



EXPLOITATION **AWARENESS** **CAMPAIGN**

June 2025

Stakeholder pack

**BE
AWARE
IT'S OUT
THERE**

Exploitation
is happening
in Norfolk

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ABOUT.

A partnership communications and engagement campaign covering all forms of exploitation relating to children, young people and adults.

To respond to this ever-changing and complex threat to our communities, the campaign is designed to evolve and adapt to provide key audiences with sufficient knowledge and awareness of the different forms of exploitation to enable them to proactively protect themselves and others who may be at risk of exploitation.

CONTACT US.

If you have any questions around this pack or the campaign, get in touch with Suzannah Armstrong Cobb at the Norfolk Community Safety Partnership at:

Suzannah.ARMSTRONG-COBB@norfolk.police.uk
or NCSP@norfolk.police.uk

CAMPAIGN OVERVIEW.

— EXPLOITATION IS HAPPENING IN NORFOLK.

Campaign launch date: June 2025.

Subject matter: Exploitation.

Target audience: All residents, Norfolk-wide.

Aims:

- Raise awareness of the signs and types of exploitation.
- Encourage people to report or seek support if they suspect someone is being exploited.
- Encourage people who are being exploited to reach out for support.
- Raise awareness of the work of partner agencies to address exploitation.

Call to action:

We have designed a bespoke exploitation website to provide a single call to action for the campaign: www.knowthesigns.info

The website contains information, support signposting and reporting tools.

GET INVOLVED.

We want this campaign to have an **impact** on the people of Norfolk, and we need **your help** to do that.

More and more people are becoming victims of exploitation, but **we can't reach everyone alone**. With your organisation's support, this campaign can be used to **spread these important messages** - you could help an **elderly person from being scammed**, or a **child being a victim of county lines exploitation**.

As previously mentioned, this campaign is intended to be evergreen, and will be best used in conjunction with **relevant awareness days, current affairs, or events in your communities**. For example, ASB awareness week, knife crime awareness week or safeguarding adults week.

We would appreciate your support by:

- Posting our wording and materials organically on your social media platforms.
- Sharing directly from our social media platforms.
- Using our materials for your internal and external communications.
- Displaying leaflets and posters in your organisational settings.
- Suggesting areas where the campaign would be most effective.
- Requesting bespoke assets for your organisation or location.
- Using and sharing the Know The Signs website.
- Suggesting resources for the website.

ASSETS.

Social media templates

We have created a '**starter pack**' of assets for use on **social media platforms** that we will continue to add to. We can provide you with **bespoke assets** to fit in with **your own requirements** should you need them.

Event banners

These can be borrowed for events.

Posters and leaflets

We have created some initial assets for use in your organisational settings. **If you would like to order some or a bespoke poster or leaflet for your organisation, please contact us.**

Short films

We commissioned the **Media Learning Company at Norwich City College** to produce **four shorts films** about child exploitation. These will have accompanying lesson plans and assets.

Campaign assets and logos

These can be accessed via our **Google Drive**:

> [Know The Signs assets](#)

NARRATIVE.

With this being a **partnership campaign**, we want to ensure we are **telling the same story**. With any campaign, **consistency is key** in order for people to **recognise** a campaign, but also to **digest, understand** and **act** on it.

KEY MESSAGES

- › Exploitation can happen to anyone, anywhere.
- › Know the signs of exploitation – for yourself and others.
- › Share your concerns no matter how big or small.
- › You don't need to name it. If it doesn't feel right, get help and support.
- › Safeguarding others from exploitation is everyone's business.
- › Exploitation is never consensual, even though it may appear to be.
- › Exploited people are victims not criminals.

STRAPLINES:

When producing copy to accompany our materials, feel free to use our various straplines, such as:

**BE
AWARE
IT'S OUT
THERE**

**Exploitation
is happening
in Norfolk**

**KNOW.
THE.
SIGNS.**

Further examples will be shown in the following **'Themes'** section.

THEMES.

Exploitation is a **complex area of crime**, and there's no one way of representing it. With this in mind, once the initial launch and embedding phase is completed using our **'hero' images and messaging**, we will provide a **variety of themed assets** that will allow the campaign to be used flexibly alongside relevant awareness days, current affairs, or events and priorities for your organisations.

MAIN THEME:

Our main theme of exploitation is intended to be the 'umbrella' theme, in that they are applicable to the wider conversation around exploitation, but specific in their goals: **education and awareness**.

The **purpose** of our main theme is to provide our residents with the **awareness to recognise** some of the common signs that someone may be getting **exploited**, whether they are a **loved one** or a **stranger**, and to educate people that **anyone** can be exploited, in **any setting or place**, and at **any time**.



THEMES.

SPECIFIC THEMES:

Our specific themes are intended to allow for the opportunity to be more **precise** with the **types of exploitation** that take place in Norfolk.

This provides the campaign with the **flexibility** to be **increasingly relevant** to current affairs, events or awareness days on **county lines**, **sexual exploitation**, **serious violence**, **fraud**, **modern slavery**, **human trafficking**, **cuckooing**, **grooming** and **radicalisation**.



OTHER RESOURCES.

SHORT FILMS

The Media Learning Company at Norwich City College were commissioned to **focus on the children and young people branch of the campaign** and developed **four films** with accompanying assets to complement the campaign.

Draw my Life

Three videos from different perspectives for the same storyline - **Emily, Jakob and Rebecca.**

The Maze

A visual journey through the push and pull factors for exploitation. A teenager is exploited into joining a county lines gang and enters a maze. He experiences violent and drug related issues and the types of people who are involved.

The Maze has already won two awards - **a Flourish Award and a Royal Television Society Award!**

- These can be accessed via [our YouTube channel](#)
- They are also available under the resources for education providers on the [Know The Signs website](#)

YOUTUBE CHANNEL

VOICES IN FOCUS

We have set up a YouTube channel called **Norfolk Connected**, which will feature **podcasts and interviews** from **practitioners and people with lived experience.**

We would love to feature as many '**voices**' as possible (**which can be run through AI if anonymity is an issue**) so would welcome any **suggestions or volunteers** to continue to add to this resource. Contact Suzannah at NCSP@norfolk.police.uk



QUESTIONS.

If you have any questions around the campaign, or if you have problems with the assets, contact Suzannah Armstrong Cobb:

@ Suzannah.ARMSTRONG-COBB@norfolk.police.uk or NCSP@norfolk.police.uk

Or you can contact:

@ Joshua.BROWN@norfolk.police.uk

@ Susan.STARLING@norfolk.police.uk

@ PCCComms@norfolk.police.uk