

Trusted Adults

Campaign Pack

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**POLICE & CRIME
COMMISSIONER**

HAMPSHIRE & ISLE OF WIGHT



Background

Trusted Adults is a child first prevention and safeguarding campaign led by the Hampshire & Isle of Wight Office of the Police and Crime Commissioner and their Violence Reduction Unit (VRU).

The campaign is designed to empower everyday adults (parents, carers, sports coaches, professionals and volunteers) to recognise when a child may be at risk of harm, exploitation or violence, and to act early and safely before situations escalate.

Many children affected by exploitation or serious violence were vulnerable long before they came to police or safeguarding services. Evidence shows that trusted, supportive adults can significantly reduce the long term impact of adversity, violence and exploitation for young people.

Trusted Adults reframes safeguarding as a shared responsibility. You do not need a badge, title, uniform or specialist training. You just need to notice, listen and help connect a child to support.

The Problem

- Around 29% of adults in England and Wales experienced abuse before the age of 18.
- Approximately 15,500 children are currently at risk of or involved in criminal exploitation.
- Nearly 1-in-5 children do not have a trusted adult outside of their home.

Despite this, many adults:

- Do not see themselves as “the right person” to help
- Are unsure what signs to look for
- Do not know what to say or where to direct help

“Most children who are exploited or harmed knew an adult who could have helped – but that adult didn’t realise it was them.”

Campaign Aims

The OPCC will make the TA campaign public through traditional media and via social media (facebook advertising, etc) and through partnerships sharing material.

The Trusted Adults campaign aims to:

- Reframe safeguarding as everyone’s responsibility, not just professionals’
- Empower everyday adults to act early and appropriately
- Strengthen prevention of violence, exploitation and recruitment into organised crime
- Create a consistent message that can be used locally, regionally and nationally

A campaign page is being hosted on the OPCC website with a toolkit for support and further links to the campaign for professionals/partners on Youth PACT projects.

www.hampshire-pcc.gov.uk/trustedadults

The logo for 'Trusted Adults' is located in the bottom right corner. It consists of a dark blue rounded rectangle with a white brick pattern. The words 'Trusted' and 'Adults' are written in a bold, white, sans-serif font, stacked vertically. The background of the entire page features a faint, light blue brick pattern.

Digital Assets

If you would like to support this campaign, please download the campaign images and use the suggested wording provided.

The campaign will be running from Thurs 3rd Sept 2026.

It is advisable to post once a week on your channels, to ensure regular engagement/visibility.

Please ensure you tag @hantsPCC in your posts.

Post 1

You don't need a title to change a life. Children don't always ask for help, they often show it in other ways.

Trusted Adults gives ordinary people the confidence to step in early and safely.

Learn the signs and what to do next www.hampshire-pcc.gov.uk/trustedadults
#TrustedAdults #ChildFirst @HantsPCC

X
Anyone can be a Trusted Adult. You don't need all the answers – just notice, listen and care.

One moment can change the life of a young person in crisis.

Find out the signs and how to get help www.hampshire-pcc.gov.uk/trustedadults
#TrustedAdults #ChildFirst @HantsPCC

Post 2

Be the adult they trust, because YOU could be the difference.

Trusted Adults supports early action that protects children and prevents harm. If you're wondering whether to help, you probably already should.

Learn the signs and what to do next www.hampshire-pcc.gov.uk/trustedadults
#TrustedAdults #ChildFirst @HantsPCC

X
YOU have the power to change a life. You don't need all the answers. Just listen and be there.

Trusted Adults protect children and prevent harm.

Find out the signs and how to get help www.hampshire-pcc.gov.uk/trustedadults
#TrustedAdults #ChildFirst @HantsPCC

Post 3

Would you notice if something isn't right? Could you help a child feel safe.

You don't need to be an expert, as early support can prevent harm, exploitation and violence.

Learn the signs and what to do next www.hampshire-pcc.gov.uk/trustedadults
#TrustedAdults #ChildFirst @HantsPCC

X
Most children who are harmed knew an adult who could have helped – but that adult didn't know it was them.

Would you?

Find out the signs and how to get help www.hampshire-pcc.gov.uk/trustedadults
#TrustedAdults #ChildFirst @HantsPCC

CLICK HERE

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Media

Press release

The OPCC will publish a press release to promote this campaign, along with an accompanying campaign pack for partners and press.

To get in touch with the OPCC communications team, email opcc.comms@hampshire.police.uk

Media with the PCC

PCC Donna Jones will be open to local media bids at a launch event for Trusted Adults on Weds 2nd September. If you cannot attend and are interested in generating supporting media coverage, please contact the comms team.

Key Messages

- You don't need to be an expert to be a Trusted Adult
- Children in trouble are often children at risk or victims
- Protect before you punish – early support changes futures
- One conversation, one moment of care, can change a life
- Most children who are harmed knew an adult who could have helped

EMAIL US

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