

# Safeguarding Newsletter



## From Marketing to Criminology....

Investigating a concern doesn't automatically validate it, but it demonstrates a commitment to uncovering the truth and ensuring the safety and well-being of everyone involved

At the age of 18, most of us are just trying to figure out what we want to do with our lives. For me, it was a no-brainer - I was going to pursue a career in business and marketing. I excelled at it in college and couldn't wait to make my mark in the corporate world. But then, something unexpected happened. I watched the movie 'Silence of the Lambs' and it completely changed the direction of my life!

As much as it scared the bejeezus out of me, it also sparked a deep interest in the field of psychological profiling. And just like that, I made a drastic shift in my career path - I chose to study Criminology and Social Science at university.

My friends and family couldn't understand why I would give up a promising career in marketing to delve into the dark world of crime and deviance. But I was fascinated by the human mind and the reasons behind criminal behaviour and that hasn't changed. I have always cared deeply about the experience that children have and I still strive to understand how someone can justify abusing children and how they could live with themselves after committing such heinous acts.

Now, my days seem to be mixed between diving into the dark realm of child abuse and the light of working with teachers and other professionals who are dedicated to protecting and enhancing children's lives and for those people I 'collect' along the way, I am truly grateful!

Child abuse is not an easy subject to tackle and certainly not an easy thing to dedicate your life to eradicating, but I'm determined to make a difference. I believe that by understanding the root causes of such behaviour, we can learn how to protect our children and prevent future cases.

Just tonight, while 'relaxing' after dinner I read another heartbreaking headline "Former Primary school teacher sentenced for child rape".

It would be easy for me to read the article and just denounce him as a pedophile and stop there but that isn't good enough, I need to understand why a 55 yr old man became a 'sugar daddy' to a girl who told him she was 18. Why he sent her money in return for increasingly sexually explicit images and videos, why he looked at her and convinced himself she was 18 (when she was barely 13) and when he met up with her and according to police, would clearly have seen she was no way near aged 18, why he still took her to a hotel and raped her. How he somehow convinced himself that he was in a 'relationship' with this child and 'cared' for her.

My current focus is on how individuals overcome their own ethical barriers to commit acts of child abuse. I firmly believe that at some point, these perpetrators had their own moral compass, but something happened (or a lot of small somethings) along the way that led them to cross that line, an inch or maybe even a millimetre at a time. Of course it is all abhorrent and heartbreaking, but if by trying to understand some of the thinking, steps and actions that led to this, I can understand where the barriers need to be built stronger and higher to make it as difficult as possible for people like this to act and cause harm. That is what I am going to do!

As a society, we tend to turn a blind eye to the uncomfortable truths surrounding child abuse. It's a topic that is often swept under the rug and ignored. But I believe that by shedding light on it and educating others, we can break the cycle and protect our most vulnerable population.

My work is not easy, and it often takes an emotional toll. But the thought of making a positive impact and protecting innocent children keeps me going. I'm determined to use my knowledge and expertise to encourage schools to recognise and learn from these atrocities, so they can better protect their students.

In the world of business and marketing, I could have easily climbed the corporate ladder and lived a comfortable life. But I chose a different path - one that challenges me every day and gives me a sense of purpose. It may not be the conventional route, but to me, it's the one that truly matters.



**Join me in my mission to Protect Children Everywhere!**

If you are struggling with this or any other Safeguarding or Child Protection issue, please reach out we are always here to support and help!