



Dear Headteacher and Chair of Governors

I am writing to ask for your help in protecting children from abuse and to highlight Thinkuknow, a free and award winning education programme.

Thinkuknow aims to protect children from abuse both online and offline and reaches over 3 million children and young people in the UK every year.

Thinkuknow (TUK) is led by the National Crime Agency's (NCA's) Child Exploitation and Online Protection (CEOP) command and provides:

- **Free education resources, including films, cartoons and lesson plans**, designed for schools and community groups to use with children and young people from age five upwards and their parents and carers. You can set up a free Thinkuknow account and download all resources at [www.thinkuknow.co.uk/teachers](http://www.thinkuknow.co.uk/teachers).
- **Training** for teachers and other professionals:
  - A one-day 'CEOP Ambassadors' course providing detailed training and information about online safety, child sexual abuse and exploitation and using education to keep children safe. It also enables delegates to deliver TUK materials to fellow professionals – as well as the whole school community.
  - Keeping Children Safe Online (KCSO), is an e-learning course developed in partnership with the NSPCC.

See [www.thinkuknow.co.uk/teachers/training](http://www.thinkuknow.co.uk/teachers/training) for more information.

- **A website with honest, realistic and practical advice for children and young people** on all aspects of their online lives, presented in age-appropriate and engaging ways. There is also a section for **parents and carers**, providing detailed advice on how to keep children safe, together with advice about what to do if you have concerns and where to go for help if things go wrong. See [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk).
- In partnership with Parent Zone, CEOP have created Parent Info, a **free newsfeed service for school websites** which offers articles by leading experts on every aspect of children and young people's lives. Any school can sign up and take a few simple steps to integrate Parent Info into their own website at [www.parentinfo.org](http://www.parentinfo.org).

CEOP are running **a new online safety education and awareness campaign** aimed at parents and carers in the form of a short animation, 'The World Changes. Children Don't'. For more information visit [www.thinkuknow.co.uk/parents](http://www.thinkuknow.co.uk/parents) or visit the CEOP YouTube, Facebook (@ClickCEOP) and Twitter (@CEOPUK) social media channels.

I hope you will use these resources to help support conversations to promote online safety within our school community. If you would like more information please do not hesitate to contact the CEOP education team at [ceopeducation@nca.x.gsi.gov.uk](mailto:ceopeducation@nca.x.gsi.gov.uk).

Yours sincerely