



Safer Strangers Safer Buildings Campaign

Launched on 7th May

Suzy Lamplugh Trust joined the Children's Safety Education Foundation, Kidscape, police, politicians and the private sector in supporting the '**Safer strangers, safer buildings**' campaign - a new initiative that aims to help children to help themselves if they get lost or feel unsafe.

Launched on 7th May at the House of Commons, the campaign is designed to help young children to identify safe adults who they could ask for help, as well as safe places to go to in an emergency. This offers a positive alternative to the traditional 'stranger danger' messages, which can make children over anxious about the perceived risk from all strangers.

Steven Gauge, Chief Executive of Suzy Lamplugh Trust says:

*"Suzy Lamplugh Trust are delighted to be backing the **Safer Strangers, Safer Buildings** campaign. This is a positive, simple safety message that can easily be understood by young children without scaring them.*

"This knowledge will not only make them safer but will give them the extra confidence or learning something new and valuable to them."

Speakers at the launch included Steven Gauge, as well as representatives from the Children's Safety Education Foundation, Kidscape and 'Toxic Childhood' author Sue Palmer.

The **Safer strangers, safer buildings** campaign features a film produced by children's documentary specialists Child's Eye Media's film, ***Teigan gets lost***, which will help even very young children to understand the simple message of the campaign. The film can be viewed at www.childseyemedia.com/safety.html

Teigan gets lost shows six-year-old Teigan using the **Safer Strangers, Safer Buildings** code when she gets lost in a supermarket. The film also includes a section showing Greater Manchester Police Officer, Helena Hodgson, who developed the initiative, explaining the message to a group of schoolchildren.

Safer strangers, safer buildings code

If you get lost, or feel unsafe, and there is no adult around that you know and trust, look for a **safer stranger** who you can ask for help. If you can't see a **safer stranger** outside, look for a **safer building** you can go in to, to ask for help from the people who work there.

A **safer stranger** is a person who is working at their job which helps people. **Safer strangers** will usually be wearing a uniform. **Safer strangers** could be police officers, police community support officers, traffic wardens, shopkeepers, check-out assistants, paramedics and others.

Safer buildings could be banks, post offices, libraries, medical centres, shops, supermarkets, leisure centres and others.

Tell the **safer stranger** your name. Also, if you can, tell them the phone number of your parent or the person who looks after you.

Things to talk about with your child

Watch the **Teigan gets lost** film www.childseyemedia.com/safety.html with your child(ren), and talk together about the safer strangers and safer buildings in your area.

Strangers

A stranger can be described as someone that we don't know or someone that we don't know well. You can say that because we don't know the person we don't know whether they are kind or not. Most people are kind but there are a small number of

people who are not. We cannot tell who is kind just by looking at them. We must never go anywhere with a stranger or do anything for a stranger. It doesn't matter what they say to us, we should always tell the grown-up who looks after us if a stranger talks to us.

Safer strangers

Ask your child(ren) if they can think of any safer strangers. You can say that even though these people are often strangers we call them safer strangers because they are doing a job where they help us and it is easy to recognize them because of their uniform.

Say that if your child(ren) can't see a safer stranger outside, they should look for a safer building to go into, to ask for help inside from the people who work there.

Safer buildings

You can say that safer strangers can be found in safer buildings and that there are many where we live. A safer building is one where often there will be a reception desk and there will be someone there to help you. If a child needs help, hopefully they will be quite close to a community facility of this kind, and it will be safe for them to go there.

Walk about

Once you have had a chat with your child about the safer strangers and safer buildings near where you live, go on a 'walkabout' together to point them out to your child. Talk about how they might put the code into practice. For example, if your child gets lost in a shopping centre, talk about how they could go into a shop and find the uniformed person at the till. If they are in a cinema, they should go to the ticket office to ask for help.

Further information, guidance and resources

www.welltown.gov.uk

With your child(ren), visit the 'Am I safe?' section of the 'Welltown' website. In this interactive story, two girls, Lucy and Jemma, get lost. They tell a shopkeeper, who calls their mother and, at the end of the story, the girls are praised because, very sensibly, they had looked for a responsible person to tell.



www.csef.net

CSEF aims to help deliver preventative safety education to every child in the United Kingdom by:

Ensuring all children and their carers have access to high quality safety education
Educating young people, parents and teachers about preventative safety through all available channels
Highlighting and progressing issues of child safety

CSEF publishes a range of resources for children from Key Stage 1 to 3, parents, carers and teachers. CSEF's workbooks offer child-friendly advice and are designed to address key elements of a child's personal, social, health and citizenship education.

CSEF's resources are available from their website.



www.suzylamplugh.org

Suzy Lamplugh Trust aims to provide practical support and guidance to reduce people's fear of crime, and to develop skills and strategies for keeping themselves safe.

Resources to help children develop the skills of safe independence include:

Downloadable guidance sheets, including Travelling safely to and from school

Think safety leaflet (7-12 years) – from online shop

Topics include:

- safe places
- getting home safely
- strangers
- using the Internet and mobile phones safely

Teach Safety – a new multimedia personal safety resource for primary schools (click onto www.suzylamplugh.org for full details.)

Smart Kids - free online animation and game www.suzylamplugh.org/smartkids

In this animation and game, George explains about the safe places on his journey to and from school, where there are people he can ask for help, if he needs to.



www.kidscape.org.uk

Kidscape is committed to keeping children safe. With the help of parents, carers, teachers, police and other caring professionals, children are taught ways to deal with: bullies; good sense defence; approaches by strangers and even by known adults who may try to harm them.

Kidscape offers a Helpline for parents of children being bullied; publications; child safety training to prevent bullying and abuse; confidence-building sessions and advice and information-sharing with other caring organizations.

The Kidscape website offers extensive advice for children, parents and professionals, including downloadable booklets and FAQs about bullying and child safety.

Downloadable leaflets include:

- Keeping Young Children Safe
- Keep them safe
- The Keepsafe Code
- Keepsafe Extra
- Good Sense Defence for the Young (from Kidscape Head Office)

An invaluable and reassuring book of short, illustrated stories is Feeling Happy, Feeling Safe, by Michelle Elliott, Director of Kidscape. This includes the story Getting Lost, in addition to Feeling Safe; Say No; Bullies; Someone You Don't Know; Touching, and Secrets. The book also includes the Kidscape Keepsafe Code. The book is published by the Communication Directorate and may be purchased online from the Kidscape shop.

Work in schools

Some children are now being taught how to stay safe through special lessons at school conducted by police Youth and Community Liaison Officers, such as P.C. Helena in the Teigan gets lost film. Charities such as Kidscape and Suzy Lamplugh Trust, as well as 'Crucial Crew' teams www.crucial-crew.org, also run workshops where children are presented with challenging situations in role-play, and are taught a safety plan.

This involves children learning how to pay attention to any 'funny feelings' (e.g. heart beating faster, stomach 'turning over', etc.), which are telling the children that something is wrong. They also learn the 'Yell, Run, Tell' code, devised by Kidscape. If a child feels scared or uncomfortable, they should shout loudly (e.g. 'Help! Stranger!') and not just scream, in case people think they are only playing. They should get away as quickly as possible and find a **safer stranger**, or go inside a **safer building** and tell the **safer stranger(s)** there what has happened.