



## THE UNDERWEAR RULE

# Why it's important

The NSPCC's Underwear Rule campaign helps parents and carers talk to their children about staying safe. It's just one way that – together – we can prevent child abuse.

We know simple conversations – like crossing the road safely, bullying at school and dealing with strangers – help keep children safe, and that's what the Underwear Rule is all about. It helps children understand that their body belongs to them, they have the right to say no, and that they should always talk to an adult they trust if they're worried.

We've created an easy way to remember the Underwear Rule that helps children understand these points – Talk PANTS and you've got it covered. Each line of PANTS covers an element of the Underwear Rule and provides a simple but valuable lesson that can keep a child safe.

Children can find it hard to speak out. That is why it's important to talk to them from an early age, so they can feel confident about saying no to unwanted touches. By encouraging children to talk about issues earlier, and listening to their thoughts and feelings, parents can create the culture of openness that keeps children safe from abuse.

“ YOU CAN HELP PREVENT ABUSE. SIMPLE CONVERSATIONS REALLY CAN KEEP CHILDREN SAFE. ”

AND YOU'VE GOT IT COVERED!

90%

OF SEXUALLY ABUSED CHILDREN WERE ABUSED BY SOMEONE THEY KNEW\*

1 IN 3

CHILDREN SEXUALLY ABUSED BY AN ADULT, DID NOT TELL ANYONE ELSE AT THE TIME\*

\*Based on NSPCC research with 11-17 year olds: Radford et al (2011) Child abuse and neglect in the UK today.