



Child Sexual Exploitation Campaign 2016 - Evaluation Report May 2020

Background

In response to a Public Petitions Committee Enquiry¹ and in the wake of the Rotherham enquiry², the Cabinet Secretary for Education presented Scotland's National Action plan³ to tackle Child Sexual Exploitation (CSE).

"We have made protecting Scotland's children a priority for the Government – while acknowledging that it is a priority and a responsibility for all in society as well. Alongside all of the other steps being taken, we will be working with others to raise public awareness of child sexual exploitation and ensure that people in communities across Scotland are aware of the signs of risk and how to act upon them."

Cabinet Secretary for Education addressing the Scottish Parliament, November 2014

Based on this, a marketing campaign was developed to increase awareness and understanding of what Child Sexual Exploitation is and provide support for those at risk or concerned.

Specifically it aimed to:

- Inform parents about the warning signs of CSE and the appropriate course of action if they're concerned about a child
- Increase awareness amongst young people aged 11 to 17 of what constitutes CSE (what it can look like) and where they can go for advice and support.

While the full scale and scope of CSE in Scotland was unknown, experts believed that patterns were unlikely to differ substantially from England and therefore UK wide statistics were helpful in putting the scale of CSE into some context prior to the campaign:

- 1 in 9 young adults had experienced sexual abuse during childhood⁴
- 35% of all recorded sexual crimes in England and Wales in 2012/13 (53,540 overall) were child sexual exploitation of under 16s⁵.

This document provides a written summary of the evaluation of the marketing targeted at parents, which formed the mainstream advertising activity.

¹ <https://www.parliament.scot/parliamentarybusiness/CurrentCommittees/60242.aspx>

Following consideration of public petition [PE1393](#) by Barnardo's Scotland on tackling child sexual exploitation in Scotland, the Committee agreed to hold an inquiry.

² <https://www.rotherham.gov.uk/downloads/download/31/independent-inquiry-into-child-sexual-exploitation-in-rotherham-1997--2013>

³ <https://www.gov.scot/publications/scotlands-national-action-plan-to-tackle-child-sexual-exploitation/>

⁴ NSPCC, 2011

⁵ The National Working Group for Sexually Exploited Children and Young People NWG

Aims

Broad aims were set for the campaign including:

- **Awareness:** To generate good levels of awareness of the campaign
- **Motivation:** To generate motivation⁶ to take action among those who have seen or heard the campaign
- **Knowledge:** To increase the proportion who have heard of the term Child Sexual Exploitation and think they know what it is
- **Action:** To generate claimed action in response to the campaign.

Campaign development and delivery

Research was used to inform the development of the campaign and ensure it was built on evidence. Insight gathering, in the form of stakeholder interviews, focus groups and an online survey, was carried out before testing of a number of creative routes.

INSIGHT GATHERING: 15 in-depth interviews with stakeholders, including representatives from NSPCC and Police Scotland; 2 focus groups with male and female parents from different socio-economic backgrounds and an online YouGov survey with a total sample of 501 parents of children aged 11 – 17 living in Scotland.

CREATIVE TESTING: 7 focus groups with parents of children aged 14-17 and concerned citizens across Edinburgh, Glasgow, Dundee and Inverurie, reflecting the target audience in terms of gender, ethnicity and household income.

The initial stages generated a number of key insights including:

- While awareness of CSE is high, there is confusion around the definition and what constitutes CSE.
- Limited knowledge of what forms CSE might take has led to various misconceptions and beliefs, for example:
 - CSE is likely to take the form of older men grooming children online, trafficking young girls for prostitution or organised sexual abuse gangs e.g. Rotherham, rather than anything else
 - Parents often believe that vulnerable children such as those in care or from dysfunctional or deprived families are more likely to be victims (although the reality is that sexual exploitation can happen to any young person – regardless of their background, age, gender, race or sexuality).
- There was also a limited understanding and awareness of the nature of online grooming and the connections between online and offline abuse. For example, parents initially did not consider sexting/ coercing to share images to be CSE, particularly when between 'same age' teens.

⁶ This is a measure developed and used by research agency Kantar TNS (and used for many Scottish Government campaigns) to assess the extent to which the target audience is involved in, and likely to respond to, in some relevant way, a campaign. It is devised from six constituent questions.

Based on this, the campaign was developed to:

- Cover grooming and developing relationships online as well as sending sexually explicit photographs
- Communicate that boys can be victims of CSE as well as girls
- Alert parents to the dangers of CSE for their own children.

The campaign's lead message was to highlight to parents that CSE affects more children in more ways than they realise, in order to motivate them to find out more and be aware of the risks.

Three potential creative routes were developed and tested, and the 'Bunny' was shown to have most potential to deliver on the campaign objectives. This route had a strong impact and was memorable and engaging. It felt relevant and importantly it provoked emotional reactions amongst the target audience and it was felt that this would prompt conversations at home.

Campaign Execution

The final route included a TV advert, outdoor ads (telephone kiosks) and digital activity.

The TV advert, which carried the main weight of the campaign spend, can be viewed [here](#).



Child sexual exploitation is happening to girls and boys across Scotland. It can start online and takes many forms.

Outdoor media (below), featured two 'boy' executions and one 'girl' execution to address the fact that CSE is incorrectly seen as only affecting girls, and to counterbalance the TV ad which described a girl being groomed.



The campaign was supported by a [website](#). The website provides advice and support for young people and parents as well as information on spotting the signs of CSE and the forms it can take.

The media plan is shown below:

Medium	Details	Jan-16		Feb-16			
		25th	1st	8th	15th	22nd	29th
TV	40"	28th Jan - 14th Feb					
Out of Home	Posters on 'phone boxes						
Digital	Social Media	28th Jan -21st Feb					

PR also supported the campaign delivery. The campaign was launched on 26 January 2016 at ParentLine in Edinburgh by former Cabinet Secretary for Education and Lifelong Learning, Angela Constance and senior members of Barnardos and Police Scotland. The launch was covered extensively across various news sources including BBC Scotland, The Times and the Daily Record.

With 76 pieces of coverage in total, the campaign's key messages featured widely across the media coverage

- 88% carried the message that CSE is happening to boys and girls across Scotland
- 84% mentioned that CSE takes many forms and can happen on and offline
- 62% mentioned that CSE can happen on a 1-to-1 basis as well as in an organised group
- 62% of coverage included a ministerial quote
- 57% mentioned that help and advice is available at csethesigns.scot



While the above media channels engaged parents, partnership marketing, with a total of 135 partners, engaged young people aged 11-17 years. Posters, leaflets and

table talkers, centred around healthy relationships, as well as a stakeholder toolkit were created for partner organisations. Partner organisations sharing posts on their social media accounts was particularly key to reaching the younger audience.



Website

During the campaign period, csethesigns.scot had 16,798 sessions, totalling 33,482 page views, with an average time on site of 1 minute 10 seconds.

Evaluation

An independent research agency was used to carry out a pre and post campaign evaluation of the activity with parents. Interviews were conducted by Kantar TNS using online research with samples recruited from online access panels both before (7-23 January 2016) and after (15-28 February 2016) the campaign.

Questions were asked of parents of children aged 11-17 years across Scotland (61% with a child aged 11-14 years; 52% with a child aged 15-17 years). 400 people in the target audience were interviewed pre campaign and 380 post campaign. Campaign performance against its objectives is shown below:

Awareness: Generate awareness of the campaign	59% awareness after prompting
Motivation⁷: Generate motivation among those who have seen/ heard the campaign	78% motivation score among campaign recognisers
Knowledge: Increase the proportion who have heard of the term Child Sexual Exploitation and think they know what it is	85% of respondents had knowledge of CSE at the pre wave increasing to 92% at the post

⁷ This is a measure developed and used by research agency Kantar TNS (and used for many Scottish Government campaigns) to assess the extent to which the target audience is involved in, and likely to respond to, in some relevant way, a campaign. It is devised from six constituent questions.

Action: Generate claimed action in response to the campaign (among those who saw it)	81% claimed action in response to the campaign including 55% of parents who said that they talked to children/ family/friends after seeing the campaign
---	---

Other results to highlight include the following:

- Awareness generally of advertising or publicity on the topic increased pre to post, from 10% to 29% naming a campaign channel as the source of this.
- Confirming that the campaign is cutting through other activity, 53% of those who said they had seen or heard activity on the topic described something potentially related to the campaign, with 30% describing the bunny creative.
- Campaign recognition was driven by TV, with 54% saying they had seen the TV ad, followed by 18% for the Facebook ads and 9% for the 'phone box ads.
- There was widespread take-out of the key campaign messages, with 26% referencing raising awareness of the topic/the risks, 30% saying that it can happen to any child/ your child/ in Scotland, 23% talking about online risks and 12% that people aren't always who they say they are.
- At 81%, an extremely high level of those who had seen the campaign claimed to have taken action, including:
 - 41% who said they talked to their children
 - 26% who talked to other family members/friends
 - 27% who said they had made more effort to be better informed about CSE
 - 14% who had visited a website to find out more.
- Levels on the above measure were even higher among those who had seen more than one of the campaign media (96% any action) – illustrating clearly the benefits of multi-media recognition if it can be achieved.
- There was also evidence that the campaign helped to:
 - Improve knowledge of CSE as shown under the objectives above
 - Improve knowledge of the signs: although levels were high anyway, some increased and after the campaign they were more top-of mind for the target audience (with correct signs named more quickly)
 - Bring about a significant increase in the proportion of parents agreeing that they know where to go to find out more about it (from 39% to 49%)
 - Increase strong disagreement (from 50% to 59%) that it only affects children in care or those who have a difficult family background.
 - Increase agreement that it is happening in communities in Scotland (from 56% to 66%).

Conclusions

- The campaign met its main aims of increasing awareness as well as increasing understanding and knowledge of CSE among the target audience.
- The creative made a strong impact, cutting through more general 'noise' around children and abuse.
- The campaign achieved good recognition, and while TV drove this, it was supported well by Facebook.
- The various strands of PR helped generate ample media interest and coverage.
- Strong support from stakeholders and partners meant that the stakeholder toolkit to deliver communications to young people themselves was well utilised.