

NOT IN OUR COMMUNITY

6 Month Update: April 2021 - Sept 2021



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

Know the signs -
Real stories - Get help

Introduction



“Not In Our Community aims to raise awareness of child exploitation and grooming.

In addition to our activity across social media channels (see ‘campaign impact’), the last 6 months has included our #5in5 campaign with new and fresh resources released every week for 5 weeks.

My Police and Crime Plan ([available here](#)) includes an ongoing commitment to raise awareness of child exploitation and highlights that early intervention is key: stopping problems from escalating, and educating and supporting children and young people to prevent them from being drawn into criminal activity.

With focus continuing on raising awareness directly amongst young people, we recognise we must equally reach out to parents, teachers and youth engagement professionals.

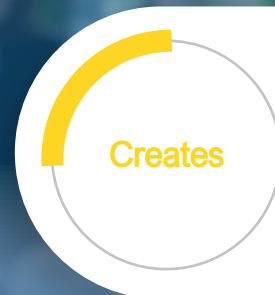
If you work with young people, please look out for the link in this report to a free online webinar that will introduce and demonstrate how to use our new interactive e-learning platform, NIOC Interact; a tool available for free to all young people, educators and support workers in the Humberside Police Force area.

I hope you find this report interesting and I look forward to sharing more developments with you over the coming months.”



Jonathan Evison,
Police and Crime Commissioner (PCC) for Humberside

How NIOC works



01

- Intelligence
- Co-production



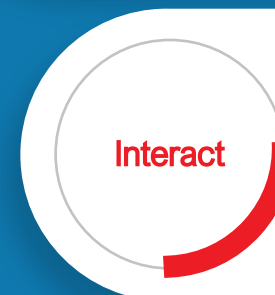
02

- Educational Resources
- Help & Info



03

- Young people
- Family



04

- Interactive E-learning
- Tracked Progress

Campaign Impact: April 2021 - Sept 2021



Jaz's Story Facebook Feedback

"That is the most devastating thing I have read, it really reminds you to be careful.. I hope she's okay now."

Trapped YouTube Feedback

Another powerful film with such an important message, well done all involved.

Our Grooming and Exploitation webpage has been visited **838 times.**

Our Facebook and Instagram posts had an average monthly engagement of **over 8,000!** That's a lot of likes, comments and shares!

Our social media content reached an average of **34,813** young people in the Humberside area **EACH MONTH.**

In the last 6 months...

236,770 Youtube views between April and September. That's **16,200** hours of NIOC content viewed.

Trapped YouTube Feedback

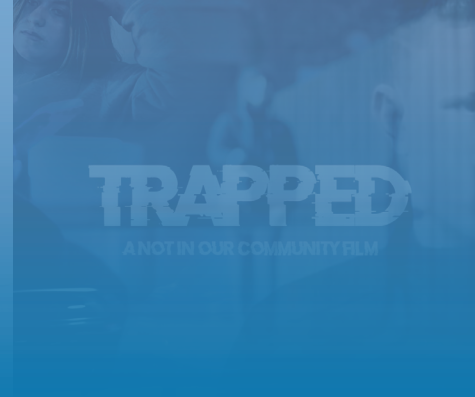
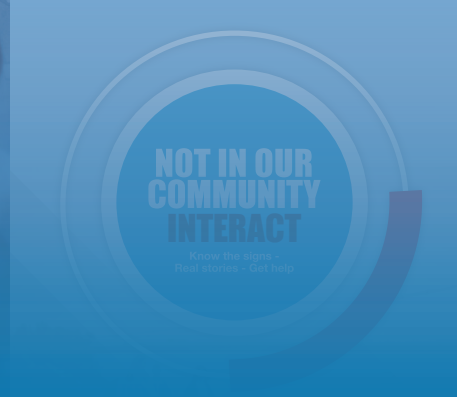
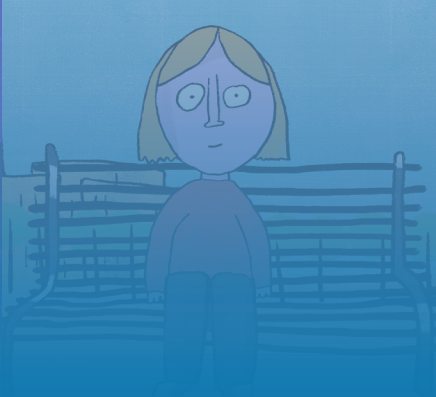
A thought provoking film for those people that don't know about the things that are going on in our communities and for those young people that are vulnerable and more likely to get involved. Well done to all involved.

Our photo stories led to **22,825** photo views on Facebook.

80% of Facebook engagements were from people aged 13 – 24 years.

5360 new website users since March.

50% increase in website page views.



#5in5

Resource Launch

**A NEW educational resource,
released every week, for 5 weeks!**



'No More County Lines' Music Video

An animated music video by the Beats Bus and local design agency INIT Creative, raising awareness of County Lines and delivered alongside the recently launched 'No More Knives' animation written by author Christina Gabbittas.

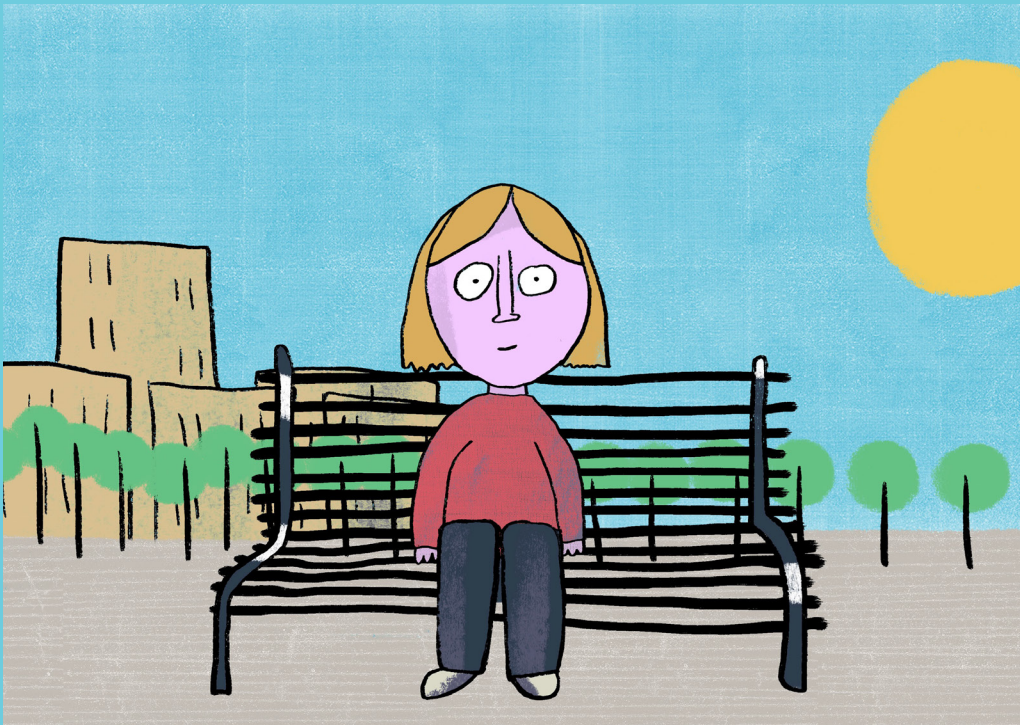
[Watch No More County Lines](#)

Youtube Feedback:

"Great message, well delivered."

**"Fantastic work guys!
Keep it up!!"**

"This is Awesome!"



Anywhere Kids

An educational animation for young people delivered in partnership with the Humber Modern Slavery Partnership.

[Watch Anywhere Kids](#)

Youtube Feedback:

"This is super. Hope it gets a wide audience and reaches many many young people."

"Great work with an important message."

"Great video; hope it reaches those kids and they get support"



Ryan's Story

An interactive CCE short film, commissioned by North East Lincolnshire Council's Young and Safe Team, which allows the viewer to choose which path Ryan takes.

[Watch Ryan's Story](#)

"A truly wonderful piece of work, very proud to have started this off with you guys, however it was then over to you, Donna and the kids and you have done us proud."

- Paul Caswell MBE, Head of Young and Safe, Safer, North East Lincolnshire Council.

"I just wanted to say thank you so much for what you have done in relation to this project and how from that 30 minute conversation yourself, Paul and I had way back, you along with the teams and the children have produced something fantastic that will hopefully become nationally recognised."

- Emily Scott, Manager Child Exploitation, Missing and Edge of Care

"I think it is an innovative resource that young people will respond well to as we can focus on Ryan's options and then translate that into their own. Ryan's story could be used in a number of ways over a number of sessions, and I can see young people being keen to click through all the options available. I think it'll be a good tool for young people to use as a starting point to open up about their own experiences or their own fears around exploitation."

- Jenna Little, CARE Project Co-ordinator (Children At Risk of sexual Exploitation), Cornerhouse.

"There has clearly been a lot of thought, effort and passion to deliver what you have achieved. I am certain the film will have an impact and raise awareness for those that view it."

- Inspector Peck, Humberside Police.

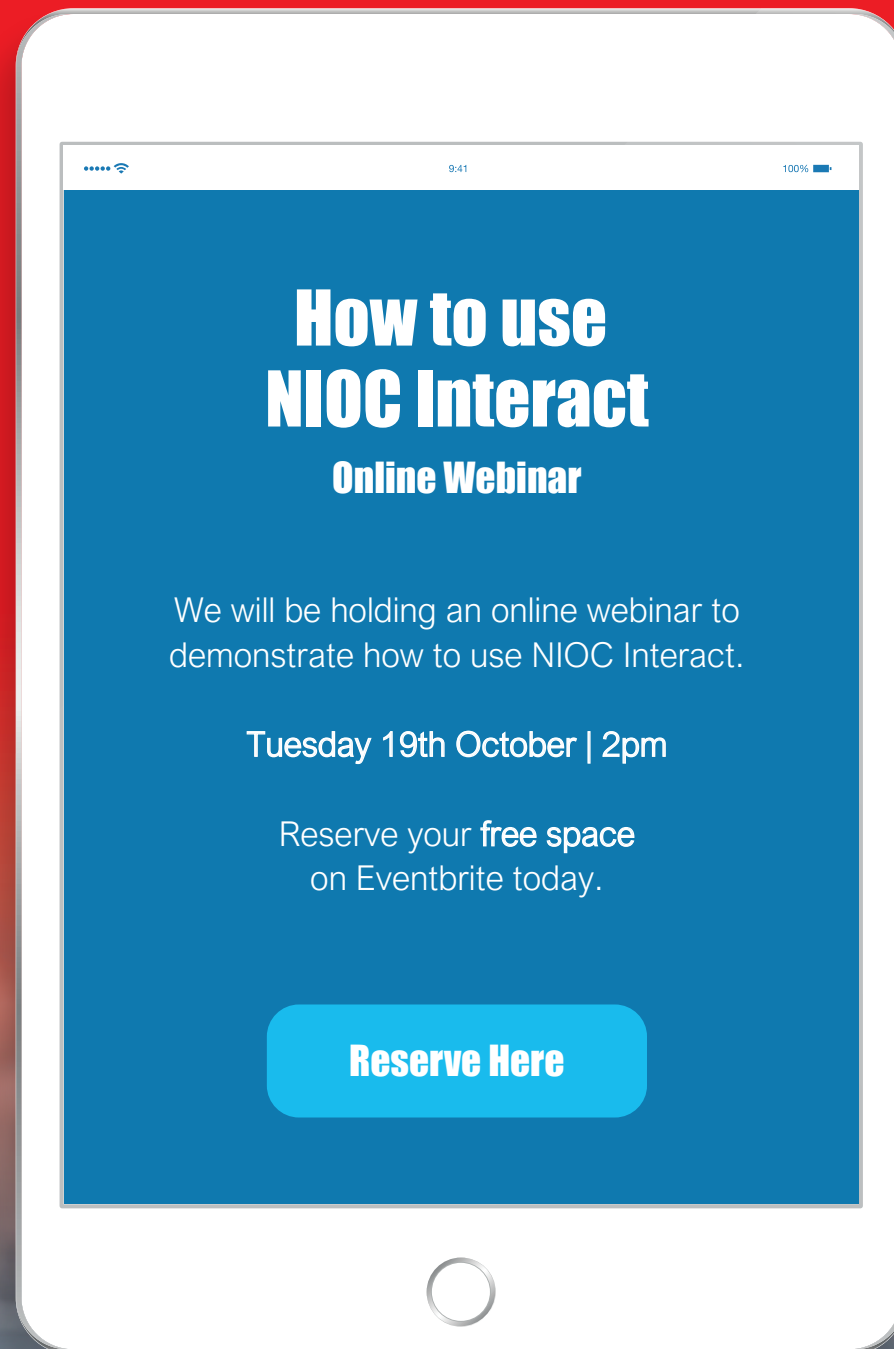
Do you work with young people?

Our innovative new anti-grooming resource helps them learn the signs and how to protect themselves.

Launched in June, NIOC Interact is the UK's most comprehensive e-learning platform to help young people protect themselves and friends from grooming leading to sexual and criminal exploitation, including County Lines exploitation.

Learners follow interactive pathways made up of a series of short educational films with quick quizzes to support learning, and video feedback provided by specialists. Progress can be tracked by group leaders and certificates of achievement are earned on completion.

NIOC Interact is available for free to all young people, educators, and support workers in the Humberside Police Force area.



[Visit NIOC Interact Online](#)



Trapped

A CCE short film commissioned by North Lincolnshire Council's Youth Justice Partnership and delivered with the Youth Offending Team, telling the story of how a drug related stabbing left a boy with life changing injuries from a range of character perspectives.

[Watch Trapped](#)

"I just think it's amazing. I'm so proud of all the young people that have been involved in the process of making the film. I was lucky and fortunate enough to be involved in the development of the film and actually being able to see it on screen and see the reaction of the young people as they're watching the film and seeing themselves on screen was amazing."

- Emma Young, Youth Justice Partnership Manager, North Lincolnshire Council.

"To watch it come together like that was incredible. The story is the most important thing that needs to grip everybody and I think it's done its job without a shadow of a doubt. I'm really really proud to be part of such an amazing thing."

- Helen Barley, Cast Member.

"It's a very powerful piece of drama and so realistic as well."

- Jonathan Evison, Police and Crime Commissioner for Humberside.



Thank you

Thank you for reading this report and for any help sharing our resource and messages. Not In Our Community succeeds because of your support and it needs to work for you.

If you use the resource and have feedback please let us know!

To register on our stakeholder list and receive our 6 monthly reports and news of upcoming launches, email:
Laura.Hodgson@humberside.pnn.police.uk

