SiyonaTech Helps the Police Tackle Child Sexual Exploitation

New awareness film made with EastEnders actress Shona McGarty to help the Police recognise the signs of child sexual exploitation.

(PRWEB UK) 31 October 2012 -- SiyonaTech, a performance technology provider, today announced that it has produced a film with the National Policing Improvement Agency (NPIA) and Association of Chief Police Officers (ACPO) to help raise awareness about child sexual exploitation. Featuring a storyline taken from the BBC TV series EastEnders the film has been designed to help policemen and women on the street recognise the signs of child sexual exploitation so that they can take early action and better protect children. The film was launched today to the Police and media in cooperation with the Child Exploitation and Online Protection Centre (CEOP) and can be viewed at: www.cse.siyonatech.com.

The 20 minute film uses a storyline to explore how children and young people can be made vulnerable to grooming and sexual abuse, highlighting the grooming and manipulation techniques used by abusers. The film was created in response to one of the recommendations made by the ‘Out of Mind, Out of Sight’ report. The report, by the CEOP, focuses on group-associated child sexual abuse, which has also been called ‘street grooming’ in media reporting of high profile prosecutions.

"Urgent action is needed to protect the hundreds of young girls and boys who are being exploited for sex," said Nick Duffield, National Training Coordinator for Child Protection, for the NPIA. "We work hard to raise awareness amongst the policemen and women who work within the local communities, and by involving a recognised name like Shona and the EastEnders story line we hope to reach a larger audience. The film has been posted on YouTube and other sites to make sure that as many policemen as possible can watch it. By learning to recognise the signs we can protect more children and bring more criminals to justice."

"We are proud to be working with the NPIA and the Association of Chief Police Officers to tackle such a serious issue that is often hidden from view," said Sambit Mohapatra, Founder and Director for SiyonaTech. "We can all do more to protect the children in our communities and we hope that this film will help more people realise that this is a real problem and show them how they can recognise the signs. We want to encourage everyone to spread the word and forward the link to the film to friends and family. It's only by working together we can tackle this vile crime."

The awareness film is the first part of an integrated learning experience intended to be followed up with an e-learning module and a mobile app to further help the Police tackle the issue.

The film can be found on: www.cse.siyonatech.com
Share the YouTube link: www.youtube.com/user/ceop

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About SiyonaTech
SiyonaTech is a performance technology provider. We help people perform better through the use of creative content delivered via technology platforms to ensure staff can access the right information at the right time. Organisations such as APS, NATS, and the Police, work with us to solve communication and training
challenges so that their workforces are informed, trained, and ready to perform to the best of their abilities at all times. For more information please visit www.siyonatech.com
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