

NSPCC Talk PANTS campaign to help protect children from sexual abuse launched in St Helens

An NSPCC campaign designed to help parents and teachers talk to children about sexual abuse has been launched in St Helens.

The charity's Talk PANTS initiative aims to reach every primary school child in the UK, using age-appropriate language to help them understand their body belongs to them and they can speak out to a safe or trusted adult if anything happens that makes them feel uncomfortable.

There will be a year-long campaign in St Helens and a series of Read & Rhyme sessions during February for children and parents to further embed the Talk PANTS message.

Since 2013, the campaign has helped over six million parents to Talk PANTS and keep children safe from abuse.

PANTS stands for:

- P - Privates are private
- A - Always remember that your body belongs to you
- N - No means no
- T - Talk about secrets that upset you
- S - Speak up, someone can help

The local NSPCC campaigns team will also be hosting information sessions about Talk PANTS across St Helens throughout the year for professionals and volunteers, along with activities for parents and carers.

At the launch this week, parents heard about Talk PANTS at a Read & Rhyme session in Eccleston Library and the NSPCC's friendly dinosaur Pantosaurus made an appearance.

Local Campaigns Manager, Mubashar Khaliq, said: *"An estimated 1 in 20 children have experienced sexual abuse.*

"Talk PANTS was developed with children, parents, carers and teachers to help children understand that they have a right to say no and if they need to speak out about something, someone will listen.

"We know that a simple conversation can make a huge difference, and that's what Talk PANTS is all about. We're delighted to be bringing this campaign to the St Helens community and we hope it will really have an impact over the next 12 months."

St Helens Borough Council Assistant Director for Children and Young People Services, Jo Davies said: **"QUOTE TO FOLLOW?"**

The NSPCC offers a [range of resources](#) designed to help children understand what is and isn't OK, and how they can speak out if anything happens that worries them.

To help make the conversation easier - parents can [buy a Pantosaurus storybook](#), sign up for [Talk PANTS emails](#) and the NSPCC has a range of other [Talk PANTS products in the NSPCC shop](#).

The campaign is also being supported by Children's Laureate Frank Cottrell-Boyce, who is from the St Helens region.

Frank said: *"As the Children's Laureate and a father of seven children, I know how important it is for us to give children the tools they need to use their voices and speak up.*

"I'm so pleased to be supporting the vital NSPCC Talk PANTS campaign, which is being launched in the borough of St Helens where I grew up.

"I know the difference books can make in children's lives, giving them confidence and making them feel like they matter. It's wonderful that a book like Pantosaurus and the Power of PANTS has been created to help families and schools have simple conversations to keep children safe from abuse in an engaging way."