

# The NSPCC Underwear Rule Campaign

*Encouraging and enabling parents to talk with children to help keep them safe*

Jon Brown –  
Head of Strategy, Sexual Abuse

# About the NSPCC

- The National Society for the Prevention of Cruelty to Children (NSPCC) is the UK's leading charity specialising in child protection and the prevention of cruelty to children.
- The NSPCC aims to end cruelty to children by seeking to influence legislation, policy, practice, attitudes and behaviours for the benefit of children and young people. This is achieved through a combination of service provision, lobbying, campaigning and public education. Our services include the NSPCC Helpline, for adults worried about a child, and ChildLine, the UK's free, confidential helpline for children and young people.

# Background to the campaign

- 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 and carers can play an important role in keeping their children safe from sexual abuse by talking to them.
- Parents have an important role in facilitating disclosures.

1 IN 3

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

# Research with parents

Parents speak about “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\*

# How would you talk about keeping safe from sexual abuse with your child?

HMMM.

UMM.

WELL THE  
THING IS...

# The idea of having the conversation...

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



Adult issues and words don't belong in a child's world

What to say?  
How?  
When?

Unsure  
Not equipped

Uncomfortable  
Scared  
Nervous  
Worried  
Dirty  
Sick

What if I get it wrong?

She's far too young



# Aim of the campaign



- The NSPCC wanted to encourage parents and carers to speak to their children about keeping safe from sexual abuse.
- We want to give them the confidence to have these conversations by making them as simple and as “non-scary” as possible.
- Primary audience = parents and carers of children aged 5-11





# Supporting parents to have conversations

- The Underwear Rule: Teaches children that their body belongs to them, they have a right to say no and that they should always tell an adult if they're upset or worried.
- The NSPCC is a partner of the Council of Europe's 1 in 5 campaign which promotes the Underwear Rule across Europe



COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

**one in five**  
**un sur cinq**



**NSPCC** 

**Cruelty to children must stop. FULL STOP.**

# Building on the Council of Europe's work

- Used the Council of Europe's guidance and developed a new visual style appropriate for the campaign
- Developed "Talk PANTS" as a way to explain and remember the elements of the Underwear Rule in a simple way
- Produced new guidance materials to help parents/carers have conversations with their children



# The campaign

- We aimed to achieve a mass reach of parents/carers of 5-11 year olds:
  - National radio campaign
  - Online “Private Parts” video
  - Digital advertising
  - Partnership with Netmums
  - Dissemination of campaign via the media, social media, staff, partners and other organisations
  - First campaign blast ran between 8<sup>th</sup> July and 16<sup>th</sup> August

# Some highlights...



# Reach of the campaign

- 38% of parents of 5 to 11 year olds heard/saw the campaign rising to 46% of mothers.



# Underwear Rule advice page

- Over **260,000** unique views
- Consistently the most viewed webpage on [nspcc.org.uk](http://nspcc.org.uk) during campaign

The screenshot shows the NSPCC website's 'The Underwear Rule' page. The NSPCC logo is at the top left, with the tagline 'Cruelty to children must stop. FULL STOP.' Below it is a navigation menu with links for Home, What we do, Get involved, Help and advice, News and views, and Donate. A search bar is in the top right. The main content area is titled 'The Underwear Rule' and features a sub-header 'Talk PANTS and help keep your child safe from abuse'. It includes a cartoon illustration of a pair of green underwear with yellow stars and the text 'TALK PANTS AND YOU'VE GOT IT COVERED!'. The page is organized into several sections: 'Worried about a child?' with links for parents, community, schools, and professionals; 'Guide for parents' with a download link; 'Child-friendly guide' with a download link; 'Talking tips' with a link; 'Your questions answered' with a link; and 'Are you a child?' with a link to ChildLine. A small illustration of a pair of green underwear with yellow stars is also shown at the bottom of the main content area.

**NSPCC**  
Cruelty to children must stop. FULL STOP.

Home | What we do | Get involved | **Help and advice** | News and views | Donate

Worried about a child?  
For parents  
Keeping your child safe  
Talking about sex  
Positive parenting tips  
Guides for parents  
For the community  
For schools  
For organisations and professionals  
Information leaflets  
Directory  
Frequently asked questions

## The Underwear Rule

### Talk PANTS and help keep your child safe from abuse

The Underwear Rule is a simple way that parents can help keep children safe from abuse.

We know talking with your child about private parts can seem difficult, but you can have simple conversations about [keeping safe](#) without using scary words or mentioning sex.

We've developed [PANTS](#) as an easy way to teach children that their body belongs to them and to talk to a trusted adult if they ever feel scared or upset.

We've also created [a child-friendly guide](#) and [other useful advice](#) that can make talking to your child easier.

### Learn the Underwear Rule and you've got it covered

PANTS is an easy way for you to explain to your child the key elements of the Underwear Rule.

## P

### privates are private

Be clear with your child that parts of their body covered by underwear are private. No one should ask your child to touch or look at parts of their body covered by underwear.

If anyone tries to touch their private parts, tell your

### Guide for parents

Our PANTS guide for parents can help you explain each of the elements of the Underwear Rule with your child.

> [Download our guide](#)

### Child-friendly guide

You can use the child-friendly version of our PANTS guide when explaining the Underwear Rule to your child.

> [Download our child-friendly guide](#)

### Talking tips

Our advice on how find the right words and right moments that can make talking to your child easier.

> [Read our talking tips](#)

### Your questions answered

We have answered some of the questions you may have about teaching your child the Underwear Rule.

> [Read questions and answers](#)

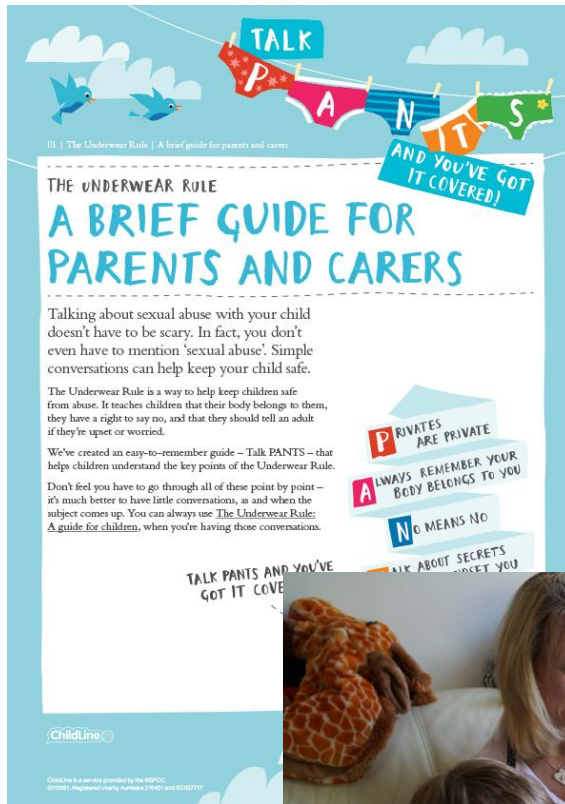
### Are you a child?

Do you need to talk? Call

**ChildLine**  
0800 1111



# Advice for parents and carers



- Nearly 40,000 downloads of the online guides on [nspcc.org.uk](http://nspcc.org.uk) and Netmums
- 90,000 hard copies for parents distributed via GP surgeries
- Great coverage in design trade press for making a daunting topic light-hearted and accessible
- The Studio won silver for the Inhouse Design Team award at this year's Fresh Creative Awards for their work on the campaign.



*“Clearly an incredible and inventive inhouse team capable of initiating and delivering great creative”.*

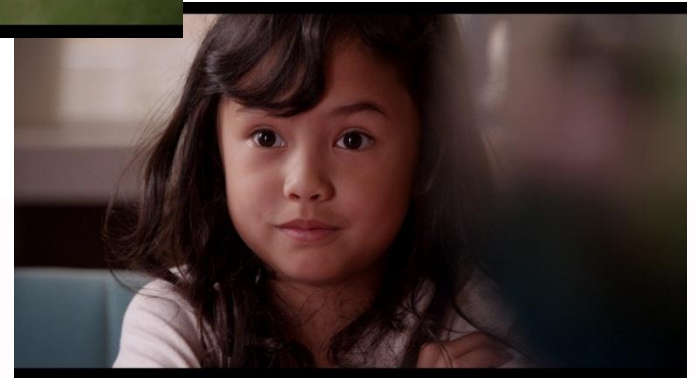
# “Private Parts”



Over 2.3 million views



Media guardian: “*This is a first-class piece of work that simultaneously tackles an important issue and raises awareness of an extremely worthwhile charity.*”



<http://www.youtube.com/watch?v=72Sh-wjmdzw>



# Impact



# Impact



- **Changing parents' attitudes and behaviours**

*Comparing parents' perspectives from before the campaign to those of parent's who had definitely seen or heard the campaign:*

- 94% of parents that recalled the campaign felt it was their responsibility to talk to their children, compared to 85% pre-campaign.
- The proportion of parents who felt quite/very confident about talking to their child about keeping safe from sexual abuse rose from 68% to 81%
- The proportion of parents who agreed/strongly agreed that they knew what to say to their children to keep them safe from sexual abuse rose from 74% to 90%
- **The proportion of parents who have ever spoken to their child about keeping safe from sexual abuse, rose from 46% to 64%**



# Challenges

- 46% of parents overall (5-11 yr olds) have still not spoken to their children.
- Significant difference between parents' confidence and the numbers actually speaking to their children.
- Top reasons for not speaking to their children:
  - Child is too young
  - Need hadn't occurred to them.
- Further scope to increase parents' knowledge and confidence – only 21% of parents strongly agree that they know what to say to keep their children safe. 23% feel very confident about speaking to their child.



# January campaign push

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- 4 week mass communication campaign launches 13<sup>th</sup> Jan
- Aim = reach new parents and embed conversations about keeping safe from sexual abuse as part of normal keeping safe conversations
- UK-wide radio and digital campaign
- Utilising channels including media (news and consumer), corporate partnerships, celebrities, social media, stakeholder partners
- New content = new radio ad and parent experience videos

# Future development

- Potential for future campaign pushes but Underwear Rule will be embedded in organisation's activity
- Exploring development of campaign to different/harder to reach audiences:
  - In schools/educational settings
  - People with disabilities – learning difficulties, deaf community, autistic spectrum
  - Foster carers
  - BME groups
  - Parents of younger children



Thank you  
jon.brown@nspcc.org.uk  
twitter: @jonbrown46