By picking up incidents of abuse and exploitation sooner, pressure will be relieved on the healthcare system, and ultimately, the criminal justice system too.
- **Young people at the heart:** Children and young people were involved from the beginning in its development. We made sure the experts, children and young people themselves were at the heart of the training. We found out what it's like to be a child or young person accessing health services. The aim is to make sure professionals in health settings and beyond make children and young people who have been exploited or abused feel welcomed, at ease and able to disclose what they've been through.

Digital assets

A number of online creative materials are available to use:

- 30 seconds video trailer for use on Twitter, Facebook and LinkedIn
- 5 x graphics for use on Twitter
- 5 x graphics for use on Facebook
- 5 x video stills for use on websites and social media
- Longer video trailer that can be used to embed on company websites:
<https://youtu.be/9oGvuFgNNVI>

Files available to download from Seen and Heard store here: [Seen and Heard digital assets for partners](#).

Staff or members newsletter (suggested text)

Can you spot the signs that could change a child's life?

1 in 20 children in the UK has been sexually abused. Many of these young people wanted to disclose their abuse at the time - but didn't feel like they could. Sadly, too often the signs that children and young people are being sexually abused or exploited are being missed because healthcare professionals don't know what to look for.

To combat this problem the Department of Health and leading national charity The Children's Society have developed an engaging and interactive eLearning course. This is designed to enable all healthcare workers to spot the signs of child sexual abuse and exploitation, and help them create an environment where young people are more likely to disclose.

The hour long course features a powerful drama about a young boy called Tyler, and will help healthcare workers be more aware of what to look for when they come into contact with a child or young person. Applying the learnings from the course means you will be able to help create a widespread change in the way children and young people experience health settings.

Taking the course is easy, just visit www.seenandheard.org.uk. Once you've completed the eLearning module, you can also sign up to become a Seen and Heard champion and spread the word about the course to others.

We are proud to be rolling out the training and ask that you make time to take the course. Just one hour of your time can change a child's entire life for the better.

To more information or to take the course, visit www.seenandheard.org.uk.

Social media posts with recommended graphics (suggested)

- Learn how you can help tackle child sexual abuse with #SeenandHeard www.seenandheard.org.uk [with graphic 1]
- Too many are affected by sexual exploitation. Let's #TackleAbuseTogether with #SeenandHeard www.seenandheard.org.uk [with graphic 2]
- We all have a role to protect children from sexual abuse. You can help them be #SeenandHeard www.seenandheard.org.uk [with graphic 3]
- Proud to support new #SeenandHeard training to help spot signs of sexual abuse and exploitation www.seenandheard.org.uk [with graphic 4]
- Proud to be asking staff to take #SeenandHeard training to help spot signs of sexual abuse www.seenandheard.org.uk [with graphic 4]
- Proud to be asking members to take #SeenandHeard training to help spot signs of sexual abuse www.seenandheard.org.uk [with graphic 4]
- Could you spot the signs of child sexual exploitation? It could save a child's life. Learn how with #SeenandHeard www.seenandheard.org.uk [graphic 5]

Files available to download from Seen and Heard store here: [Seen and Heard digital assets for partners.](#)

Printed materials

We know that some staff or members will rarely access digital technology. If using leaflets or posters is going to be more effective to communicate with any healthcare workers you can download and print them from Seen and Heard store here: [Seen and Heard printed material.](#) You can also get in touch with us as at seenandheard@childrenssociety.org.uk to discuss what will work best for you.

Starter material for your website (suggested)

Can you spot the signs that could change a child's life?

Sadly, too often the signs that children and young people are being sexually abused or exploited are being missed because healthcare professionals don't know what to look for.

That's why the Department of Health and leading national charity The Children's Society have worked together to develop a new, interactive eLearning course designed to help healthcare staff spot the signs of child sexual abuse and exploitation.

We are proud to be promoting the training and asking people to make time to take the course.

One hour of your time could make a vital difference to a child's whole life.

The online course was developed with children and young people and based on their experiences. The one hour course features powerful drama about a young boy called Tyler,

and will give you the skills to know what to look for when you come into contact with a child or young person.

For more information or to take the course, visit www.seenandheard.org.uk.

Intranet text (suggested)

Can you spot the signs that could change a child's life?

Sadly, too often the signs that children and young people are being sexually abused or exploited are being missed because health and care professionals don't know what to look for.

That's why the Department of Health and leading national charity The Children's Society have worked together to develop a new, interactive eLearning course designed to help you spot the signs of child abuse and child sexual exploitation.

We are proud to be rolling-out the training and ask that you make time to take the course.

One hour of your time could make a vital difference to a child's whole life.

The online course was developed with young people and based on their experiences. The one hour course features powerful drama about a young boy called Tyler, and will give you the skills to know what to look for when you come into contact with a child.

Once you've taken the course, you can also become a Seen and Heard Champion, encouraging and enabling others to learn the skills that can help children who are being abused and exploited.

To more information or to take the course, visit www.seenandheard.org.uk.

Stay in touch, work with us and tell us what you think

We are very keen to hear back from organisations and individuals with testimonials or examples of how the training is being used. Please get in touch at seenandheard@childrenssociety.org.uk with your feedback.

Over the course of the initiative, we will work with you on what considering what works best for you organisation and will stay in touch with future Seen and Heard events and opportunities.

Thank you.

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