

Information for Adult Survivors of Childhood Abuse Animation Film – Marketing Toolkit

Introduction

This is the marketing toolkit for Police Scotland's animation film 'Information for Adult Survivors of Childhood Abuse' which will be released on Monday 28 October 2019.

We would like your support to help promote the film by sharing it with your audiences and, if an organisation or support service, using it as part of your own information resources. The toolkit contains the following:

- Information about the film
- Key messages
- Accessing the film
- Supporting information
- Sample social media posts

The Film

The film is an original animation entitled 'Information for Adult Survivors of Childhood Abuse' (running time approx. 8 mins, 19 secs, subtitled version available).

The film focusses on two fictitious characters, both of whom are survivors of childhood abuse, who with the help of a narrator take the viewer on an educational journey from understanding what child abuse is to providing information on the reporting process and support available. Key information includes:

- What is child abuse?
- Why should I make a report to police?
- How can I report my abuse to police?
- What happens after I make a report to police?
- Who decides if the case will go to court?
- What happens if I have to go to court?
- What support is available?



Audience

The content of this film is aimed at providing supportive information for adult survivors of childhood abuse but the advice can also be considered relevant in circumstances of current child abuse.

Key Messages

- Police Scotland understands that not every person may feel ready or able to speak about the abuse they have experienced in childhood, however we are here to listen to you and let you know about relevant support services when you feel ready.
- Whether the abuse you experienced was physical, emotional, sexual, or if you were neglected, Police Scotland will explain the investigative process, making sure you understand your options and keeping you updated during the investigation.
- Police Scotland is fully committed to thoroughly investigating child abuse no matter
 where or when this happened or who was involved. The priorities for any
 investigation will include identifying the perpetrator or perpetrators, establishing if
 they still have access to children and, if so, whether they pose a risk to any child.



Accessing the film

The film is available to share on social media by using the following links from the Police Scotland YouTube channel:

Subtitled version (primary) - https://youtu.be/Uc72M000qJ4

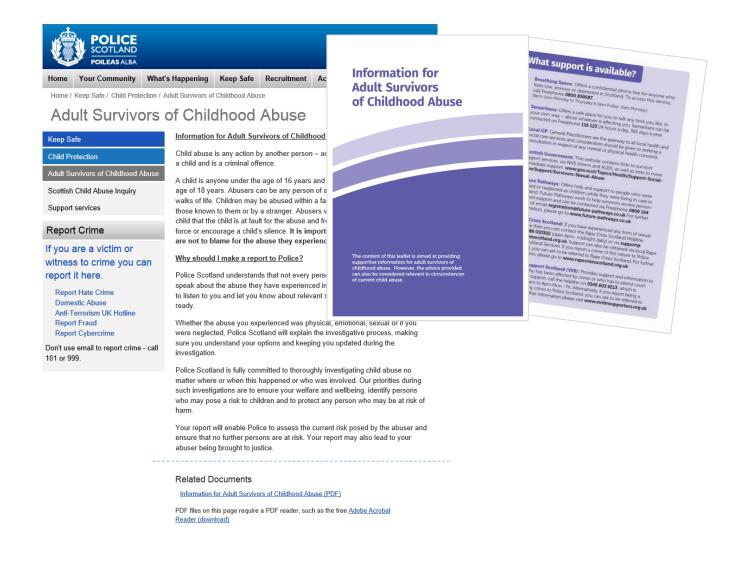
Non-subtitled version (secondary) - https://youtu.be/i s8FOskLfU

If you require a copy of the film for organisational use please contact CorpCommunicationsStrategyInsights@scotland.pnn.police.uk

Supporting Information

An accompanying leaflet containing all information featured in the film is available to download from the Police Scotland website at https://www.scotland.police.uk/keep-safe/child-protection/adult-survivors-of-childhood-abuse/

Scroll to the bottom of the page and click on the 'Information for Adult Survivors of Childhood Abuse (PDF)' link in the **Related Documents** section.



Social Media

Messages supporting the release of the animation will be posted across Police Scotland's corporate social media channels. We encourage you to retweet and share our content with your own audiences from –

Twitter: @PoliceScotland

Facebook www.facebook.com/PoliceScotland

We'll be using the hashtag #SupportedAndInformed

We have also provided some sample social media posts which you can use to accompany the film link https://youtu.be/Uc72M000qJ4 on your own channels and tailor to suit your audiences.

Facebook

1. Today, Police Scotland has launched a new film 'Information for Adult Survivors of Childhood Abuse', which takes us through the journey of reporting to police, the subsequent criminal justice process and focuses on key areas covering some frequently asked questions. It also provides advice on survivor support services.

Police Scotland will always investigate reports of child abuse no matter where or when it happened or who was involved. The priorities for any investigation will include identifying the perpetrator or perpetrators, establishing if they still have access to children and, if so, whether they pose a risk to any child.

For more information to help adult survivors of childhood abuse, watch the full video

#SupportedAndInformed

2. Police Scotland has launched a new film aimed at adult survivors of childhood abuse and people working with survivors.

Whether the abuse you experienced was physical, emotional, sexual, or if you were neglected, this film will provide further information including; how you can report abuse to police, what happens after you make a report to police, what happens if it goes to court and what support is available.

#SupportedAndInformed

Twitter

1. (Tweet 1)

.@PoliceScotland's new film 'Information for Adult Survivors of Childhood Abuse' takes us through the journey of reporting to police, the subsequent criminal justice process & covers some key FAQs. It also provides advice on survivor support services.

#SupportedAndInformed

(Tweet 2)

.@PoliceScotland always investigate reports of child abuse no matter where or when it happened or who was involved.

#SupportedAndInformed

(Tweet 3)

Their priorities for any investigation will include identifying the perpetrator or perpetrators, establishing if they still have access to children and, if so, whether they pose a risk to any child.

#SupportedAndInformed

2. (Tweet 1)

.@PoliceScotland has released a new film aimed at adult survivors of childhood abuse and people working with survivors.

#SupportedAndInformed

(Tweet 2)

Whether the abuse you experienced was physical, emotional, sexual, or if you were neglected, this film will provide further info including; how you can report abuse to police, what happens after you make a report, what happens if it goes to court & what support is available.