

19 October 2022

Dear parents, guardians and care givers

NotMyChild Campaign – conversations to have at home that could help to protect your child

My name is Zoë and I am your Police, Fire and Crime Commissioner and I am also a mother, and it is in both of these roles that I write to you today.

This year I have been working with Kerry Roberts, a local mother from Northallerton. If you are not familiar with Kerry's story, in 2019 her 15 year-old daughter Leah lost her life after taking two 'MDMA bombs' (a powder form of Ecstasy), whilst she was out socialising with a group of friends.

Together, and with exceptional courage on Kerry's part, we and others have created a campaign called NotMyChild which we hope will encourage parents, guardians and caregivers, to talk with their teenage children about drugs.

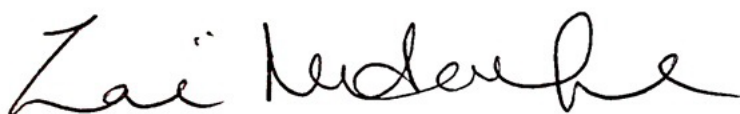
The campaign provides practical information to support those conversations, as well as giving advice about where parents, guardians and care givers, as well as young people, can find help and support should it be needed.

Leah's death was an appalling tragedy, but both Kerry and I hope that our campaign might inspire positive and practical conversations amongst families, and ultimately prevent harm before it happens.

Please take a small amount of time to view our campaign at www.notmychild.info where you will find five conversations you should start with your teens.

If you feel that it is something you would like to share with other parents, guardians and care givers that you know using your own social media accounts, you may wish to use the short films we have created at www.northyorkshire-pfcc.gov.uk/notmychild/kerrys-story/ and #NotMyChild.

Thank you.



Zoë Metcalfe
Police, Fire and Crime Commissioner for North Yorkshire and York