



Who's in Charge? Phase Two

Social Media Assets Dec 2022

#WhosInCharge?
#ThinkPlanShare

Who's in charge? safeguarding campaign

- Following on from phase one of the Who's in Charge – safe sleep campaign in summer 2022, NHS Frimley and Frimley Healthier Together are championing resources for phase two focused on the question of who's in charge of the child/ren when there is a party, function or a play date in the home and adults are drinking alcohol.
- This campaign is designed to be used widely from Monday 5th December 2022. Please share with all your networks.
- Along with those visuals and messages created with phase one, all materials can continue to be used post campaign, and will serve as a good reminder to parents and carers, about who's in charge when alcohol is being consumed whilst caring for babies and children.

Campaign assets / link to download

- The following slides contain the assets for the second phase of Who's in charge?
- Assets are provided in a size for Facebook, Twitter and Instagram. They can be [downloaded from here](#)
- Short links are provided for the campaign posts. Note there is a landing page link plus links to the two different videos. The link is not the same for all posts
- Hashtags for the campaign:
#WhosInCharge?
#ThinkPlanShare
- The landing page for the campaign has been updated to reflect this new addition to messaging, and can be found here: <https://bit.ly/3cYdwn6>

Message one

Kicking back to celebrate with friends & family is great but the joy of being together can quickly turn sour if no one considers #WhosInCharge of the children.

Remember, in or out to drink alcohol, #ThinkPlanShare to keep everyone safe as you celebrate.

<http://bit.ly/3ufE4FT>



Pls download the appropriate sized file from the [resource centre](#)

Message two

Having another family over? You might enjoy an alcoholic drink together as you make tea and catch up.

Always pay attention to where they are and never leave kids unaccompanied in the kitchen #WhosInCharge #ThinkPlanShare

<http://bit.ly/3VpHIOk>



Pls download the appropriate sized file from the [resource centre](#)

Message three

It's great having a house full of children, laughing, and playing, but remember, distractions and inadequate supervision are often the cause of accidents. Don't let alcohol distract you.

Stop to consider, #WhosinCharge of the children.

#ThinkPlanShare

<https://bit.ly/Stayincontrol>



Pls download the appropriate sized file from the [resource centre](#)

Message four

Winter days mean many get togethers move inside. With festivities ahead, there may be alcohol consumed during the celebrations.

So, when children are not the focus, and you enjoy a drink, remember to #ThinkPlanShare #WhosinCharge of their needs and whereabouts?

<https://bit.ly/Stayincontrol>



Please download the appropriate sized file from the [resource centre](#)

Message five

Kids watch and learn from adults around them, often acting out what they've seen via role play.

If you are relaxing with a friend over an alcoholic drink, and kids are not the focus, who is keeping them safe from harm?

<https://bit.ly/Stayincontrol>

#WhosinCharge #ThinkPlanShare



Pls download the appropriate sized file from the [resource centre](#)

Message six

Celebrating and being together is one of life's joys.

If alcohol is part of the celebrations, your ability to safely look after and respond to a child reduces.

When consuming alcohol, #ThinkPlanShare #WhosInCharge of meeting the needs of children?

<https://bit.ly/Stayincontrol>



Pls download the appropriate sized file from the [resource centre](#)

Message seven

Leaving a child in the bath, even for a brief moment, could be enough time for them to seriously hurt themselves or drown.

Always supervise bath time.

<https://bit.ly/Stayincontrol>

#WhosInCharge #ThinkPlanShare



Please download the appropriate sized file from the [resource centre](#)

Who to contact at NHS Frimley

If you need any support with these messages and visuals, please contact:

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Engagement & Comms Manager – Children & Young People

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Safeguarding Lead and Designated Nurse for Children and Young People in Care