

OFFICIAL-SENSITIVE

- We are planning the launch of the 'Ask for ANI' Codeword scheme for victims requiring immediate assistance. Once we have confirmation of the launch date from No 10, we will launch a national marketing campaign providing details of the codeword and encouraging victims to visit a pharmacy if they need immediate help and support. We will support with proactive media activity, including a press notice, social media assets and a potential broadcast opportunity around the Safeguarding Minister's visit to a Boots Pharmacy.
- Many police forces have undertaken proactive and innovative work to crack down on perpetrators during this period and ensure victims are protected. The police are using new online reporting and chat facilities to reach victims and encourage reporting of offences that might otherwise have gone unreported.

18. On **child sexual exploitation and abuse**, we will maintain our focus on 'hidden harms' summit activity and continue to work closely with DfE and DHSC colleagues, in particular to:

- ensure statutory safeguarding partners (health, social care and police) focus on any increased risk to vulnerable children and ensure health visitors continue to support safeguarding activity;
- continue to support - and potentially increase support - for organisations like Barnardo's (See, Hear, Respond) and NSPCC (helpline for concerned adults) to support 'eyes and ears' in the wider community to identify risks to children, and refer them to support services;
- maximise reach of Home Office funded initiatives working with vulnerable adolescents like 'Trusted Relationships' pilots;
- rerun our child abuse campaign, 'Something's Not Right', for vulnerable children, driving them to Childline services if they are experiencing increased exposure to a range of harms because of the lockdown. Once we have confirmation from Childline on capacity, we will consider rerunning paid advertising on Snapchat, Twitter and Instagram for a two-week period and work with OGDs and stakeholders to drive content through their channels.

19. On **serious violence**, we will want to take this opportunity to use learning from the impact of previous restrictions on how we identify and protect young people at risk so that we can prevent another 'bounce back' in violent incidents as and when restrictions are lifted. This includes:

- early clarity for youth services that face-to-face interventions with vulnerable young people can continue, and agreement from schools and other public sector buildings that their spaces can be used for the delivery of these services;
- work with schools to identify young people at particular risk if not attending education settings, including alternative provision, and refer to or put in place appropriate support;
- working with currently funded delivery partners on how they are pivoting to deliver services in an appropriate way, e.g. virtually where face to face delivery is not possible;