



**HEDDLU
GOGLEDD CYMRU
NORTH WALES
POLICE**

Response Date: 25/06/2026

2026/631 - Media campaign

In response to your recent request for information regarding;

I am requesting the name of the person responsible for the media campaign between 2020-2021/2022, which ran on the radio, requesting victims of historic abuse not be frightened to still report it to the police for investigation. I would like to know what was behind the campaign and why now ask people to come forward. What was response?

There is no information held regarding 2020-2022.

In 2024 we took part in the 'When You Are Ready campaign' which was run nationally by the CSE Taskforce and supported locally by all forces.

Please find attached the news release we did at the time, but we did not do any radio advertising, that will have been paid for nationally.

[When You Are Ready campaign launched | North Wales Police](#)

We do not record specific stats regarding the response to the campaign.

THIS INFORMATION HAS BEEN PROVIDED IN RESPONSE TO A REQUEST
UNDER THE FREEDOM OF INFORMATION ACT 2000, AND IS CORRECT AS AT 23/06/2026

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North Wales Police is supporting a new national campaign that focuses on encouraging victims and survivors of child sexual abuse and exploitation to reach out for support.

When You Are Ready, which has been fully informed by those with lived experience from start to finish, hopes to make victims and survivors feel seen and heard, to know they're not alone and encourage them to tell a friend, contact a support organisation and feel empowered to take that step, whenever they're ready to do so.

The campaign – launched by the national Child Sexual Exploitation (CSE) Taskforce – is also being supported by police forces across England and Wales.

When You Are Ready centres on a hard hitting three-minute film which features the voices of victims and survivors who have experienced child sexual abuse and exploitation – this includes both contact and online services. The film does not discuss the abuse experienced but details the experience each victim and survivor had in making the hard decision to disclose their abuse to a loved one, support organisation and/or the police, and the impact it had on their life thereafter.

It's hoped that the film resonates with further victims and survivors highlighting that they are not alone, and this is happening to other people, like them, who are living and thriving.

The campaign also aims to encourage further victims and survivors to reach out for support if that's the right thing to do for them – whether it's telling a friend or contacting a support organisation.

If someone is ready to take the next step in disclosing their experience, the film signposts victims and survivors to the bespoke campaign website directing them to a range of services and support organisations, as well as includes details on how to report to the police.

NPCC's lead for Child Protection Abuse and Investigations, ACC Becky Riggs said: "We want victims and survivors to feel positive and hopeful after seeing this campaign.

"From our work with victims and survivors, we understand it can take many years to process the abuse or exploitation that they experienced. For some, it may even take years just to acknowledge that what they experienced was, in fact, abuse, and not the loving or caring actions of someone they could trust.

“We also understand, from extensive research undertaken, that ‘justice’ for victims and survivors doesn’t necessarily mean a criminal justice outcome and simply telling someone can be enough.

“However, if victims do take the hugely difficult decision to disclose their abuse, they should be reassured that there are organisations who can provide help and support, whenever they are ready.”

T/Detective Chief Inspector Dafydd Curry of North Wales Police’s Protecting Vulnerable People Unit (PVPUP) said: “I would urge anyone who has been the victim of sexual abuse – no matter how long ago – to please come forward. We assure you that you will be listened to, and we will help you get the support you so rightly deserve.

“Sexual abuse can be reported at any time, it is never too late. Your voice deserves to be heard at any stage and you do not have to go through it alone. We have specialist teams to ensure all those victims who contact us are supported in the best way possible.

“North Wales Police is committed to preventing child sexual and criminal exploitation. Our Onyx Team gathers and acts on intelligence, working with our partners so we can prevent further offences, protect victims and pursue offenders.”

To watch the film and visit the bespoke website, please click here [When You Are Ready](#)