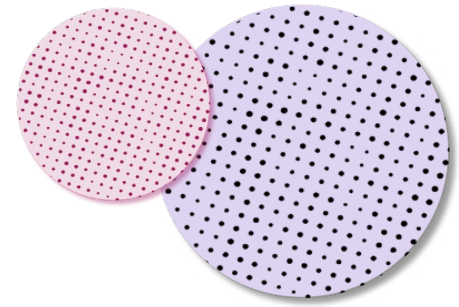


Youth never walk alone

Giving **everyone** knowledge
to help keep children safe

Listen up
speak up

NSPCC



500,000 children are abused a year in the UK. That's enough to fill Anfield Stadium 10 times...

But there's something we can all do to change this.



Why is that important?

Together, we can all prevent child abuse.

Let's fast-forward to the outcome, spotlighting the 'indicators' – bruises, flinching, tears – to millions of viewers with already heightened emotions.

We know that **Incidental Safeguarders** are most likely to see the indicators but may lack safeguarding training, or knowledge of what to do next...

So, let's alarm and arm them.

NSPCC & Premier League

have partnered to raise awareness of safeguarding before



33% rise in calls to Childline

during the 2018 World Cup (relating to domestic abuse)



1.9 million

average viewers watching a Premier League televised game



Liverpool

Was the highest searched team in the UK in 2022



LFC Foundation & NSPCC

are already working together

But why football?

Liverpool FC

We know the football community is full of pure passion for the most popular sport worldwide.

When picking a team, Liverpool is perfect*. Coming up top in search demand in 2022 and with LFC Foundation working with the NSPCC in 2023, we know they'd jump onboard.

*But NSPCC's partnership with the Premier League, means any of those big teams could work.

Abuse changes childhood.
But so can we.

NSPCC

How? You ask...

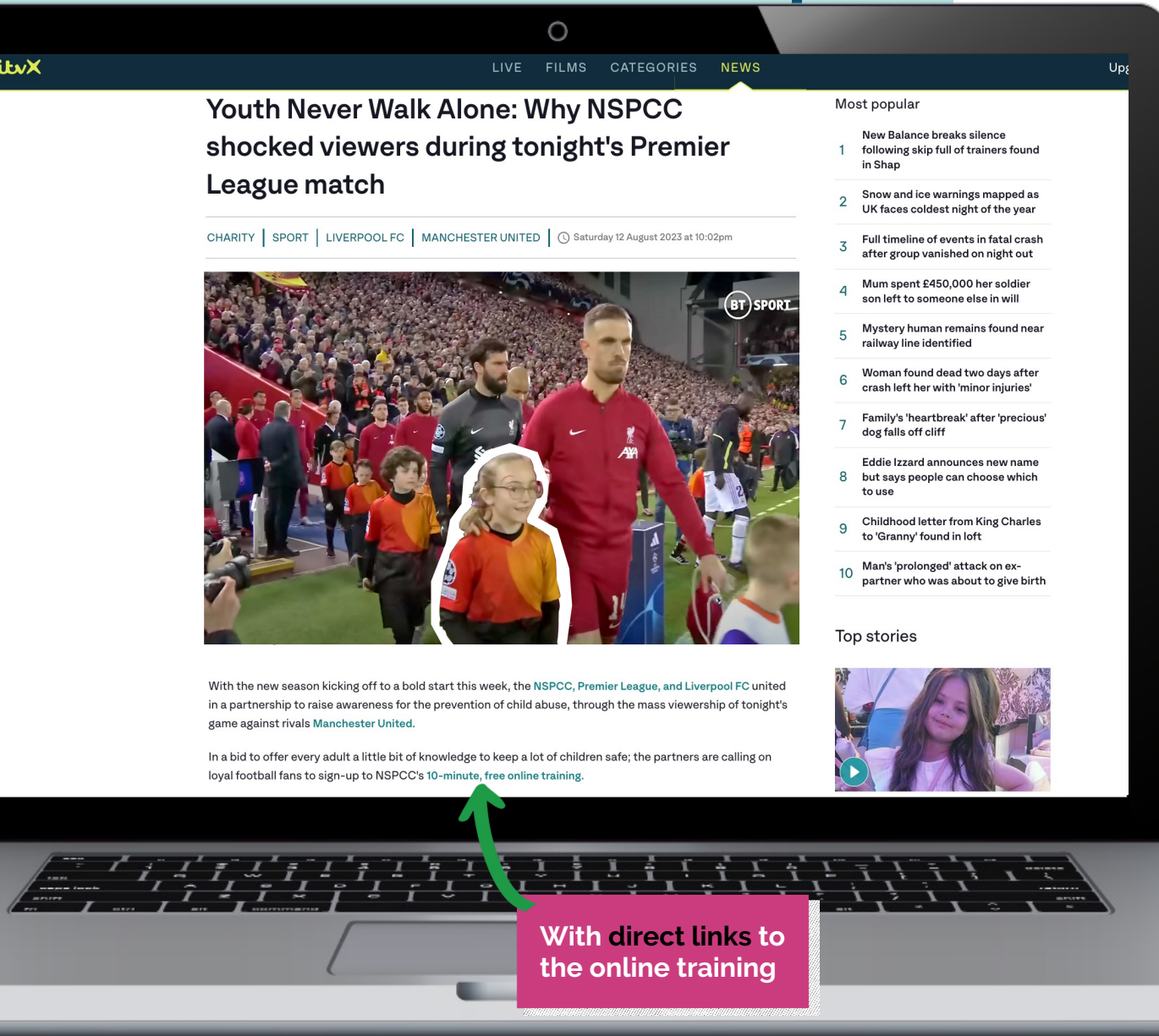
Child actors will walk on as mascots alongside the players with fabricated signs of child abuse, which may not be noticeable initially.

However, all will be revealed during half-time by the pundits...

Leaving viewers uncomfortable that they didn't notice something so important.

Driving home the key message that **child abuse is not always clear, but every adult should know the indicators and be aware.**

Kickstarting media coverage



With direct links to the online training

- **Pre-pitching the televised stunt and official press release** to high-profile news and sports journalists, under embargo, giving them the inside scoop.
 - Having a range of experts connected to NSPCC ready-and-waiting to jump on **reactive media moments** (like behaviourists).
 - Working with Broadcast Revolution who offer pro-bono for charities; offering **influential spokespeople, lived experience case studies, and experts for national and regional TV/radio** in the days following the game to share their stories and drive home the campaign's key messaging.
- THE Sun** **talkSPORT** **ECHO** **MailOnline**

**We can't save a penalty.
We can help children to feel safe.**

Why will this work?

61% of consumers trust influencer recommendations.

To capitalise on this, we'll use NSPCC's available pool of influential people and spokespeople to share their personal experiences, and help us spread the message that:

The more people that take our training, the more children and young people we can protect.

Let's not commit a foul. Let's speak up about foul play.

NSPCC

Local

As well as national significance, we need regional relevance...

There will be campaign fly posters with QR codes to direct sign-ups outside football clubs in the UK.

And a downloadable campaign package for youth football clubs to print assets with QR codes*

*Think Ask for Angela



To spur on the competitive nature via the Premier League's website...

The screenshot shows the Premier League website with a navigation bar at the top containing the Premier League logo, 'CLUB SITES', and various club logos. Below the navigation bar are links for 'Premier League', 'Fantasy', 'Video', 'Communities', and 'More'. A secondary navigation bar includes 'Home', 'Fixtures', 'Results', 'Tables', 'PL30', 'Awards', 'Hall of Fame', 'Transfers', 'Broadcast', 'Tickets', 'Clubs', 'Players', 'Managers', 'News', 'Youth', and 'Safeguarding'. The main content area features a 'Safeguarding' banner with the headline 'Youth never walk alone: sign-ups league table'. Below this is a promotional graphic for NSPCC x Premier League, which includes a table of training signups and a call to action to sign up for 10-minute online training.

NSPCC x **Premier League**

Running total **51349**

pos	club	training signups
1	Wolves fans	9035
2	Brentford fans	8938
3	Chelsea fans	8801
4	Man City fans	7699

Want to support your team in the race to protect children from abuse?

Sign up for the **10-minute online training** via NSPCC here - <https://www.nspcc.org.uk/support-us/listen-up-speak-up/>

And to optimise the online training via NSPCC's website...

Recommendations*

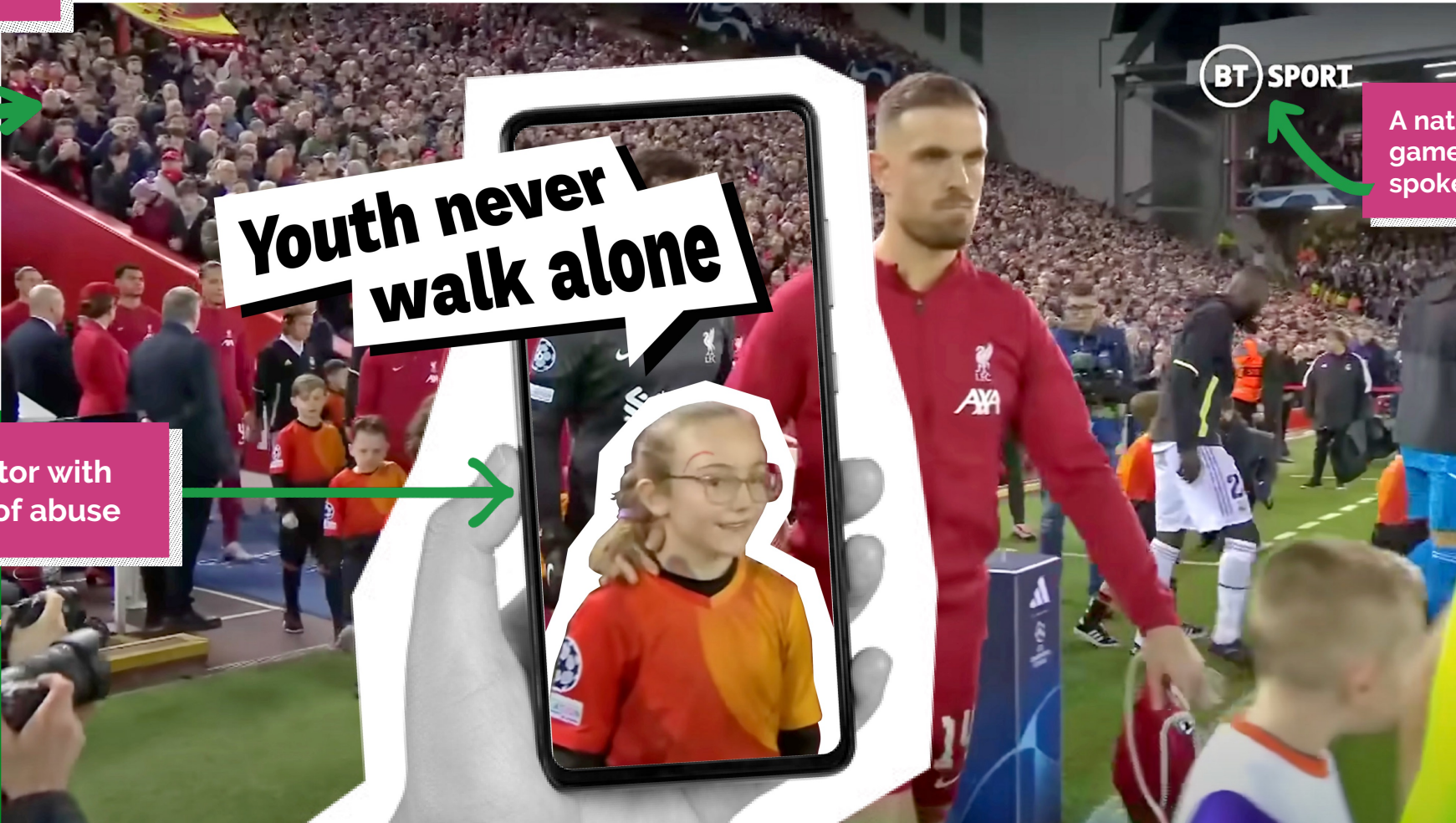
We don't want to stop at 50,000 sign-ups. We want as many people as possible to complete this training, so we must make it more accessible, engaging, and shareable...

1. **A full transcript** for those who need screen readers to listen
2. **Easy-to-follow training video** for those who struggle with reading and are aural learners (learning difficulties, dyslexic)
3. And... we can support with **Braille QR codes** too

*These also apply to the follow-up email resources

NSPCC

54,000 attendees feeling the impact of 'I was there...' after seeing the news



A nationally televised game with influential spokespeople

A child actor with indicator of abuse

And there are plenty more ways to make this campaign **work even harder** following the launch...