

STOP THE TRAFFIK
PEOPLE SHOULDN'T BE BOUGHT & SOLD



UNDERSTANDING CHILD EXPLOITATION: Perception and Knowledge Gaps between Children, Caregivers and Support Providers

There is evidence that children do not consider exploitation in the same terms as their caregivers or support providers. STOP THE TRAFFIK aims to capture and highlight this grey area and how covert recruitment into exploitation can be.

THE NEED

Children in the UK are at risk of exploitation. Statistics from the National Referral Mechanism (NRM) show that **the number of child victims identified in the UK increased by 45% between 2018 and 2019**. Covid-19 exacerbated this issue, with increased financial hardship, thousands of children out of school and youth homelessness on the rise. **We want to address this.**

"It's important for children to know how to recognise the many forms exploitation can take – to prevent it from happening in the first place."

**- Rebekah Lisgarten,
Director of Operations,
STOP THE TRAFFIK**

THE PROJECT

The project will unfold in **three phases**.

1. SOCIAL MEDIA CAMPAIGN

STOP THE TRAFFIK campaigns follow a **tried and tested model** of using social media to target selected audiences with hyper-local, relevant content. We start by identifying our target group, then connecting with local and national partners to **build upon our knowledge** of the exploitation type and act as on the ground support providers once the campaign is live. Once this has been established, the campaign launches via social media. Following the campaign, we **assess our impact**, including changes in knowledge and behaviour leading to prevention trafficking, and share our learning.

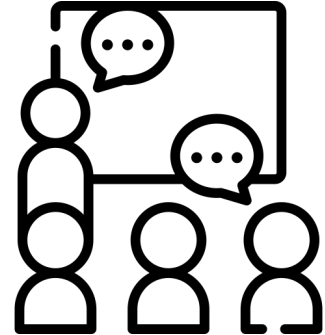
The research that forms the basis of this project requires interviews and surveys with multiple stakeholders, including law enforcement, local authorities, health practitioners, caregivers, NGOs, community groups, legal practitioners, journalists, education professionals and Children and Safeguarding leads.

This campaign will target caregivers with better awareness of what child exploitation indicators can look like, while capturing via survey their perceptions or knowledge of **(i) child trafficking and exploitation, (ii) what recruitment looks like, (iii) victims, and (iv) perpetrators**. It will also signpost to the specialist organisations that can offer guidance.



2. TRAINING

STOP THE TRAFFIK is part of the Oasis group, which runs academies across the UK. Thousands of children attend these schools, and our unique connection to this network means we are **well placed to offer staff training** on the risks and indicators of child exploitation.



3. REPORT

Post-campaign, STOP THE TRAFFIK will **write a collaborative research report to highlight project findings**. We hope this report will address perception and knowledge gaps between children, caregivers and support providers on (i) child trafficking and exploitation, (ii) what recruitment looks like, (iii) victims, and (iv) perpetrators. It will ultimately **function as a resource** designed to be distributed among relevant stakeholders and, if applicable, incorporated into the decision-making process that aims to prevent child exploitation in the UK.



PROJECT TIMELINE

