



POLICE
SCOTLAND
Keeping people safe

POILEAS ALBA

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/Uc72M0O0qJ4>

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.

The screenshot shows the Police Scotland website page for 'Adult Survivors of Childhood Abuse'. The page features a blue header with the Police Scotland logo and navigation tabs: Home, Your Community, What's Happening, Keep Safe, Recruitment, and Ac. Below the header, the breadcrumb trail reads: Home / Keep Safe / Child Protection / Adult Survivors of Childhood Abuse. The main heading is 'Adult Survivors of Childhood Abuse'. A left-hand navigation menu includes sections for 'Keep Safe', 'Child Protection', 'Adult Survivors of Childhood Abuse', 'Scottish Child Abuse Inquiry', 'Support services', and 'Report Crime'. The 'Report Crime' section lists options like 'Report Hate Crime', 'Domestic Abuse', 'Anti-Terrorism UK Hotline', 'Report Fraud', and 'Report Cybercrime'. The main content area is titled 'Information for Adult Survivors of Childhood Abuse' and contains text explaining that child abuse is any action by another person against a child and is a criminal offence. It defines a child as anyone under 16 or 18 years old and states that abusers can be anyone. The text emphasizes that victims are not to blame for the abuse they experience. A section titled 'Why should I make a report to Police?' explains that reporting helps assess risk and bring abusers to justice. A 'Related Documents' section at the bottom lists a PDF titled 'Information for Adult Survivors of Childhood Abuse (PDF)'. To the right of the main content, there is a preview of a leaflet titled 'What support is available?' which lists various support services like Breathing Space, Samaritans, Local GP, British Government, Future Pathways, and Crisis Scotland.

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.