

NOT IN OUR COMMUNITY

6 Month Update: April - September 2020



**NOT IN OUR
COMMUNITY**
PROTECTING OUR FRIENDS AGAINST
GROOMING & EXPLOITATION

Know the signs -
Real stories - Get help



What is NIOC?

How it works



01

- Intelligence
- Co-production



02

- Educational Resources
- Help & Info



03

- Young people
- Family

“Not In Our Community is about education and helping young people protect themselves and friends against grooming that can lead to sexual and criminal exploitation, but it is also about awareness and communication; helping communities to understand the issues so they recognise and report exploitation if they see it, or even suspect it.”

In April 2020, my office brought the Not In Our Community brand under increased oversight and we are proud to present this report that details our achievements since that time and I hope also gives a flavour of our ambition for the future...”



Keith Hunter, PCC for Humberside

Campaign Impact: April-September 2020

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10,170
WEBSITE
PAGEVIEWS



16,739 AVERAGE MONTHLY ENGAGEMENTS WITH SOCIAL MEDIA CONTENT BY YOUNG PEOPLE IN HUMBERSIDE

AN AVERAGE OF 12,919 YOUNG PEOPLE IN THE HUMBER AREA REACHED EACH MONTH ON INSTAGRAM.



CAMPAIGN FILM HIGHLIGHTED IN REGIONAL MEDIA



167K
YOUTUBE
VIDEO VIEWS



9860
YOUTUBE
SUBSCRIBERS



"I was groomed online and I told someone and the guy was arrested" Anon, Instagram Story Comment, 2020

"It has shown me that sexual exploitation isn't always clear to see at first" Anon, Instagram Story Comment, 2020

4112
UNIQUE
WEBSITE
VISITS



6392
FACEBOOK
PAGE
FOLLOWERS



11,500
HOURS
WATCHED ON
YOUTUBE

SOCIAL MEDIA POSTS REACH A MONTHLY AVERAGE OF 47,952 YOUNG PEOPLE IN HUMBERSIDE

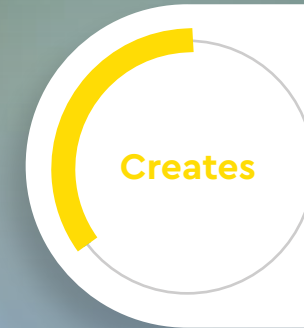


"One of my friends became quite moody and reclusive. As it turned out she had a lot of older men on her phone asking her about drugs, nudes and other stuff. I wouldn't have reported it without seeing your campaign as I would have thought she just added them herself for attention."

Anon, Instagram Story Comment, 2020

Campaign Activities

Becky's Story



During April, Not In Our Community wrote, produced and released a 6-part online series, Becky's Story, showing how young people may become victims of online grooming during the COVID-19 lockdown.



The film included questions at the end of each part in video format for Facebook and YouTube.



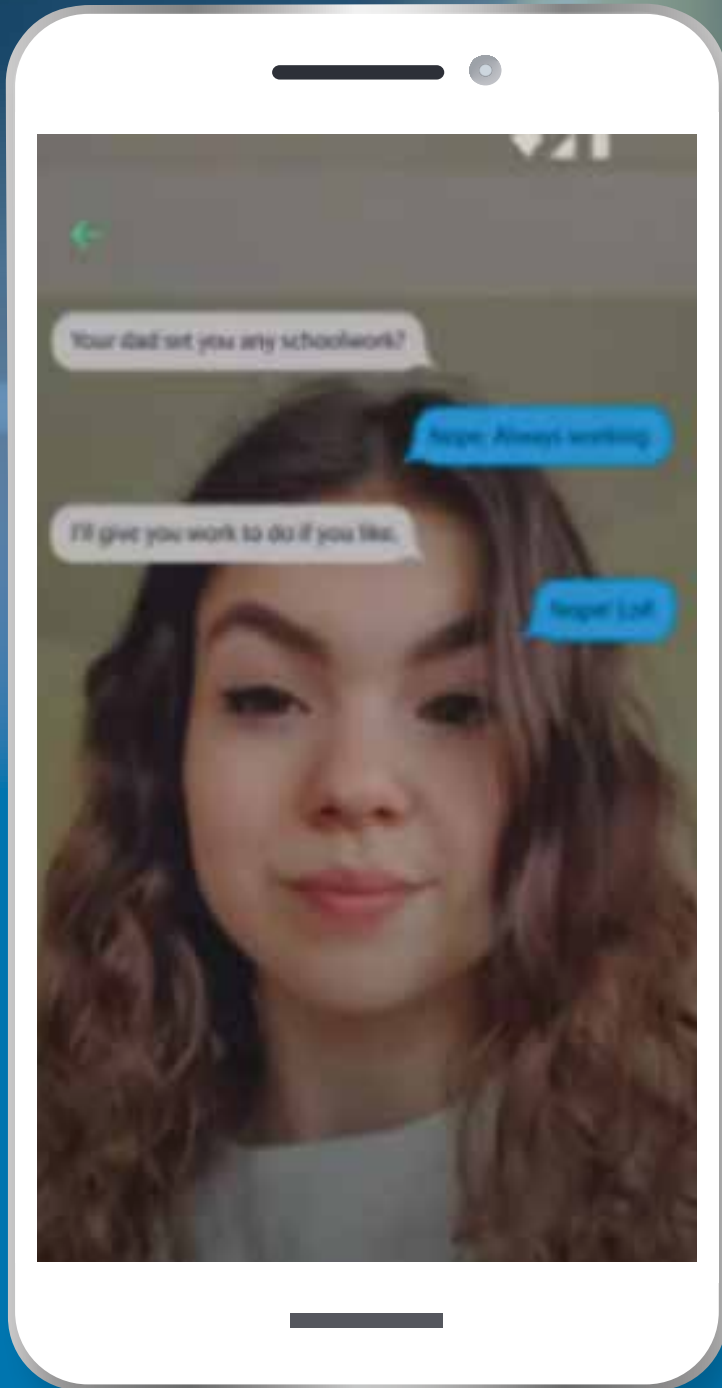
Becky's Story was produced as an Instagram Story with quiz questions.



The series is shown on YouTube as one film, total viewing time 5:42, and as with all NIOC resources, it is available on the website.



Becky's Story was later featured in a Hull Live article raising awareness of the risks of online grooming.



“

“I am reaching out to all parents”

“From the absent routine of going to school, structured learning and support from teachers, to accessing healthy school meals and seeing their friends – all are being felt by children across the country. Those who have access will also be spending an increased time on mobile phones, devices and gaming portals.”

“This increased online activity comes with an increased risk for young people. To mitigate this I am reaching out to all parents to alert them to these dangers and highlight the unique package of home education support available to them.”

Keith Hunter, PCC for Humberside

Connect

Campaign Activities

Home Learning Website Resource

The coronavirus lockdown left thousands of students in the Humber area without the security of their school and facing new digital risks.

Within two weeks:



A new Home Learning section was produced for the website with short films and supporting lesson plans for young people to complete at home.



An overview for parents, explaining the resources available, was developed to support the OPCC communications to partners and was shared with the NIOC stakeholder list.

If you would like to be added to this list, please contact
Laura.Hodgson@humberside.pnn.police.uk






Connect

Campaign Activities

Website Refresh

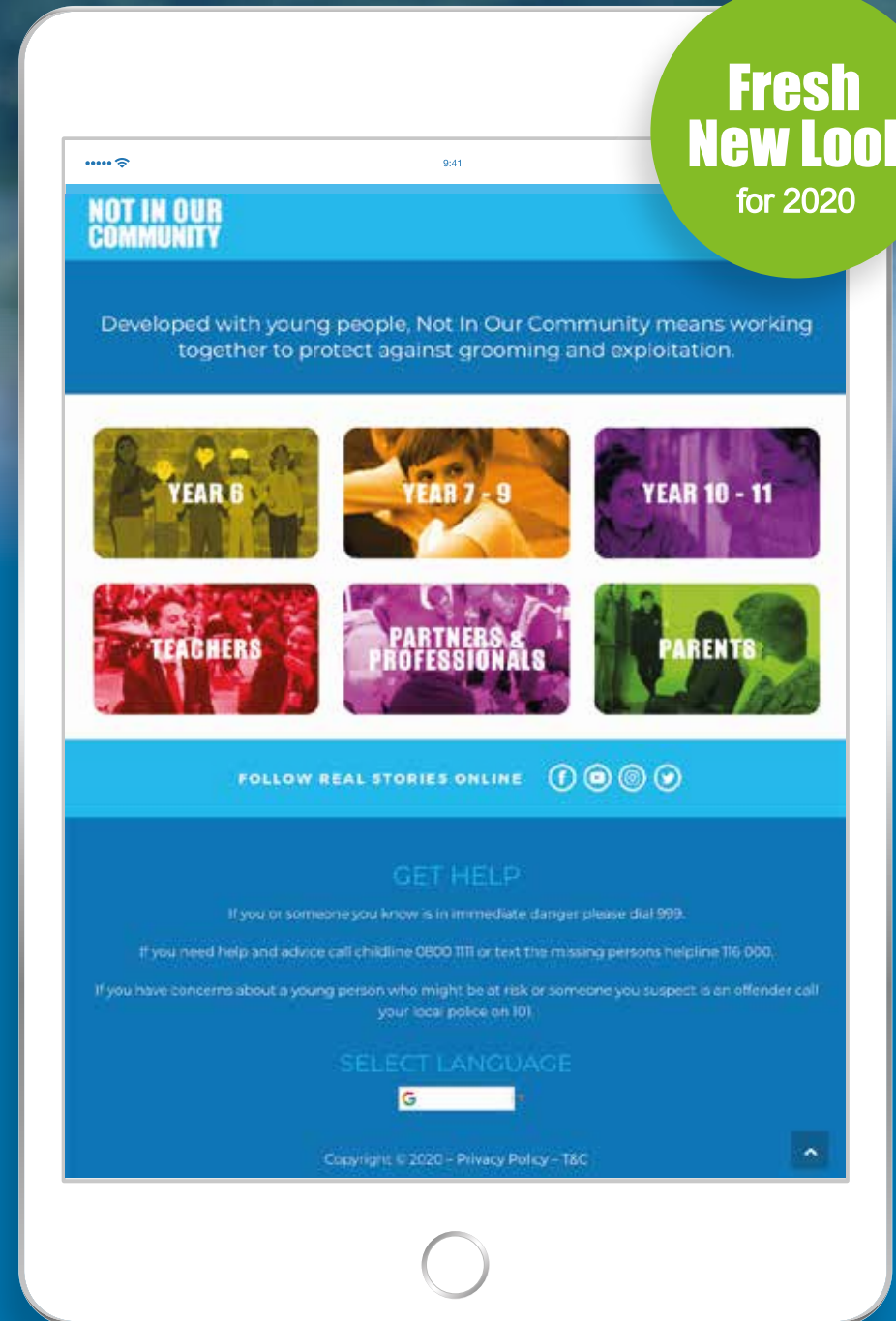
The Not In Our Community website has been refreshed for 2020. The website now features separate hubs for audience age groups and types, leading to useful and age-appropriate content.

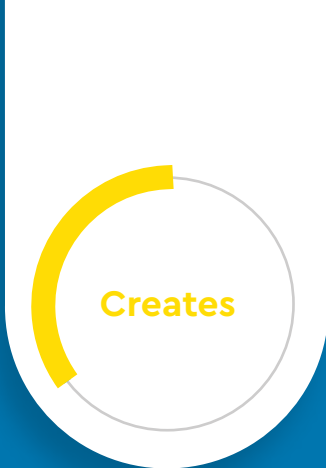
-  A brand new layout
-  Streamlined navigation
-  A brightened colour palette

Browse the updated website at www.notinourcommunity.org



Fresh
New Look
for 2020





Campaign Activities

Missed Me?

Hull Community Safety Partnership commissioned a short film in response to increased concern of missing incidents amongst young people and public misconception about the causes.

‘Missed Me?’ features the intertwining stories of four characters who go missing for various reasons including criminal and sexual exploitation and mental health issues.

It is hoped that the film will raise awareness of the reasons behind young people going missing and present them as victims rather than perpetrators of crime.

Watch the **Missed Me?** Film

Campaign Activities

Supporting the Local Input to the #LookCloser Campaign

Creates

The #LookCloser campaign was launched nationally during the week of 14 th – 20 th September to raise awareness of child exploitation and abuse. Not In Our Community supported the work of Humberside Police by sharing messages across social media channels explaining County Lines child criminal exploitation and sharing supporting NIOC resources on the topic, such as the 'Alfie's Story' and 'Control' films.



Look
closer



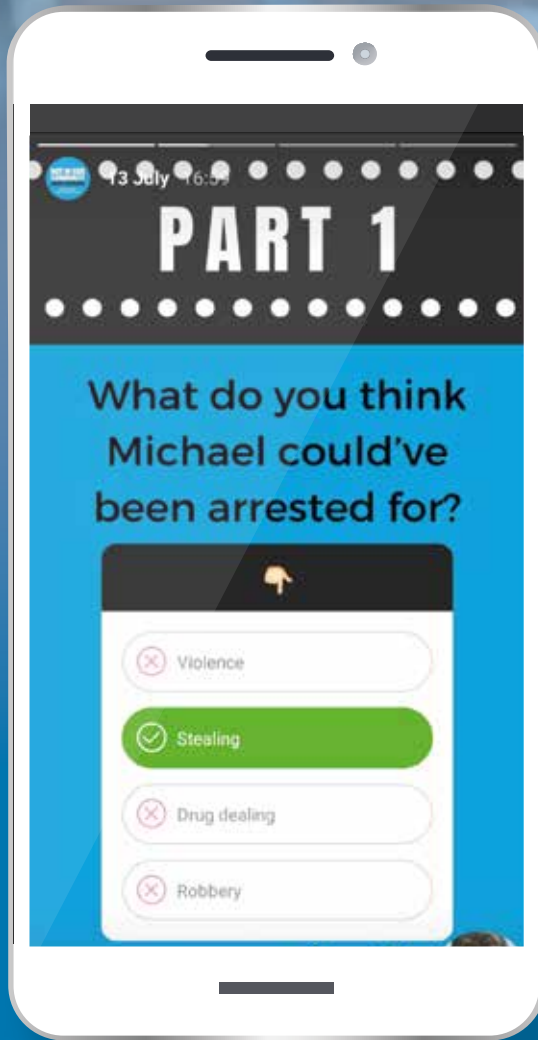
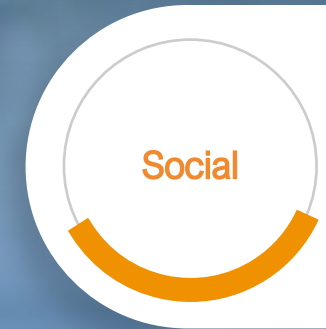
Campaign Activities

Supporting Young People During Covid-19

Facing school closures and substantially more time spent online during lockdown, Not In Our Community developed social media content to help young people against risks such as online grooming and sexting.

Messages are continuously updated to make sure they are in line with government advice.





Campaign Activities

Storytelling Through Social Media

This Summer, Not In Our Community tested Instagram as a method of interactive storytelling. We posted 'Michael's Story' in parts each day on NIOC's Instagram Story with polls and multiple-choice questions about each part for the audience to engage with, as a new way of sharing an alternative ending victim story.

Once each part had been posted, we gave followers the opportunity to vote for the ending they'd prefer to see first. Each ending was posted as a story album on Facebook and promoted.



Looking Forward

Not In Our Community will be undergoing some exciting new updates over the course of the next six months.

New!

Interact

New Interactive e-learning platform **COMING SOON!**

If you would like to be added to our NIOC stakeholder list, please contact:
Laura.Hodgson@humberside.pnn.police.uk

Creates

NIOC Creates

Previously known as NIOC Ambassadors, NIOC Creates is our new streamlined system for co-produced media content creation allowing those who have suffered through involvement with exploitation, as well as the wider Humberside population of young people interested in supporting the campaign, to write and produce content for NIOC channels.

Connect

NIOC Connect

NIOC Connect is the open access online resource that enables educators and practitioners to filter films and read-aloud stories by age group, subject matter and victim/perpetrator profile. We have streamlined the tool and made it more accessible for users with features such as hover-overs to preview information. The session plans and learning materials we have available to support the delivery of the resource are also being upgraded as an ongoing process.

Social

NIOC Social

Building on the success and take-up we saw with the launch of the Home Learning resource, Not In Our Community will be launching a new Facebook page, 'NIOC Family', to help parents and professionals working with young people to protect them by being aware of the signs of grooming and exploitation and knowing where to get support. We will also continue our work to share the NIOC campaign with young people via effective social media content.

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