

RAISING AWARENESS TO PARENTS ABOUT

“SELF-GENERATED” CHILD SEXUAL ABUSE MATERIAL.

INTERNET WATCH FOUNDATION CAMPAIGN LAUNCHED TO RAISE AWARENESS OF “SELF-GENERATED” CHILD SEXUAL ABUSE MATERIAL

- In the last year, [“self-generated” child sexual abuse imagery](#) has increased by 77% and is a third of all child sexual abuse material identified and removed from the internet. These included images of girls aged 11 to 13 whose abuse had been recorded via a webcam in a domestic setting.
- To help prevent the creation of this type of abusive imagery, a campaign has been launched by the [Internet Watch Foundation](#) (IWF) backed by the Home Office and Microsoft. It aims to help raise awareness of this type of criminality among parents and carers of young teens, empower and educate girls aged 11 to 13+ to spot the techniques used by sexual predators and give them the knowledge to Block, Report, Tell someone they trust.
- It is a national campaign running from Wednesday 21 April for six weeks. You can find out more on the [IWF website](#), as well as specific sites for [parents](#) and [young people](#).



WEBSITES WITH USEFUL INFORMATION ON FOR YOU TO READ

- <https://annualreport2020.iwf.org.uk/trends/international/selfgenerated>
- <https://www.iwf.org.uk/selfgenerated-prevention-campaign>
- <https://www.iwf.org.uk/selfgenerated-prevention-campaign>
- <https://talk.iwf.org.uk/>
- <https://gurlsoutloud.com/>

BLOCKING OUT ONLINE SEXUAL ABUSE

Every day girls are contacted online by adults who try to manipulate or groom and sexually exploit them. Girls, just like you and your friends.

Block. Report.
Tell someone you trust.



TREND: 'SELF-GENERATED' CONTENT

- We continue to see an exponential increase in what is termed “self-generated” child sexual abuse content, created using webcams or smartphones and then shared online via a growing number of platforms. In some cases, children are groomed, deceived or extorted into producing and sharing a sexual image or video of themselves.

INTERNET WATCH FOUNDATION

- IWF's self-generated child sexual abuse prevention campaign launches in April 2021. Our data shows 11-13 year old girls are increasingly at risk of grooming and coercion at the hands of online predators.
- In 2020, we confirmed **68,000 cases of self-generated imagery, a rise of 77% on 2019 and self-generated imagery** accounts for **nearly half (44%) the imagery** we took action on last year. In **80% of these cases**, the victims were 11- to 13-year-old girls.
- Any child, no matter what their background, with **unrestricted access** to internet-connected devices, **is at risk**.
- The hard-hitting campaign, backed by the UK Home Office and Microsoft, aims to empower girls, and warn their parents and carers about the risks posed by online predators targeting children. Our aim is to build resilience to the threat of self-generated sexual abuse of children, thereby reducing the number of incidences.
- We want **girls** to have an increased awareness of how to respond safely to requests online for self-generated child sexual abuse material; and for **parents/carers** to have an increased awareness of self-generated child sexual abuse online and feel motivated and equipped to protect their children.
- **#HomeTruths**



WHAT'S GROOMING?

Online grooming's a tactic used by adults who try to get close by building a relationship, trust, and emotional connection in the hope of manipulating, exploiting and abusing us.

It's not always easy to spot them as they may hide who they really are by sending photos or videos of someone younger, or they might do a really good job of making you feel like they REALLY like you to get what they want.

Things potential abusers may do and say to trick you

BLOCK. REPORT.
TELL SOMEONE
YOU TRUST.

WATCH THIS [VIDEO](#)
TO FIND OUT MORE

THE IMAGES AND VIDEOS PREDOMINANTLY INVOLVE GIRLS AGED 11 TO 13 YEARS OLD, IN THEIR BEDROOMS OR ANOTHER ROOM IN A HOME SETTING

- The images and videos predominantly involve girls aged 11 to 13 years old, in their bedrooms or another room in a home setting. With much of the world subject to periods of lockdown at home due to COVID-19, the volume of this kind of imagery has only grown.

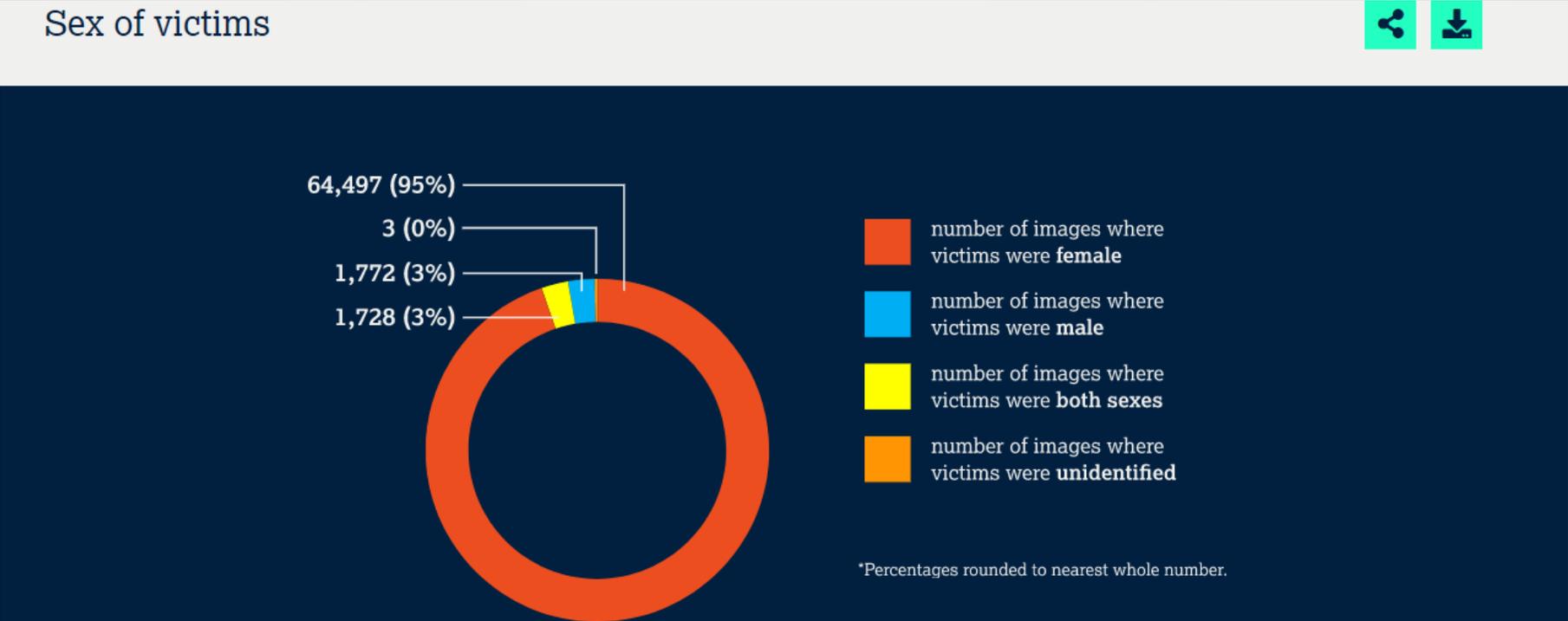
Frequently, these child sexual abuse images and videos have been produced using live streaming services, then captured and distributed widely across other sites by offenders. Once captured, these images and videos can be recirculated for years after they were originally created.

Of the 153,369 webpages actioned during 2020, almost half (68,000 or 44%) were assessed as containing self-generated imagery. This is a 16% increase on the total number of reports actioned in 2019, when 132,676 webpages were actioned. Of these, 38,424 were assessed as containing self-generated imagery.

This represents a 77% increase from 2019 to 2020 in the proportion of actioned webpages displaying self-generated imagery.



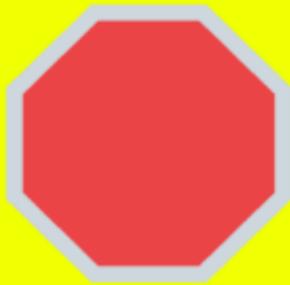
95% OF VICTIMS ARE FEMALE



WHAT TO DO

You only need to remember 3 steps:

BLOCK



Instead of responding and giving that creep the attention he seeks, you just block him. Just say nothing. Nada. Zip. Zilch.

REPORT



If an adult asks for sexual images or videos from you, that's Online Sexual Abuse.

So let's make it stop by clicking on that report button, so they can't bother us girls ever again.

TELL SOMEONE YOU TRUST



It's important that we tell someone we love and trust what's happened. It can be your mum, your bff, even your favorite auntie. So speak out about it, you've done nothing wrong: he has.

Shame on them, not on us.

NEED SUPPORT?

If this is happening to you or you're just concerned about one of your friends and need some help, here are some other places you can get support.

Childline is a free, anonymous service that's here to help you with any situation you're dealing with, no matter how big or small you think it is. You can call on 0800 1111 or chat 1-2-1 with a counsellor online by visiting their website at [childline](https://www.childline.org.uk)



Help centres for social media platforms are listed below:

Click [here](#) for the CEOP website.

If you're worried about online sexual abuse or the way someone has been communicating with you online, you can report it to **CEOP**. One of their experienced Child Protection Advisors will be there to make sure you get the help that you, or a friend, needs. You can **make a report** online for yourself, or do it for one of your friends.



Block. Report. Tell Someone You Trust.

SOCIAL MEDIA PLATFORMS HELP SUPPORT LINKS AND HOW TO SET MORE PRIVACY SETTINGS

- <https://faq.whatsapp.com/general/security-and-privacy/staying-safe-on-whatsapp/>
- https://help.twitch.tv/s/topic/0TOIU00000CjnZWAS/moderation-safety?language=en_US&scrlybrkr=9bcc0b73
- https://www.facebook.com/help/592679377575472/?helpref=hc_fnav&scrlybrkr=59339fc9
- <https://help.twitter.com/en>
- <https://help.twitter.com/en>
- <https://support.snapchat.com/en-GB>
- <https://help.instagram.com/?scrlybrkr=a415faf4>
- <https://support.google.com/youtube/#topic=9257498>