**Join Us in Raising Awareness: Childline Reach Campaign – Behind the Screen**

Dear Partner,

We are excited to share with you the launch of our new Childline Reach campaign – **Behind the Screen**. This campaign aims to engage and reach boys and young males, raising awareness of Sexually Coerced Extortion, sometimes referred to as ‘Sextortion’. We know that Sexually Coerced Extortion is an issue impacting boys and young men’s physical and emotional wellbeing.

Through our new campaign, we want to raise awareness of this form of exploitation. We also want to **reinforce that it’s OK** for boys and young men to seek support for whatever they are going through – and that Childline is a place for them.

**Our Objectives:**

* Increase awareness of the signs and indicators of Sexually Coerced Extortion.
* Boost confidence in supporting boys and young males who are experiencing or have experienced this type of abuse.
* Highlight that online exploitation is not young people's fault.
* Raise awareness of Childline, Report Remove, and how our services support young people.

**Campaign Assets:**

* **Professionals Guide:** This guide helps raise awareness among adults and professionals about what Sexually Coerced Extortion is, its impacts, and how to spot and support a young person experiencing this type of abuse. Key features include the "Report Remove" tool for under-18s to take down nude images and Childline's unique confidentiality policy that ensures a safe space for sharing concerns. The document also provides resources from NSPCC and other organisations to educate and assist professionals, parents, and young people.
* [Childline | NSPCC Learning](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Flearning.nspcc.org.uk%2Fservices%2Fchildline%3FmodularPage%3Dposters-and-campaigns&data=05%7C02%7CEducation.News%40wokingham.gov.uk%7Cdf480bb02ba94dc0912108dd450d2d22%7C996ee15c0b3e4a6f8e65120a9a51821a%7C0%7C0%7C638742645075806972%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=loZLIkDnfTOjP%2Fqz1BxZ7ZUMcuSgOBsAA2w7xu6XNHI%3D&reserved=0)
* **Collaboration with the Charvas:** Our campaign includes a brand-new film featuring social media influencers WhyDee and Kay The Jeweller. They engage in an online conversation with three different people, only one of whom is real. Can they correctly identify the real person, or will the team behind the scenes manage to trick them?
* During the challenge, WhyDee and Kay The Jeweller experience first-hand some of the complex ways scammers attempt to deceive young people. In the shocking conclusion, they learn a valuable lesson to share with young people: not everyone you meet online is who they say they are.

[Can The Charvas work out who is REAL and who is FAKE? | Childline - YouTube](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3DKl-iRm9iTh8&data=05%7C02%7CEducation.News%40wokingham.gov.uk%7Cdf480bb02ba94dc0912108dd450d2d22%7C996ee15c0b3e4a6f8e65120a9a51821a%7C0%7C0%7C638742645075831066%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=xy6a8dt2bWXB6H454zMNX8zcllEjD1MO28TbqVPt1Jw%3D&reserved=0)

* **Childline Page for Young People:** The Behind the Screen Childline page provides information on navigating online identities, spotting fake profiles, and chatting with people online that you don’t know. It also includes information on online extortion and links to support such as our Report Remove tool.
* [Trusting others online | Childline](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.childline.org.uk%2Finfo-advice%2Fbullying-abuse-safety%2Fonline-mobile-safety%2Ftrusting-others-online%2F&data=05%7C02%7CEducation.News%40wokingham.gov.uk%7Cdf480bb02ba94dc0912108dd450d2d22%7C996ee15c0b3e4a6f8e65120a9a51821a%7C0%7C0%7C638742645075845255%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=O%2F1miF5QM%2BIrw%2Bw5u8XiqLxBQZ%2BHSWGLMu9V8zcy4mY%3D&reserved=0)

**How Can You Help?**

You can help us raise awareness of this campaign in several ways:

* Read and share our professionals guide, you can download it [here.](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Flearning.nspcc.org.uk%2Fservices%2Fchildline%3FmodularPage%3Dposters-and-campaigns&data=05%7C02%7CEducation.News%40wokingham.gov.uk%7Cdf480bb02ba94dc0912108dd450d2d22%7C996ee15c0b3e4a6f8e65120a9a51821a%7C0%7C0%7C638742645075860917%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=8tTpu8gwpXpNEJ4dOUbHah2LawVHgCMYdj5cHNLBfJk%3D&reserved=0)
* Promote our [Report Remove poster and leaflets.](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Flearning.nspcc.org.uk%2Fresearch-resources%2Freport-remove&data=05%7C02%7CEducation.News%40wokingham.gov.uk%7Cdf480bb02ba94dc0912108dd450d2d22%7C996ee15c0b3e4a6f8e65120a9a51821a%7C0%7C0%7C638742645075875443%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=AuvXXzcHbHKwtOL7w%2B2XCauFzJlAXmIH%2FIpMvEhwS4M%3D&reserved=0)
* Signpost young people to our film with the Charvas.
* Visit and signpost to our Childline page