

Together, we can tackle child abuse

Key messages

Purpose

This document gives an overview of the most important messages that run across all aspects of the campaign to ensure the campaign is consistent.

Key messages

Below are a set of overarching campaign core messages. Please use these consistently and across as many communications channels as possible. Using these messages will ensure we collectively improve awareness of the campaign and encourage more reporting from the general public.

- Together, we can tackle child abuse.
- All children have a right to be safe and should be protected from all forms of abuse and neglect.
- Anything you notice can help a child at risk. We all have a role to play in protecting children and young people from child abuse and neglect.
- Last year nearly 400,000 children in England were supported because someone noticed they needed help.
- To help protect a child or young person look out for changes in their Appearance, Behaviour and Communication (A B C).
- It's up to all of us to keep children safe. Many people do not act because they're worried about being wrong. You don't have to be absolutely certain; if you're concerned a child is being abused or their safety is at risk, speak to someone.
- Report it anonymously to your local council, NSPCC or the police who can provide the support a child may need.
- Information is gathered from many sources, and your report forms part of a bigger picture. Reporting your concerns to your local council, NSPCC, or the police, could provide the missing piece of information that is needed to keep a child safe.
- Child abuse. If you think it, report it. To find out how visit [gov.uk/tacklechildabuse](https://www.gov.uk/tacklechildabuse).