



NSPCC

EVERY CHILDHOOD IS WORTH FIGHTING FOR

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TALK

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IT

S

AND STAY SAFE

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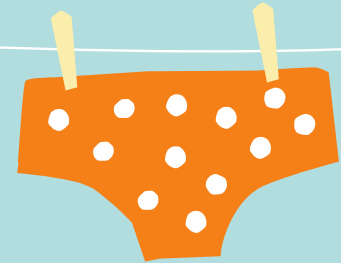
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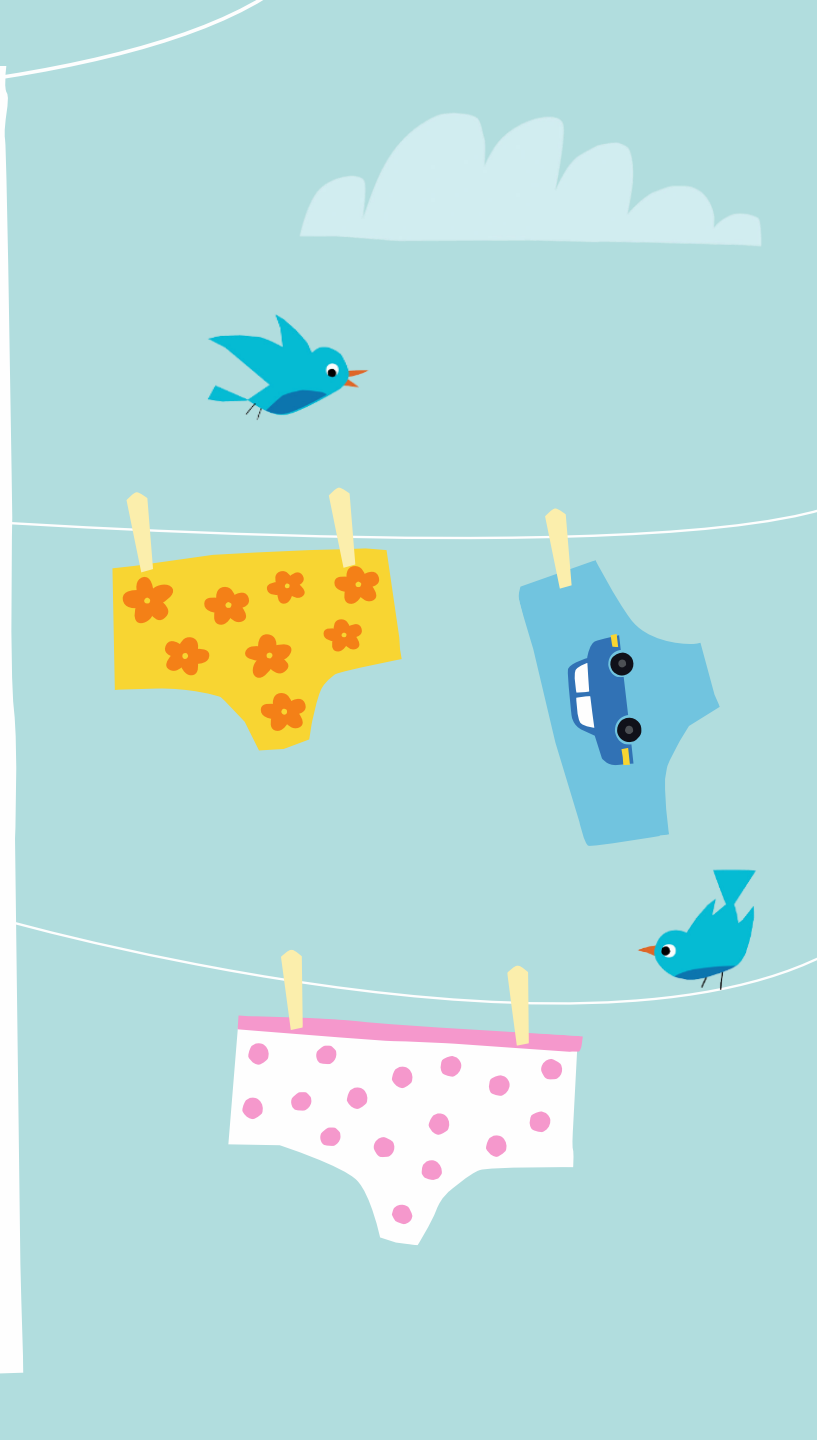
First Aid

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?

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

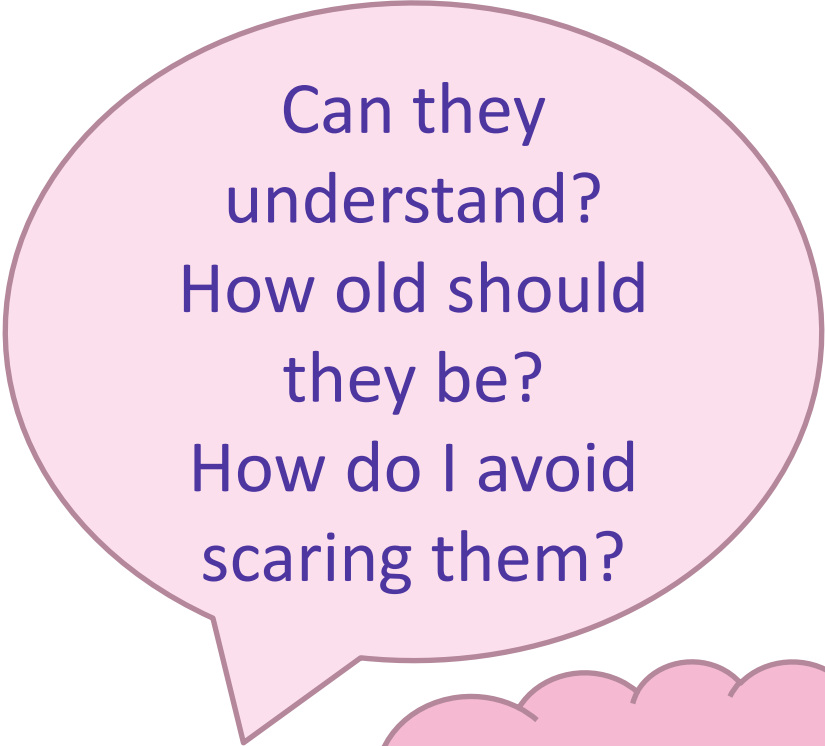
“Don’t go off with strangers”

“Scream, shout and run away”

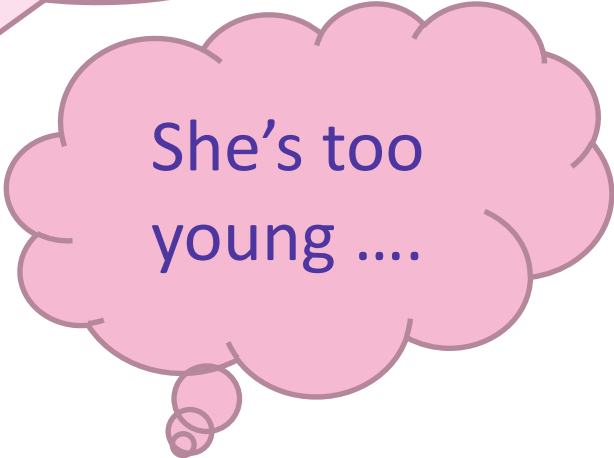
“Always ask before you do something”

90%
OF SEXUALLY
ABUSED CHILDREN
WERE ABUSED BY
SOMEONE THEY
KNEW *

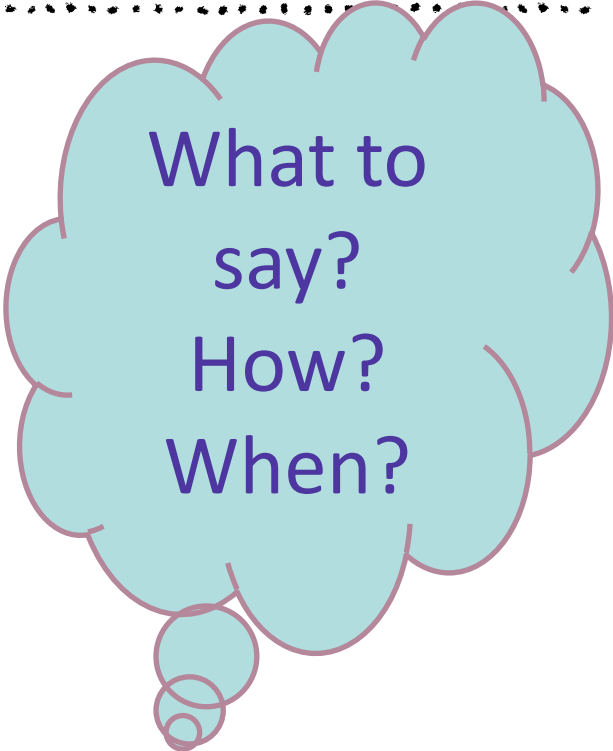
You might be thinking.....



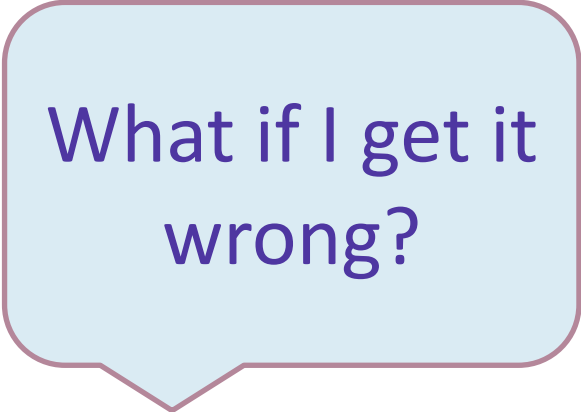
Can they
understand?
How old should
they be?
How do I avoid
scaring them?



She's too
young



What to
say?
How?
When?



What if I get it
wrong?

Supporting parents to have conversations



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

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

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

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

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

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

- **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:

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



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

The schools resource

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

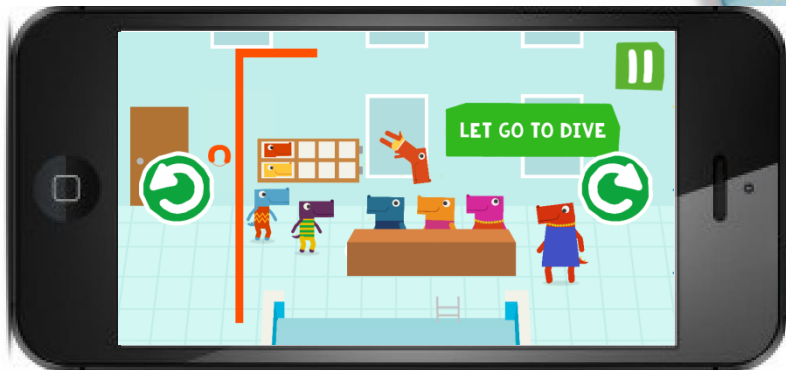
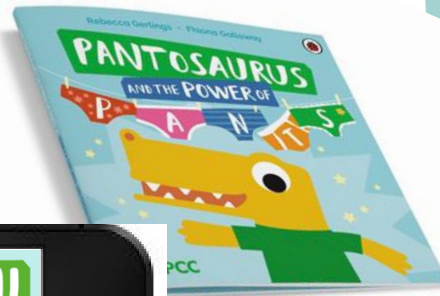
The resource includes:

- 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

Pantosaurus!



The Underwear Rule Pantosaurus



Pantosaurus Video

NSPCC

presents



PANTOSAURUS

Campaign Timeline for 2022



Campaign Timeline

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

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

Anna Holland

anna.holland@nspcc.org.uk



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Thank You!

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