

Child Trafficking = Slavery = Child Abuse



**Raising Awareness
in Dundee**

www.dundeeprotects.co.uk

**Dundee Child Care &
Protection Committee**



Initial Approach

- Decide on target audience/s
- Consider the most appropriate vehicle/s for this stage
- Develop the resources
- Launch the programme

DON'T
CLOSE
YOUR
EYES
TO
HUMAN
TRAFFICKING

 **Blue Blindfold**
OPEN YOUR EYES TO
HUMAN TRAFFICKING

If you don't look  - you won't see

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Audience

- Multi Agency staff groups
- Single Agency staff groups
- Elected members
- General public

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Vehicles used

- Road show approach for staff
- CPD session for Elected Members
- Poster/postcard campaign for general public using: -
 - UKHTC Blue Ribbon campaign materials



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Resources

- **Exhibition – interactive**
 - Graphic Artist – Elsie Vernon
 - Multi media materials
- Interactive props
- **Audio**
 - pod cast from Hillingdon LSCB
- Audio Visual
 - video clips and virals
- **UKHTC Blue Ribbon campaign materials**

* each attendee was provided with a ECPAT CD and a data CD with additional research/reports etc on the trafficking theme*



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Programme

- Multi Agency Roadshow Launch
 - City Centre X 2
- Single Agency Roadshows
 - Health X 4
 - SWD X 2
 - Education CPO's
 - Housing X 2
- Lunchtime Sessions
 - Elected Members
 - Joint SWD/Police
 - managers/FPU
- General Public
 - Posters and postcards disseminated via
 - libraries
 - housing offices
 - community centres
 - Tayside House walkway
 - Council offices



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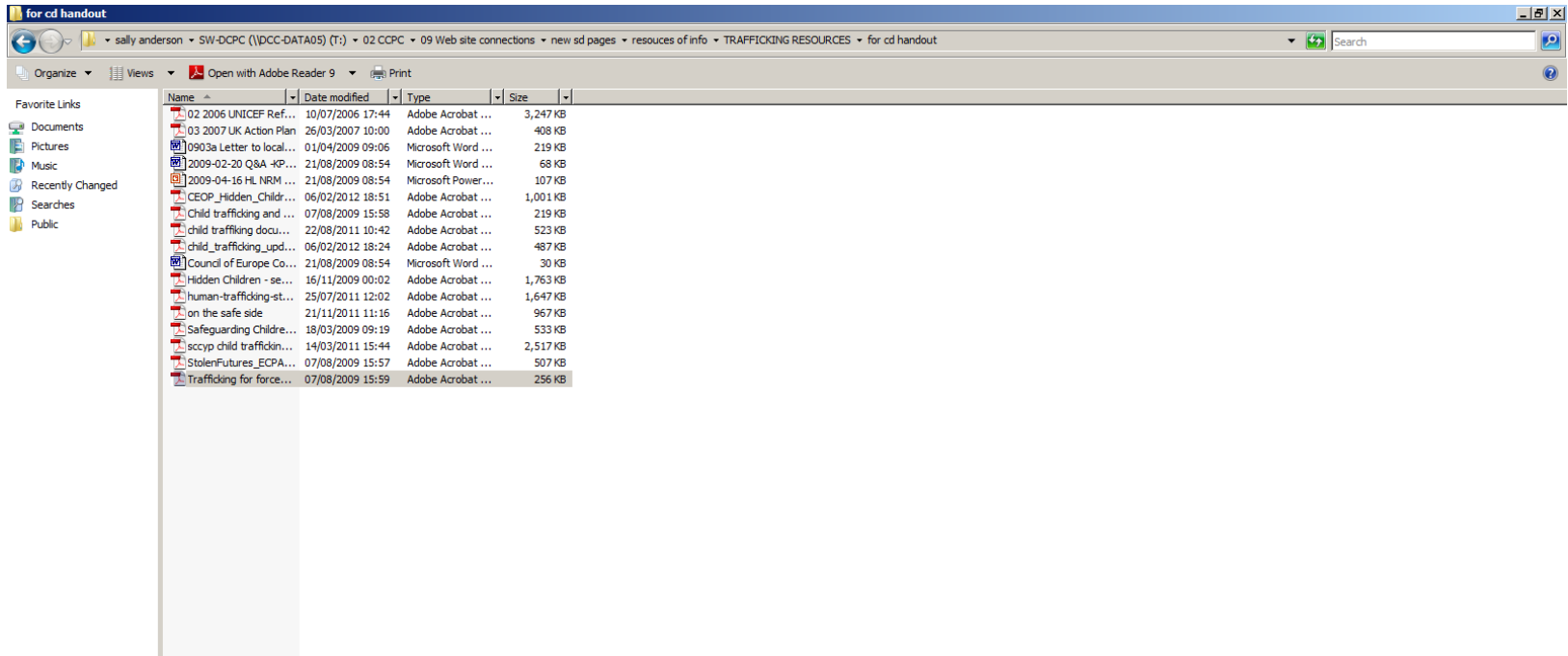
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Resource CD contents



Dundee Resources – Videos/ supporting resource documents
Contact: sally.anderson@dundeecity.gov.uk



Thank you



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