



**NSPCC**

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**

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TALK

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AND STAY SAFE

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**NSPCC**

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# First Aid

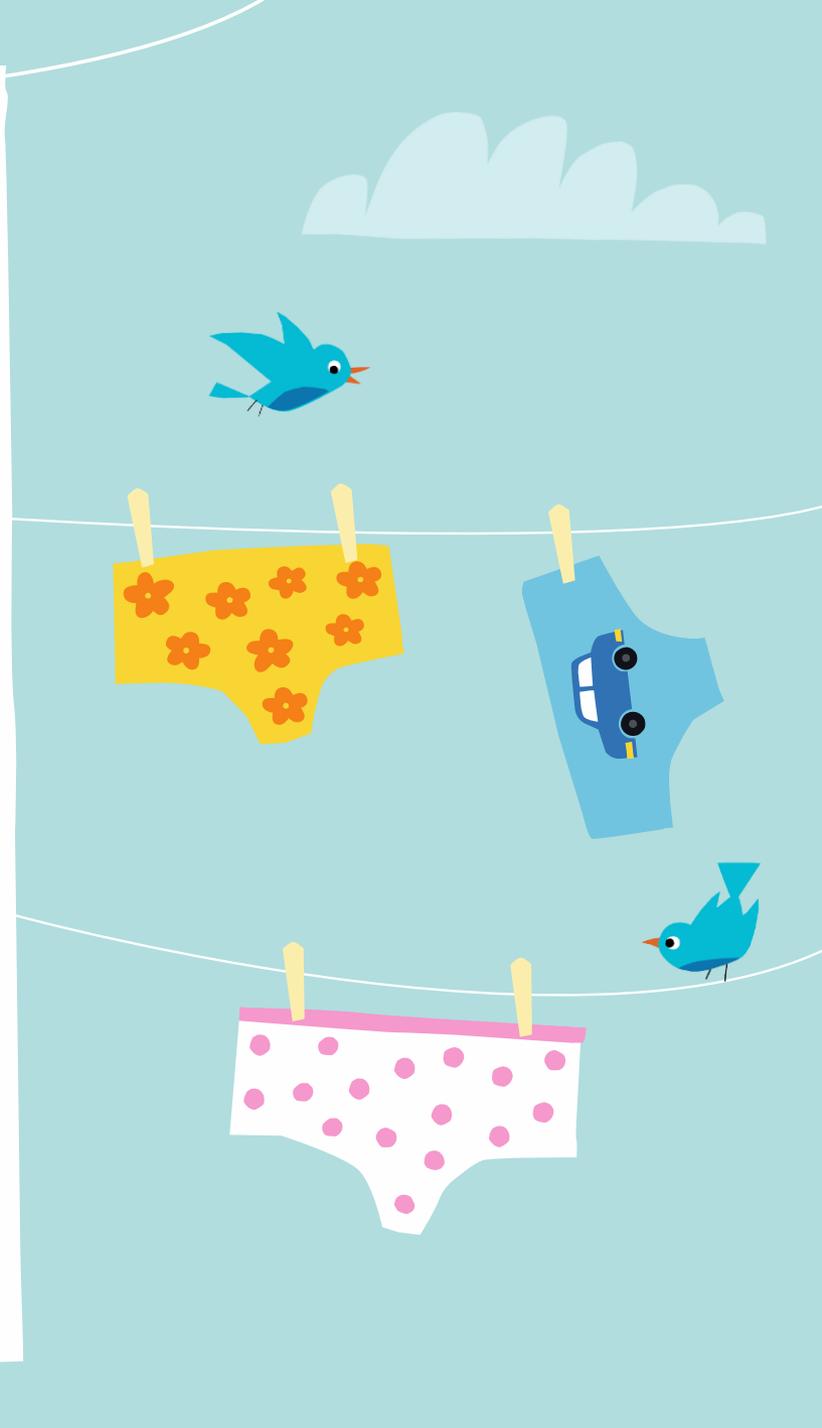
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Emotional health  
warning - Self-care



# Talk PANTS

- UK wide campaign that aims to help protect children aged 4 – 8 years from sexual abuse
- To support parents, carers and relevant professionals to use the PANTS resources in conversations with children so that these adults can try to help keep children safe from sexual abuse.
- To provide messages directly to children so that they know that they can always talk to someone about anything that is worrying them.
- Encourages adults and children to report any concerns



# The Underwear Rule



# Where the campaign came from

- **Winter 2012/2013**
- Jimmy Savile scandal – one of the most prolific sex offenders in UK history
- Alongside this a string of high-profile cases of sexual abuse



- 63% of the public said the recent media coverage had made them think more about sexual abuse
- Sexual abuse consistently tops list of public concerns relating to children

**We wanted to run a campaign responding to the increased concerns of parents and carers**

# Why this campaign?

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Parents, carers and professionals can play an important role in keeping children safe from sexual abuse by talking to them.

1 IN 3

CHILDREN SEXUALLY  
ABUSED BY AN  
ADULT, DID NOT TELL  
ANYONE ELSE AT  
THE TIME\*

# Stranger danger

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“Don’t go off with strangers”

“Scream, shout and run away”

“Always ask before you do something”

90%

OF SEXUALLY  
ABUSED CHILDREN  
WERE ABUSED BY  
SOMEONE THEY  
KNEW\*

# You might be thinking.....

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Can they understand?  
How old should they be?  
How do I avoid scaring them?

She's too young ....

What to say?  
How?  
When?

What if I get it wrong?

# Supporting parents to have conversations

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**P** RIVATES  
ARE PRIVATE



**A** LWAYS REMEMBER YOUR  
BODY BELONGS TO YOU

**N** O MEANS NO

**T** ALK ABOUT SECRETS  
THAT UPSET YOU

**S** PEAK UP, SOMEONE  
CAN HELP



# Parents' feedback



# Talking PANTS

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## Privates are private



Be clear with your child that parts of their body covered by underwear are private.

Explain to your child that no one should ask to see or touch their private parts or ask them to look or touch anyone else's.

Sometimes doctors, nurses or family members might have to. Explain that this is OK, but that those people should always explain why, and ask your child if it's OK first.

# Talking PANTS

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**Always remember your body belongs to you**



Let your child know their body belongs to them, and no one else

No one has the right to make them do anything that makes them feel uncomfortable. And if anyone tries, tell your child they have the right to say no.

Remind your child that they can always talk to you about anything which worries or upsets them.

# Talking PANTS

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## No means no



Make sure your child understands that they have the right to say “no” to unwanted touch – even to a family member or someone they know or love.

This shows that they’re in control over their body and their feelings should be respected.

If a child feels confident to say not to their own family, they are more likely to say not to others.

# Talking PANTS

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## Talk about secrets that upset you



Explain the differences between ‘good’ and ‘bad’ secrets. Phrases like “it’s our little secret” are an abuser’s way of making a child feel worried, or scared to tell someone what is happening to them.

Good secrets can be things like surprise parties or presents for other people.

Bad secrets make you feel sad, worried or frightened.

Your child needs to feel able to speak up about secrets that worry them and confident that saying something won't get them into trouble.

Telling a secret will never hurt or worry anybody in your family or someone you know and love.

# Talking PANTS

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## Speak up, someone can help



Tell your child that if they ever feel sad, anxious or frightened they should talk to an adult they trust.

This doesn't have to be a family member. It can also be a teacher or a friend's parent – or even Childline.

Remind them that whatever the problem, it's not their fault and they will never get into trouble for speaking up.

# What we've achieved so far

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- **Over 1.5 million parents have had at least one conversation with their children about PANTS**
- **More than 8 million people have viewed our Pantosaurus film**
- **Our annual campaigns have a reach of over 10 million**
- **Following our Summer 2020 campaign, our pre and post campaign research showed us that:**
  - There are signs of longer-term attitudinal change; in particular, increasing agreement over time that child sexual abuse in the UK can be prevented, one of our wider marketing objectives.
  - Three in five parents of 4 to 8s now recall Talk PANTS, and a third have had the conversation.



# PANTS resources

- Guides for parents and children with learning disabilities
- Guidance for foster carers
- Early years guidance
- SEND Love.life resources .... Currently working on Makaton ..
- Packs for primary schools to deliver 'Underwear rule' sessions.

\*The guides include conversations starters, talking tips, how to handle tricky questions and where to go to for more support.

**Parent guides are also available in:**

- |                     |                    |
|---------------------|--------------------|
| • <b>Russian</b>    | • <b>Chinese</b>   |
| • <b>Lithuanian</b> | • <b>Tetum</b>     |
| • <b>Latvian</b>    | • <b>Bulgarian</b> |
| • <b>Welsh</b>      | • <b>Romanian</b>  |
| • <b>Polish</b>     | • <b>Irish</b>     |
| • <b>Portuguese</b> | • <b>Arabic</b>    |
| • <b>Urdu</b>       | • <b>Punjabi</b>   |
| • <b>Bengali</b>    | • <b>Gujarati</b>  |



All available to download at <https://www.nspcc.org.uk/preventing-abuse/keeping-children-safe/underwear-rule/>

# The schools resource

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The resource recognises that schools play an important part in teaching children to keep themselves safe from all kinds of abuse.

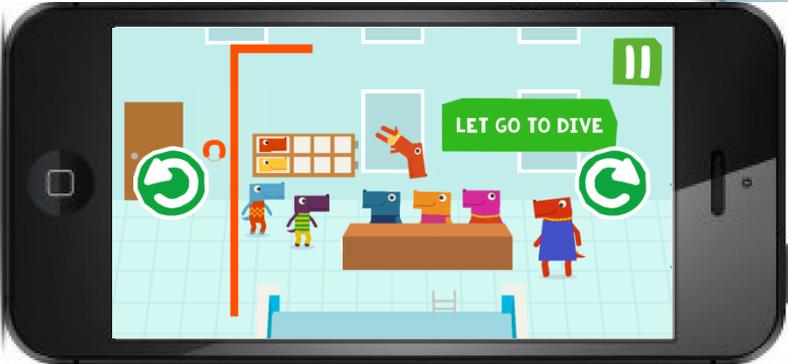
The resource includes:

- Easy to use lesson plan appropriate for early years and key stage 1
- Clear guidance regarding the curriculum links in each of the UK nations
- Teaching resource guidance
- Pupil activity resources
- PANTS slide presentation
- Parents' letter template



**All free to download from [nspcc.org.uk](https://www.nspcc.org.uk)**

# Pantosaurus!



# The Underwear Rule Pantosaurus



# Pantosaurus Video

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**NSPCC**

**presents**



**PANTOSAURUS**

# Campaign Timeline for 2022



# Campaign Timeline

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**End February / Early March 2022** – Campaign Launch for Professionals (Virtual)

**March – June 2022** Familiarisation Workshops for Haringey Partners

**May/June 2022- Autumn 2022** Community facing activities

**September-December 2022** Additional Workshops/ Activities as required

**December 2022- March 2023-** Campaign Evaluation and Final Reporting

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Any questions or if you are interested in a workshop in your setting , please email :

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[anna.holland@nspcc.org.uk](mailto:anna.holland@nspcc.org.uk)



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**Thank You!**

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