

TRAPPED?

Find a way out

2019 PARTNER PACK & CAMPAIGN MATERIALS

"Criminal exploitation is a vile form of modern slavery, where humans are treated as commodities. Children and vulnerable adults are being exploited, threatened and trapped by organised crime groups to do their criminal work. It must be stopped."

Bev Hughes - Deputy Mayor of Greater Manchester

Dear Partner,

This pack will support the ongoing work of Programme Challenger's 'Trapped' campaign.:

Across Greater Manchester, we recognise that the criminal exploitation of children and vulnerable adults does not relate only to the distribution of drugs (referred to nationally as 'County Lines') but can include other forms of criminal activity including: violent offences, arson, the storing of firearms, holding money, sexual exploitation and the 'cuckooing' of victims – taking over the home of a vulnerable adult to use for criminal reasons.

The 'Trapped' campaign aims to raise awareness of all forms of criminal exploitation, in recognition that young people and vulnerable adults may feel 'Trapped' and need support to find a way out.

We also know that young people and vulnerable adults are not always moved to towns outside of Greater Manchester and that the exploitation can often take place within our boundaries.

The campaign will be used to raise awareness of criminal exploitation amongst key partners and to work with communities to ensure they feel confident about identifying and reporting their concerns.

We would be grateful for your support and would ask that you use the resources available in this pack to promote key messages through your channels and to support your local activity / campaign work.

Please contact **GMP Public Relations Team** if you have any questions relating to this campaign:
E: public.relations@gmp.police.uk T: 0161 856 2284

THANK YOU FOR YOUR SUPPORT

CAMPAIGN RESOURCES

Download all resources here: <https://www.programmechallenger.co.uk/resources/trapped/>



This page contains links to resources that can be downloaded, printed and used to support the 'Trapped' Campaign. The resources are based around two videos that highlight the different ways in which children, young people and vulnerable adults can be exploited by criminals.

The full version of the videos can be found on the Programme Challenger website: https://www.programmechallenger.co.uk/what_we_do/trapped/

The videos titled 'County Lines' and 'The Present' come with associated posters, leaflets, and social media assets and we have titled all of the resources in line with the campaign video it relates to. Note: Please can we ask that the contents of this pack are not used beyond 31 December 2019

CAMPAIGN POSTERS & LEAFLETS

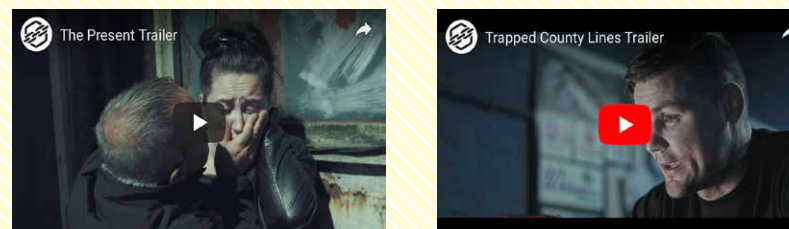


SOCIAL MEDIA ASSETS

(including teaser videos)



SUGGESTED SOCIAL MEDIA POSTS



GUIDANCE FOR PROFESSIONALS

As someone who comes into contact with children, vulnerable adults and families exploited by criminals, you can play a crucial role in identifying victims. Please use the assets and guidance in this pack to have conversations and raise awareness of criminal exploitation.

KEY WORDS

There are several words and terms that are commonly used when describing 'Trapped' activity. If you hear someone using these words then they might be a victim of exploitation, or perpetrating it.

CUCKOOING

Cuckooing is when criminal gangs take over the home of a vulnerable person through violence and intimidation, using it as their base for illegal activity.

GOING COUNTRY

This is the most popular term that describes 'Trapped' activity. It can also mean the act of travelling to another city/town to deliver drugs or money.

TRAPPING

The act of selling drugs. Trapping can refer to the act of moving drugs from one town to another or the act of selling drugs in one.

TRAP HOUSE

A building used as a base for illegal activity. This can often be a cuckoo'd property.

TRAP LINE

This refers to when someone owns a mobile phone specifically for the purpose of exploiting children and vulnerable adults.

DEBT SLAVERY

When a young person is forced to work in order to pay off a debt.

SIGNS THAT A YOUNG OR VULNERABLE PERSON COULD BE 'TRAPPED' AND NEED HELP ARE:

- Young people going missing / travelling to areas where they have no obvious links or connections
- Unexpected, repeated or prolonged absence from school
- Money, clothes or accessories which they are unable to account for
- Receiving an excessive amount of texts and phone calls
- Relationships with controlling / older individuals or groups
- Carrying weapons
- Significant decline in school results / performance
- Self-harm or significant changes in emotional wellbeing – appearing withdrawn, anxious or depressed

REPORTING

Any practitioner working with a vulnerable person who they think may be at risk of exploitation should follow their local safeguarding guidance.

Anyone with concerns either about themselves or somebody else should contact GMP via the LiveChat facility on the website or call **101** in a non-emergency situation.

Report anonymously through Crimestoppers on **0800 555 111**

Young people can also report anonymously via the Fearless website (the Crimestoppers brand for young people) <https://www.fearless.org/en/give-info>

Always dial **999** when there is an emergency or an immediate threat to life.

ADDITIONAL RESOURCES

More information regarding Programme Challenger and specifically the trapped campaign can be found here:

https://www.programmechallenger.co.uk/what_we_do/trapped/



A series of short videos have been created by programme Challenger that can be used across social media (please refer to campaign resources page) but also as an educational resource.

Download the videos at:

www.programmechallenger.co.uk/resources/trapped/



Fearless have produced a County Lines educational resource pack aimed at professionals working with young people.

The pack provides information and exercises that can use to challenge young people's perceptions, stimulate debate and encourage good citizenship and is endorsed by GMP and its partners:

https://www.fearless.org/getattachment/Professionals/Resources/OrderForm/Downloads/Fearless_CountyLinesResource_18pp_V2_online.pdf?lang=en-GB



The Children's Society have a range of resources focused on Child sexual exploitation that can be used to help plan sessions focusing on relationships, abuse and how to stay safe:

<https://www.childrensociety.org.uk/back-to-school/child-sexual-exploitation>

