

**Conference
Preventing sexual abuse of children
Madrid, 10-11 December 2013**

**The NSPCC Underwear Rule Campaign – Encouraging and enabling parents
to talk with children to help keep them safe**

**Mr Jon Brown, National Society for the Prevention
of Cruelty to Children (United Kingdom)**

Summary

The NSPCC Underwear Rule Campaign – Encouraging and enabling parents to talk with children to help keep them safe

Jon Brown's presentation outlines how the National Society for the Prevention of Cruelty to Children (NSPCC) in the UK encouraged parents and carers to have conversations about keeping safe from abuse with their children. The NSPCC partnered with the Council of Europe's One in Five campaign to raise awareness of the Underwear Rule as a useful tool to give parents and carers the confidence to have these conversations.

The presentation outlines how the NSPCC communicated the campaign to a mass audience, the outcomes and plans to develop the campaign in the future.

Useful links:

www.nspcc.org.uk

NSPCC Underwear Rule campaign weblink: http://www.nspcc.org.uk/help-and-advice/for-parents/keeping-your-child-safe/the-underwear-rule/the-underwear-rule_wda97016.html

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