Parents Protect!
Together we can prevent child sexual abuse

SMART Rules for Parents & Carers
Helping you protect your children from sexual abuse

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Child sexual abuse is something adults would rather not think about or talk about – but the best way of protecting children from harm is for adults to do just that! By not being afraid to talk about the issues, with each other and with our children, we become much better able to understand the steps we can take to keep our children as safe as possible. There are no hard and fast rules, but here are a few suggestions on things to think about and how to start these important conversations with your family and friends.

SMART Rules

for parents and carers

Secrecy Sexual abuse thrives in secrecy. Children find it very difficult to tell anyone that they are being abused by an adult or another child. Talking to and listening to your child is the best prevention.

Monitor your child for signs that they are not happy. Be alert to the warning signs that they may be being abused.

Attention Be aware of who is paying attention to your children and who their friends are. Don’t ignore any unease you feel about people showing interest in your child.

Respect your child’s wishes if they don’t want to be with someone or to stay somewhere. Discuss with them why they feel this way.

Talk openly to your children about keeping safe. If your child does confide in you, listen calmly and be re-assuring.

Concerned about a child or the behaviour of another adult?

Call 0808 1000 900 for confidential information, advice and support