

Modern Slavery Helpline and Resource Centre Communications Plan

Modern slavery is the illicit trade in human beings, where people are bought and sold for a profit with little chance of prosecution for the criminals and terrible human rights outcomes for the victims. It is crime that occurs all over the globe, including in the UK. Because it is such a hidden crime, it is often difficult to detect and many in the UK are not aware of the fact that it is happening on our streets and in our communities. It is a complex and diverse crime involving women, men and children in sexual exploitation, labour exploitation, domestic servitude, organ trafficking and criminal exploitation.

The UK Modern Slavery Helpline and Resource Centre was established in October 2016 to provide a central point of information, advice and guidance to anyone who may be affected or come into contact with a situation of modern slavery in the UK. The helpline takes calls on a 24/7, 365 days a year basis ensuring that, regardless of the time or situation, people can access the help, information and advice they need.

Recognising that modern slavery is such a complex and hidden crime it is vital that those, particularly on the frontline, in the police service, in local authorities and in the NHS have the understanding and knowledge to spot the signs and know what to do if they think they have come into contact with a potential victim. It is also vital that potential victims know who to contact to get help and support.

This communications strategy has been developed to focus and steer regular communications activities related to the Modern Slavery Helpline and Resource Centre. The purpose of this document is to raise awareness of the helpline so that:

- Potential victims can call to access help, information and support that is available;
- Frontline workers know who to contact for advice and guidance when they encounter someone who may be a potential victim of modern slavery;
- The public can report any concerns or suspicions they may have about a potential instance of modern slavery confidentially; and
- Businesses can seek information and guidance on any issue or concern they may have, including legislation regarding transparency in supply chains.

To maximise our reach, this communications strategy reflects the relationships and awareness-raising activities we are establishing with partners through a range of existing channels.

Our early communications strategy to establish and launch the helpline was predicated on the important role frontline workers play in identifying potential victims. It is important to recognise these potential touch points to ensure that frontline

professionals have the skills knowledge and understanding of modern slavery to make an informed decision about how to support an individual. The helpline plays a vital role in ensuring that those wanting help or guidance have one central, well-recognised point of contact.

Law enforcement – frontline officers, custody sergeants, SIOs

Local authority personnel – social workers, minicab licensing, environmental health

NHS professionals – nurses, doctors, maternity services, gynaecology, sexual health clinics, GPs

Community and faith groups – reflecting nationality, ethnicity or religion, including hard to reach and diaspora communities

Businesses – utility companies, hospitality sector, agriculture and food processing/packaging, nail bars, car washes, retail sector, care sector, transportation,

How

Our communications activity will not only focus on the range of audiences and perspectives but also reflect the various types of exploitation we are seeing through calls to the helpline. It is vital that the public and frontline professions understand the diversity of modern slavery situations. To maintain momentum and to keep the helpline in the public domain our strategy will be refreshed every three months on a rolling 12-month basis.

If you are undertaking communications activity to raise awareness of modern slavery and would like to use the Modern Slavery Helpline number, please contact us. We can ensure that resources are deployed to meet any potential increase in demand through the helpline.

Modern Slavery Helpline – Communications & Awareness Plan 2017

This communications plan will be updated on a quarterly basis

	April	May	June	July	August	September	October	November	December
MS Helpline Comms activity	<ul style="list-style-type: none"> -Monthly stats -Q1 stats -NHS ad-hoc report -6 months on, press release -design helpline materials in other languages 	<ul style="list-style-type: none"> -Monthly stats -MS Conference in Norfolk/Suffolk -distribute helpline materials in other languages 	<ul style="list-style-type: none"> -Monthly stats -TRIBE run for love -Presentation for MS Training Day, EMPAC, Leicestershire Police -Reminder brief to all PCCs via APCC -redesign helpline website 	<ul style="list-style-type: none"> -Monthly stats -Q2 stats -Helpline social media campaign on MS in agriculture -Relaunch the helpline website -Car wash ad-hoc report -develop helpline website home page in other languages 	<ul style="list-style-type: none"> -Monthly stats -distribute helpline materials in other languages 	<ul style="list-style-type: none"> -Monthly stats -Agriculture ad-hoc report - develop helpline website home page in other languages 	<ul style="list-style-type: none"> -Monthly stats -Q3 stats -One year on, campaign on social media 	<ul style="list-style-type: none"> -Monthly stats -Helpline social media campaign on MS in care settings 	<ul style="list-style-type: none"> -Monthly stats -Food outlets ad-hoc report -Social Media campaign on homelessness

Partner Agency Comms activity (incl helpline number)	-HO Nigerian diaspora campaign (Domestic servitude) -HO press release on Nigerian campaign -Wales, tackling labour exploitation in the transport sector and car washes	-Wales, tackling modern slavery at Welsh Air and Sea Ports Wales -Raising awareness of MS through the football champions league Scotland – launch of comms plan -NCA comms campaign	-Wales, tackling transparency in supply chains and working with shopping centres -Scotland – MS general publicity campaign	-Wales, tackling sex exploitation, tackling labour exploitation in farming -NCA: touring photographic exhibition	-Wales, tackling modern slavery in the hotel, tourism and hospitality sectors -NCA: touring photographic exhibition	-Wales, working with Universities and schools, tackling MS in the construction sector	-Wales, child exploitation. Tackling private rentals and landlords	-Wales, the role of health in supporting survivors	-Wales, promoting Welsh first responders. Nail bars in the beauty industry
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