

Counter Terrorism Police launch first ever campaign aimed at children and teenagers



Counter Terrorism Police have launched a first ever campaign aimed at children and teenagers.

UK CT Police's 'ACT for Youth', follows the successful 'Make Nothing Happen' and 'Run, Hide, Tell International' campaigns.

The first of two new Run, Hide, Tell videos features TV personalities Bear Grylls and Ant Middleton, Leicester City footballer Jamie Vardy, England rugby star James Haskell and double Olympic gold medallist Jade Jones, who will tell young people that when caught up in a terror attack, "Real champions run."

Counter Terrorism Policing's safety campaign will teach 11-16 year olds how to react in the unlikely event they are caught in a gun or knife terror attack, including being told NOT to stop and use their phones until they are safely away from danger.

Counter Terrorism Policing have enlisted the support of celebrities from entertainment and sport to launch their first-ever safety campaign aimed at children and teenagers.

TV star Bear Grylls and England footballer Jamie Vardy are among the leading stars supporting the first phase of a new initiative designed to teach 11-16 year olds how to react in the unlikely event they are caught in a gun or knife terror attack – including advice not to wait around taking pictures

on their phones.

With the UK terror threat level at SEVERE, children will be taught to RUN if they are able to, HIDE if they are not, and TELL police of the threat only when it is safe to do so. They will also be advised to warn others about an on-going threat, and crucially told NOT to stop and use their phones until they are safely away from danger.

Previous messaging – which has formed part of the wider Action Counters Terrorism campaign – has been aimed at adults, but following extensive research with children and young people, security experts from the National Counter Terrorism Security Office (NaCTS0) have created safety advice to engage and empower a younger audience.

NaCTS0 have also teamed up with key partners including the NSPCC, Childline, The Scottish Sun and Educate Against Hate, to help and support parents who are understandably anxious about discussing such a topic with their children.