

NOT IN OUR COMMUNITY

6 Month Update: October 2020 - March 2021

Including updates, award wins and new resources coming soon!



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

Know the signs -
Real stories - Get help

What is NIOC?

“

Not In Our Community aims to raise awareness of child exploitation, both criminal and sexual. Alongside our successful social media campaign, we produce resources and stories based on real life events that can be used across personal, educational and professional settings, to raise awareness across communities and help protect our young people.

Throughout its last reporting period, the Not In Our Community campaign has won highly acclaimed awards, seen the launch of fresh innovative resource, built upon existing partnerships and also started new ones, in addition to finding new ways to increase its reach out for parents, teachers and youth engagement professionals.

These are just some of the achievements showcased within this report with exciting news announced also of our #5in5 campaign that will see new and fresh resource landing every week for 5 weeks. I hope you enjoy reading this report and we look forward to sharing our #5in5 with you - watch this space!



Jonathan Evison, PCC for Humberside

How it works

Creates

01

- Intelligence
- Co-production

Connect

02

- Educational Resources
- Help & Info

Social

03

- Young people
- Family

Interact

04

- Interactive E-learning
- Tracked Progress

Campaign Impact: Oct 2020 - Mar 2021

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**OVER
4000
WEBSITE
USERS**

Chloe's Story Feedback

"It was brilliant, really well done! I think this will be an ace resource to use online too as we can screen share. I know the rest of the team enjoyed it too."



**300K
YOUTUBE
VIDEO VIEWS**



**"Please
keep up
the good
work!"**



**6708
FACEBOOK
PAGE
FOLLOWERS**



**10,000+
YOUTUBE
SUBSCRIBERS**

Billy's Story Feedback

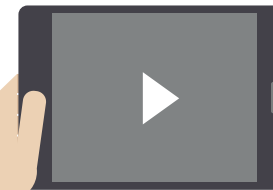
"I almost started doing things like this.... I'm so happy I didn't"

**14000
WEBSITE
PAGE
VIEWS**



Becky's Story Feedback

I saw this shared on an Instagram page the other day and can I just say how impressed I am with this video. A lot of videos and documents for safeguarding for young people don't show the risks of meeting people online quite as well as I think they should but this really does show it. In a video you've not only shown the risks but also how they groom young people it is brilliant.



**13,500
HOURS VIEWED ON
YOUTUBE**



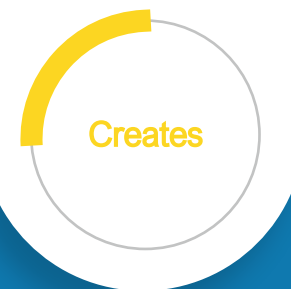
Missed Me? Feedback

"Well done to all involved in the making of this production. It should be shown to all young people as a warning to how easy it is to be lead astray!"

"Very moving and heart-breaking. The Actors are superb. I hope this is shown in schools to show the vulnerability of innocent young people."

"Very well done. A really clear explanation of how vulnerable young people are, and the importance of empathy and understanding when we are tackling social issues.

Yes, please get this shown far and wide!"

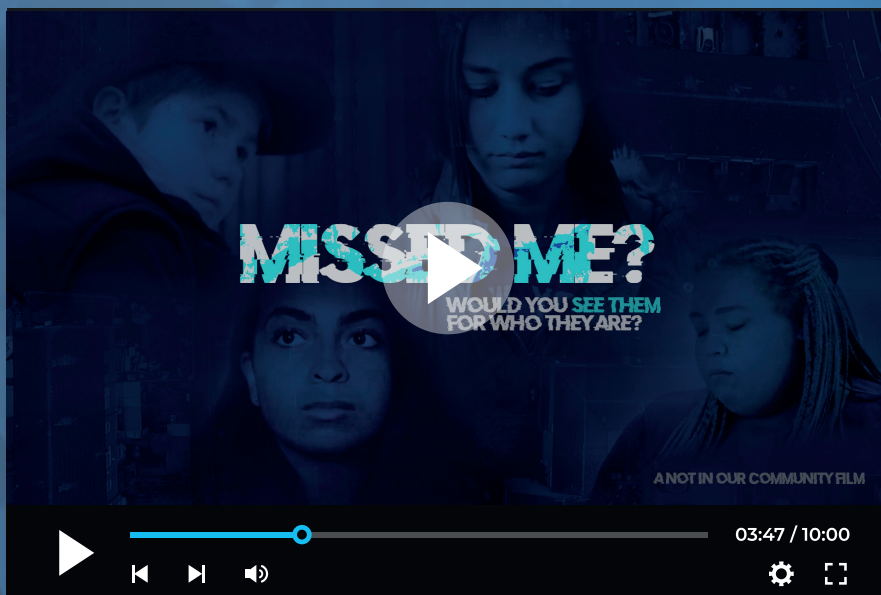


Film Releases

Missed Me?

Missed Me?, a film raising awareness of the reasons behind young people going missing, was successfully launched on Monday 9th November with a digital event attended by stakeholders, cast and crew, and media contacts. The film covers themes such as CSE, CCE and mental health issues and achieved online coverage from regional media. Cast members were also featured on BBC Radio Humberside's No Filter programme.

[Watch Missed Me?](#)



Film Releases

Chloe's Story

NIOC's first interactive film explores the risks of online grooming by allowing the viewer to see the consequences of the choices they make for Chloe. Chloe's Story is a world first in interactive CSE learning.

[Read the Hull Daily Mail Feature](#)

[Watch Chloe's Story](#)



Achievements

International Award Wins



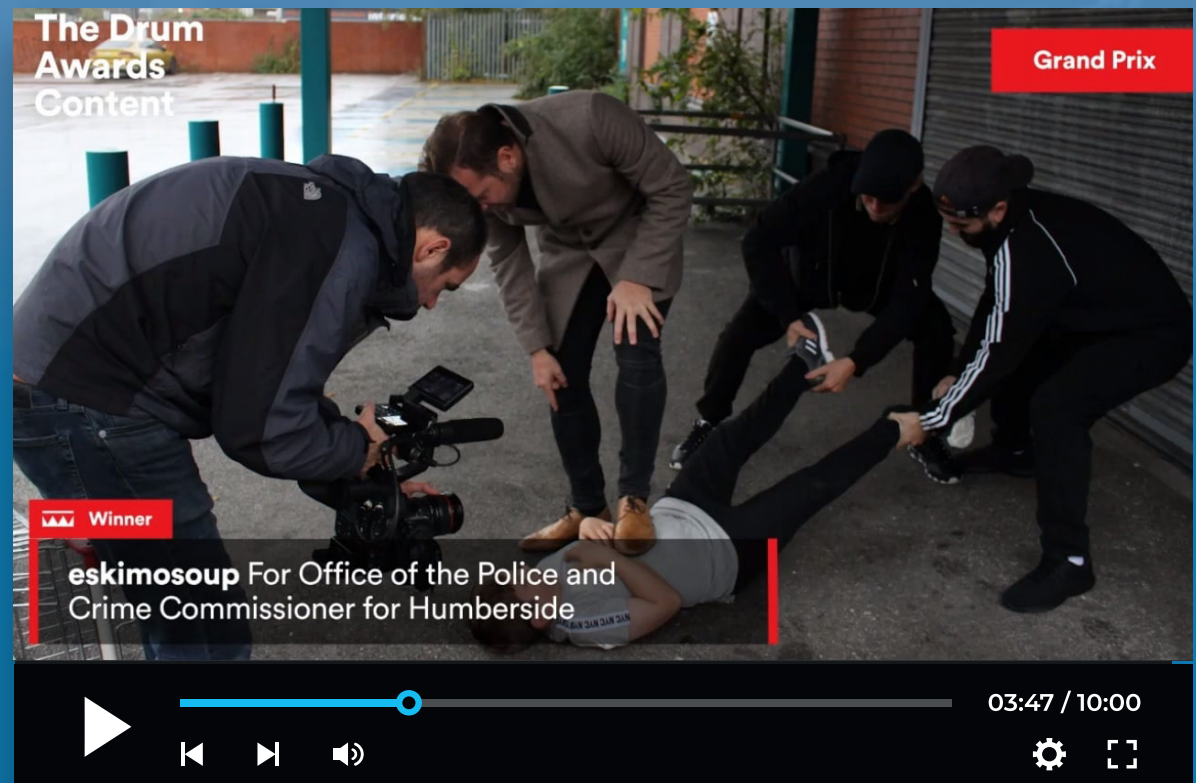
November 2020

Alfie's Story was awarded Best Public Sector Marketing Strategy and the Grand Prix at the Drum Awards 2020.

**The Drum
Awards**

March 2021

Not In Our Community was awarded an iESE Certificate of Excellence in the Public Sector Transformation Awards.



Exciting Updates

New!

Social

Not In Our Community Family

A new Facebook page aimed at adults, Not In Our Community Family, has been set up.

Our goal is to spread awareness and supply parents, teachers and the wider community with the signs of grooming and exploitation and information on where to find help.

[View NIOC Family](#)

NIOC Creates

NIOC Creates is the new way we work with young people to create authentic media and messages for the campaign.

Signing up to become a member on the website or through a referral by VCS and public service teams enables young people to get involved in the media production process.

Creates

[View NIOC Creates](#)



5-in-5

New resource released
every week for 5 weeks!

Coming
Soon!



Ryan's Story

An interactive CCE short film commissioned by North East Lincolnshire Council which allows the viewer to choose which path Ryan takes.



Trapped

A CCE short film delivered in partnership with North Lincolnshire 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.



(No More) County Lines Music Video

An animated music video raising awareness of County Lines and delivered alongside the recently launched 'No More Knives' animation.

5-in-5

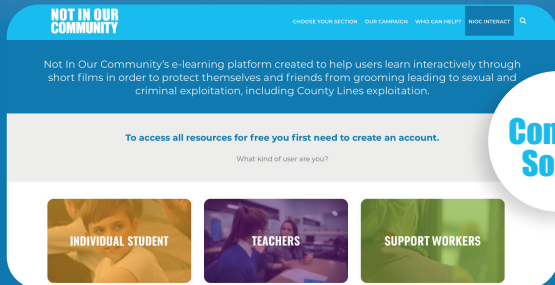
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Coming
Soon!



Anywhere Kids

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



Coming
Soon!

NIOC Interact

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.

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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

