Guide to Using 'See it. Hear it. Report it.' Campaign Materials

See it. Be alert to the signs of abuse – neglect, physical, sexual, emotional or spiritual.

Hear it. People may not tell you directly they are being abused but listen out for indications of inappropriate relationships or comments that cause concern.

Report it. If you suspect abuse or neglect, speak to your Parish Safeguarding Officer or Diocesan Safeguarding Team ASAP for advice.

Thank you for engaging with the Diocese of Guildford's safeguarding campaign. This guide will help you make the most of the available resources to raise awareness of safeguarding risk and encourage reporting in your community.

About the Campaign

All the resources have been designed by the Diocese of Guildford's Communications Team in consultation with the Diocesan Safeguarding Team and safeguarding role holders across the diocese. We want to thank everyone who has helped us develop this campaign. The images have been sourced from professional stock libraries and can be used publicly.

Available resources

The resources include a range of print and digital materials to help you communicate with your communities:

- Posters
  - Two standalone versions: explainer and teaser.
  - A set of three that are intended to be used side-by-side for consistent messaging.
  - These have been designed to be printed up to A3.
- Info card
  - A two-sided business card, including a front image and options for the reverse with contact details for national or regional helplines.
  - This can be used as a handout or made available for individuals to pick up

discreetly in your location(s).

- ○ This is 85mm x 55mm, which is the recognised standard for a business card in the UK.
- Digital notice slides
  - ○ A selection of slides that can be used within your digital slide decks (e.g. your notice slides), on your website or in an e-newsletter/e-bulletin.
  - ○ Options include an establishing campaign slide as well as various options to emphasise the behaviours – See it, Hear it, or Report it.
  - ○ These slides are in a 16x9 ratio, which is the standard ratio for most display screens

What's in the Communications Pack?

All of the materials mentioned above are available in the downloadable Communications Pack. These are generic, ready-to-use designs that include the Diocese of Guildford logo, the phone number for the Diocesan Safeguarding Team for individuals to report a concern and a QR code, which signposts individuals to the Diocesan 'Report a concern' web page. In the pack you will find:

- Posters
  - ○ Two PDF versions* of the posters
- Info cards
  - ○ Two PDF versions* of the info card
- Digital notice slides
  - ○ A PowerPoint and a PDF of the slide options

*'*ProPrint' PDFs*: These include bleeds and crop marks for professional printing (used by print shops to ensure accurate trimming).

Editable versions (Canva)

The templates on Canva allow you to choose and amend the materials you want to make use of. We ask that you uphold the design integrity of the campaign, so it is recognisable in all locations where it is used and displayed.

⚠ **Please do not alter** design element sizes, positions, colours, fonts or images.

☑ You *may* update the placeholder 'Parish logo', QR code, and contact number to suit your local context.

The editable materials include the posters and the digital notice slides.

Support and contact

We're grateful for your commitment to safeguarding. Your efforts help ensure our communities remain safe and supported. Please let us know if we can assist you further by contacting us at comms@cofeguildford.org.uk.