



POLICE
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Keeping people safe

POILEAS ALBA

Information for Adult Survivors of Childhood Abuse
Animation Film – Marketing Toolkit

Introduction

This is the marketing toolkit for Police Scotland's animation film '**Information for Adult Survivors of Childhood Abuse**' which will be released on Monday 28 October 2019.

We would like your support to help promote the film by sharing it with your audiences and, if an organisation or support service, using it as part of your own information resources. The toolkit contains the following:

- Information about the film
- Key messages
- Accessing the film
- Supporting information
- Sample social media posts

The Film

The film is an original animation entitled 'Information for Adult Survivors of Childhood Abuse' (running time approx. 8 mins, 19 secs, subtitled version available).

The film focusses on two fictitious characters, both of whom are survivors of childhood abuse, who with the help of a narrator take the viewer on an educational journey from understanding what child abuse is to providing information on the reporting process and support available. Key information includes:

- What is child abuse?
- Why should I make a report to police?
- How can I report my abuse to police?
- What happens after I make a report to police?
- Who decides if the case will go to court?
- What happens if I have to go to court?
- What support is available?



Audience

The content of this film is aimed at providing supportive information for adult survivors of childhood abuse but the advice can also be considered relevant in circumstances of current child abuse.

Key Messages

- Police Scotland understands that not every person may feel ready or able to speak about the abuse they have experienced in childhood, however we are here to listen to you and let you know about relevant support services when you feel ready.
- Whether the abuse you experienced was physical, emotional, sexual, or if you were neglected, Police Scotland will explain the investigative process, making sure you understand your options and keeping you updated during the investigation.
- Police Scotland is fully committed to thoroughly investigating child abuse no matter where or when this happened or who was involved. The priorities for any investigation will include identifying the perpetrator or perpetrators, establishing if they still have access to children and, if so, whether they pose a risk to any child.



Accessing the film

The film is available to share on social media by using the following links from the Police Scotland YouTube channel:

Subtitled version (primary) - <https://youtu.be/Uc72M0O0qJ4>

Non-subtitled version (secondary) - https://youtu.be/i_s8FOskLfU

If you require a copy of the film for organisational use please contact CorpCommunicationsStrategyInsights@scotland.pnn.police.uk

Supporting Information

An accompanying leaflet containing all information featured in the film is available to download from the Police Scotland website at <https://www.scotland.police.uk/keep-safe/child-protection/adult-survivors-of-childhood-abuse/>

Scroll to the bottom of the page and click on the 'Information for Adult Survivors of Childhood Abuse (PDF)' link in the **Related Documents** section.

The screenshot shows the Police Scotland website page for 'Adult Survivors of Childhood Abuse'. The page features a blue header with the Police Scotland logo and navigation tabs: Home, Your Community, What's Happening, Keep Safe, Recruitment, and Ac. Below the header, the breadcrumb trail reads: Home / Keep Safe / Child Protection / Adult Survivors of Childhood Abuse. The main heading is 'Adult Survivors of Childhood Abuse'. A left-hand navigation menu includes sections for 'Keep Safe', 'Child Protection', 'Adult Survivors of Childhood Abuse', 'Scottish Child Abuse Inquiry', 'Support services', and 'Report Crime'. The 'Report Crime' section lists options: Report Hate Crime, Domestic Abuse, Anti-Terrorism UK Hotline, Report Fraud, and Report Cybercrime. The main content area is titled 'Information for Adult Survivors of Childhood Abuse' and contains the following text:

Child abuse is any action by another person – as a child and is a criminal offence.

A child is anyone under the age of 16 years and age of 18 years. Abusers can be any person of a walks of life. Children may be abused within a family those known to them or by a stranger. Abusers v child that the child is at fault for the abuse and fr force or encourage a child's silence. It is import are not to blame for the abuse they experience

Why should I make a report to Police?

Police Scotland understands that not every perso speak about the abuse they have experienced in to listen to you and let you know about relevant s ready.

Whether the abuse you experienced was physical, emotional, sexual or if you were neglected, Police Scotland will explain the investigative process, making sure you understand your options and keeping you updated during the investigation.

Police Scotland is fully committed to thoroughly investigating child abuse no matter where or when this happened or who was involved. Our priorities during such investigations are to ensure your welfare and wellbeing, identify persons who may pose a risk to children and to protect any person who may be at risk of harm.

Your report will enable Police to assess the current risk posed by the abuser and ensure that no further persons are at risk. Your report may also lead to your abuser being brought to justice.

The content of this leaflet is aimed at providing supportive information for adult survivors of childhood abuse. However, the advice provided can also be considered relevant in circumstances of current child abuse.

On the right side of the page, there is a preview of a leaflet titled 'What support is available?' which lists various support services:

- Breathing Space:** Offers a confidential phone line for anyone who feels low, anxious or depressed in Scotland. To access this service, call Prephone **0800 838887**. (6pm-2am Monday to Thursday & 6pm Friday- 6am Monday).
- Samaritans:** Offers a safe place for you to talk any time you like, in your own way – about whatever is affecting you. Samaritans can be contacted on Prephone **116 123** 24 hours a day, 365 days a year.
- Local GP:** General Practitioners are the gateway to all local health and social care services and consideration should be given to seeking a consultation in respect of any mental or physical health concerns.
- Scottish Government:** This website contains links to survivor support services, via NHS Inform and ALISS, as well as links to more immediate support: www.gov.scot/Topics/Health/Support-Social-re/Support/Survivors-Sexual-Abuse
- Future Pathways:** Offers help and support to people who were used or neglected as children while they were living in care in Scotland. Future Pathways work to help survivors access personal and support and can be contacted via Prephone **0800 164** or email registration@future-pathways.co.uk For further nation, please go to www.future-pathways.co.uk
- Crisis Scotland:** If you have experienced any form of sexual abuse then you can contact the Rape Crisis Scotland Helpline on **08 010302** (open 6pm-midnight daily) or via support@scotland.org.uk. Support can also be obtained via local Rape Crisis Services. If you report a crime of this nature to Police Scotland, you can ask to be referred to Rape Crisis Scotland. For further info please go to www.rapecrisisscotland.org.uk
- Victim Support Scotland (VSS):** Provides support and information to those who have been affected by crime or who have to attend court. For support, call the helpline on **0345 603 9213** which is open 24 hours a day. Alternatively, if you report being a victim of a crime to Police Scotland, you can ask to be referred to Victim Support Scotland. For further information please visit www.victimsupportscotland.org.uk

At the bottom of the page, there is a 'Related Documents' section with a link to 'Information for Adult Survivors of Childhood Abuse (PDF)'. A note states: 'PDF files on this page require a PDF reader, such as the free [Adobe Acrobat Reader](#) (download).'

Social Media

Messages supporting the release of the animation will be posted across Police Scotland's corporate social media channels. We encourage you to retweet and share our content with your own audiences from –

Twitter: @PoliceScotland

Facebook www.facebook.com/PoliceScotland

We'll be using the hashtag #SupportedAndInformed

We have also provided some sample social media posts which you can use to accompany the film link <https://youtu.be/Uc72M000qJ4> on your own channels and tailor to suit your audiences.

Facebook

1. Today, Police Scotland has launched a new film 'Information for Adult Survivors of Childhood Abuse', which takes us through the journey of reporting to police, the subsequent criminal justice process and focuses on key areas covering some frequently asked questions. It also provides advice on survivor support services.

Police Scotland will always investigate reports of child abuse no matter where or when it happened or who was involved. The priorities for any investigation will include identifying the perpetrator or perpetrators, establishing if they still have access to children and, if so, whether they pose a risk to any child.

For more information to help adult survivors of childhood abuse, watch the full video

#SupportedAndInformed

2. Police Scotland has launched a new film aimed at adult survivors of childhood abuse and people working with survivors.

Whether the abuse you experienced was physical, emotional, sexual, or if you were neglected, this film will provide further information including; how you can report abuse to police, what happens after you make a report to police, what happens if it goes to court and what support is available.

#SupportedAndInformed

Twitter

1. (Tweet 1)

.@PoliceScotland's new film 'Information for Adult Survivors of Childhood Abuse' takes us through the journey of reporting to police, the subsequent criminal justice process & covers some key FAQs. It also provides advice on survivor support services.

#SupportedAndInformed

(Tweet 2)

.@PoliceScotland always investigate reports of child abuse no matter where or when it happened or who was involved.

#SupportedAndInformed

(Tweet 3)

Their priorities for any investigation will include identifying the perpetrator or perpetrators, establishing if they still have access to children and, if so, whether they pose a risk to any child.

#SupportedAndInformed

2. (Tweet 1)

.@PoliceScotland has released a new film aimed at adult survivors of childhood abuse and people working with survivors.

#SupportedAndInformed

(Tweet 2)

Whether the abuse you experienced was physical, emotional, sexual, or if you were neglected, this film will provide further info including; how you can report abuse to police, what happens after you make a report, what happens if it goes to court & what support is available.