



“Missing Children - Running away is not the answer” campaign  
Launch date: 25<sup>th</sup> May 2017

## Briefing note

### Background

Missing children is a priority issue for the Leeds Safeguarding Children Board (LSCB) and therefore is one of the top priority areas for the Risk and Vulnerabilities Sub Group for 2017.

The Missing Persons Data Report 2015/2016 published by the National Crime Agency stated that children accounted for 60% of missing incidents, with 93% of those reported aged 12 to 17 years of age.

Children who are missing from home, care, education or view are recognised to be vulnerable and at increased risk. There are a number of push and pull factors which influence children to run away, these can include problems at home or school, experience of abuse and /or neglect, feelings of rejection or fear for their safety. Alternatively children might run to an abusive adult or situation. Missing is a main indicator of a child being at risk of /or experiencing child sexual exploitation.

### Campaign details

The West Yorkshire Communications group (made up of Leeds, Bradford, Calderdale, Kirklees and Wakefield Safeguarding Children Board's, West Yorkshire Police and OPCC) are launching the “Missing Children – Running away is not the answer” campaign, with the intention of preventing a young person from running away from home or care.

The campaign will target young people across West Yorkshire who may be considering running away.

### Campaign objectives:

- To encourage young people to seek help and support rather than run away from home or care
- To reassure young people that running away isn't the answer and that help is available, regardless of the problem
- To signpost young people to organisations who can offer help and support.

The main channel of communication will be social media advertising. This will enable us to reach our target audience directly.

The target audience is young people age 12 to 17 years old, both male and female.

## The key messages are:

- To reassure young people that there is help available regardless of what their problems are, and encourage them to speak to someone they trust or a helpline, as an alternative to running away
- Running away isn't the answer
- There are people who can help with any problems you have
- You can talk to someone anonymously about anything that's worrying you.

As this is a West Yorkshire wide campaign, West Yorkshire Police and the 5 Local Safeguarding Children Board's will be utilising communications channels within their own areas to promote the campaign as widely as possible.

The campaign will commence from 25<sup>th</sup> May to coincide with International Missing Children's Day and will run initially for a month.

The campaign will be monitored with a final evaluation which will be shared with partners.

## Supporting the campaign

Partners are asked to support the campaign in the following ways:

- Link to the LSCB webpage: [www.leedslscb.org.uk/runningaway](http://www.leedslscb.org.uk/runningaway)
- Through social media using the hashtag #runningaway
- Print and display the posters which are available from the LSCB website
- Display the campaign banner on your own websites and link to: [www.leedslscb.org.uk/runningaway](http://www.leedslscb.org.uk/runningaway)
- Ask your contacts to help support the campaign.

## Further details

For more information about this campaign, please contact:

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