

Key Messages

Children and young people who are being exploited may not always look or act vulnerable. If something doesn't feel right, it may not be.

#LookCloser focuses on public spaces where exploitation may be most visible to the public - parks, supermarkets, transport, banks and online environments like gaming platforms and social media.

We also know that bias can be a huge barrier in identifying young people who are being exploited. **#LookCloser** highlights that there is 'no perfect victim' and any young person can be exploited.

Members of the public and those working in the service, retail or transport industries are in a position to spot signs of exploitation and abuse.

Young people can be exploited and abused anywhere.

Ensure public spaces are safe for all young people.

Look beyond the obvious – trauma can manifest in many different behaviours.

Collectively we can safeguard more young people if we all know what to look out for and how to report concerns to the police.

It's important to challenge stereotypes of what a 'typical victim' of exploitation looks or acts like.