

Launch of Jessie and Friends – online resource

The NCA (National Crime Agency) launch *Jessie & Friends*, a new Thinkuknow education resource which will help keep 4-7 year olds safe from online sexual abuse.

At a time when younger children are ever more active online, the NCA is reporting an increase in the scale and complexity of online offending against children. In response, NCA-CEOP is engaging directly with children as young as four for the first time through *Jessie & Friends*.

Jessie & Friends is based on a series of three fun, age-appropriate animations which follow Jessie, Mo and Tia as they view, share and game their way towards a safer future online. The animations are accompanied by:

- a catchy song, storybooks and posters
- a detailed Guidance Pack with engaging learning activities on key topics including trust, consent, and healthy and unhealthy online behaviours, plus expert advice on safe and effective delivery of *Jessie & Friends*
- advice for parents and carers on using *Jessie & Friends* to start a positive, age-appropriate online safety conversation with their child

Children across the UK will enjoy learning with Jessie, Mo and Tia through age-appropriate lessons and activities in the school curriculum, or delivered within community-based clubs and other services for children. The NCA are delighted that *Jessie & Friends* has been awarded the [PSHE Association Quality Mark](#) in recognition of the high-quality, safe learning opportunities it provides.

The resources highlight links to the Scottish Curriculum for Excellence, including Relationships and Sex Education, Health Education and the Computing Curriculum.

All *Jessie & Friends* **education resources** will be available to download free from 13 March 2019 at www.thinkuknow.co.uk/professionals/resources/jessie-and-friends.

You'll find content **for parents** and carers www.thinkuknow.co.uk/parents/jessie-and-friends.

Please consider supporting the launch by:

1. Liking, commenting on and sharing our social posts from @CEOPUK (Twitter) and Click CEOP (Facebook)
2. Putting out social content of your own about *Jessie & Friends* – there is some suggested text below, or do feel free to create your own, using the hashtags #JessieAndFriends and #KidsSaferOnline
3. Including news of the launch of *Jessie & Friends* in updates to your partners and networks

Suggested social media posts

We're singing along with #JessieAndFriends, stars of the new animations from [Twitter: @CEOPUK] [FB: Click CEOP], here to help keep #KidsSaferOnline. Download films, songs, storybooks and guidance at www.thinkuknow.co.uk/professionals/resources/jessie-and-friends

"If it makes you feel worried, scared or sad, tell a grown up you trust": new online safety advice and education for 4 year olds from #JessieAndFriends, heroes of the new animations from [Twitter: @CEOPUK] [FB: Click CEOP]. Download films, songs, storybooks and lesson plans to keep #KidsSaferOnline at www.thinkuknow.co.uk/professionals/resources/jessie-and-friends

Does your child enjoy being online? Then they'll love meeting #JessieAndFriends, heroes of these fun, age-appropriate new online safety animations from [Twitter: @CEOPUK] [FB: Click CEOP]. Watch the films, read the storybooks and find advice for parents to keep #KidsSaferOnline at www.thinkuknow.co.uk/parents/jessie-and-friends

Many thanks for your support with this, and for your ongoing support for our work protecting children from sexual abuse and exploitation online.



www.thinkuknow.co.uk

www.nationalcrimeagency.gov.uk

www.facebook.com/NCA

Twitter: @NCA_UK

NCA mission: leading the UK's fight to cut serious and organised crime