



**NSPCC**

**EVERY CHILDHOOD IS WORTH FIGHTING FOR**

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An illustration of the PANTS campaign. At the top, a clothesline is strung across the frame. On it are several items of children's underwear: a blue boxers with 'TALK' written on it, a red briefs with 'P' and stars, a pink briefs with 'A', a blue striped briefs with 'N', an orange briefs with 'T', and a green briefs with 'S' and a flower. Below these, a blue sign reads 'AND STAY SAFE'. In the center, a large white rectangular sign is pinned to the clothesline with two yellow clothespins. To the right, a pink and yellow striped briefs is also hanging. The background is a light blue sky with stylized white clouds.

TALK

P

A

N

T

S

AND STAY SAFE

# Hounslow PANTS Campaign

## Preventing sexual abuse

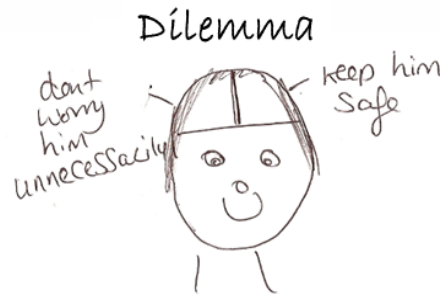
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# Go on...

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Can they understand?

How old should they be?

How do I avoid scaring or upsetting them

What to say?  
How?  
When?

What if I get it wrong?

Unsure  
Not equipped

She's far too young

Adult issues and words don't belong in a child's world

Uncomfortable  
Scared  
Nervous  
Worried  
Dirty  
Sick

# Supporting parents to have simple conversations

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**P**RIVATES ARE PRIVATE

**A**LWAYS REMEMBER YOUR  
BODY BELONGS TO YOU

**N**O MEANS NO

**T**ALK ABOUT SECRETS  
THAT UPSET YOU

**S**PEAK UP, SOMEONE  
CAN HELP

# Why is it so important?

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“ YOU CAN HELP PREVENT ABUSE.  
SIMPLE CONVERSATIONS REALLY CAN  
KEEP CHILDREN SAFE. ”

# PANTS in the community

Redlees Park  
Fun Day



Civic Centre display  
& reception poster



Digital displays in GP  
surgeries



# Who have we talked PANTS to?

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More than  
**1,500**  
**parents**  
have heard  
about PANTS  
through face to  
face sessions



More than **500 local**  
**professionals** have  
been introduced to PANTS

Approx **7,000**  
**children** have  
learnt about PANTS



# PEOPLE HAD FUN WITH IT!





# What did parents say?

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On average **100%** of attendees to information sessions said...

They **now felt confident** about having conversations with their children about keeping safe from abuse.

they **now knew where to get information and advice** about keeping their child safe from abuse.



There is **HIGH probability** that they would have a PANTS conversation with their child.



# Feedback from parents

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A fantastic session, makes me more aware.

This should be compulsory for all children and parents.

Really helped me to understand how to talk to my child.

So glad you have made this easier.

*The PANTS session has produced much fruit in our house. I think each of my three kids engaged with it in a way that was age appropriate to them. My youngest who is 4 loves Pantosaurus. And the older two, who are 8 and 10, used the session to ask quiet deep questions we might have never talked about otherwise.*

Very easy to understand and very engaging.

Thank you for the guidance and support. This is very useful and helpful.

Great session. Helps to understand best way to speak to children & its importance.

Really useful and informative. Always worried about how to talk to my daughter about this subject but feel more confident now.

# What's next?

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Early years

...**PANTS WEEK 2020**

anyone?

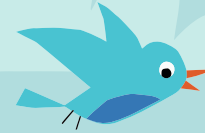
We train you to talk to  
parents using our  
presentation and then

...

**WHAT MIGHT WORK FOR YOU?**



**COFFEE MORNINGS?**



**SPECIAL PARENT EVENT?**



**DROP OFF – PICK UP TIME?**



TALK

P

A

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AND STAY SAFE

THANK YOU

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