

Something's Not Right

The Campaign

The campaign's brand, **Something's Not Right**, centres on the insight that children who suffer different forms of abuse may not have the ability to define or describe their experience, but they know the emotions they feel and the sense that something is not right. The campaign will help children to understand what may be causing them to feel these emotions and signpost support.

More information on the insight and research used to develop the campaign brand and messaging can be found in the supporters' pack, attached to this email.

The campaign will focus on the following:

- **Social Media Advertising:** Social media campaign adverts will be served to children aged 13 and over on Snapchat, Instagram and Facebook, and will direct them to the [campaign web page](#). The four ads, which focus on troubling scenarios hidden amongst every day slogans, can be [viewed here](#).
- **Campaign web page:** www.childline.org.uk/somethings-not-right – this has been developed with Childline and is hosted on their website. The page helps children identify different forms of abuse, signposts a variety of online resources and provides guidance on how to seek support, either from a trusted adult or Childline's services
- **Lesson Plans:** We have collaborated with the PSHE Association, Barnardo's and the NSPCC to create lesson plans for Key Stage 3, 4 and 5 students. They focus on children's rights to safety, reinforce the campaign's key messages and encourage disclosure of abuse to a teacher. The plans, resources and accompanying teacher guidance are all available to download on the [PSHE Association website](#).

Supporting the Campaign

Anything you could do to promote the campaign, such as sharing campaign assets on your social media accounts, adding campaign banners to your websites, or forwarding on details to front-line colleagues, would be hugely appreciated and help us reach the children that need support.

All of the campaign materials, including social media assets, suggested social media copy, case study animations, digital banners and posters, are available to download from the [campaign portal](#).

If you have any questions about the campaign, please don't hesitate to [get in touch with the team](#).

Thank you in advance for your support.