



Be the change: principles, policies and practices for a better internet





Panellists:

- Mike Sheath, Lucy Faithfull Foundation
- Nina Vaaranen-Valkonen, Save the Children
- Maggie Brennan, University College Cork
- María Sánchez, Europol







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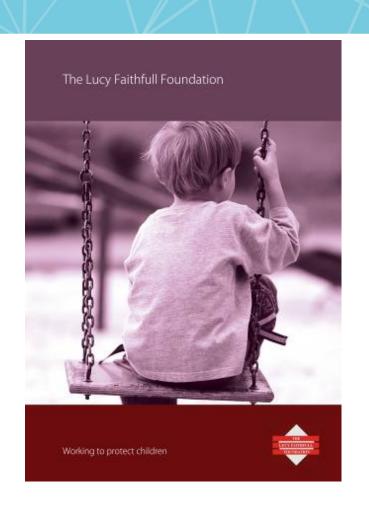


Prevention: engaging with CSAM consumers



Working to Protect Children

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The Child Sexual Abuse prevention framework: Three arms.

Primary prevention: Avoids the development of sexual abuse in our communities: 'Universal messages.'

Secondary Prevention: Detects problematic behaviours, and offers opportunities for early intervention: 'Targeted messages.'

<u>Tertiary Prevention</u>: Responds to identified abuse and abusers, and seeks to prevent its recurrence its impact: 'Targeted messages and direct interventions.'



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2015 survey of CSAM offenders: what might have stopped you?

- 1. Greater knowledge of the law: prior to offending.
- 2. Greater understanding of the short distance between adult material, extreme material and child abuse material.
- 3. If the threat of being caught appeared real and likely.
- 4. Warning messages.
- 5. Anonymous help.



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Stop it Now!/LFF Initiatives:

Primary: Public Education, Information groups for schools, parents, children and professionals

Secondary: 'Google' adverts and the Desistance Campaign, 'Get Help' and 'Get Support' websites, Stop it Now! Helpline (Phone and E mail)

<u>Tertiary</u>: Inform Plus, Inform. Research collaborations, training for Police organisations and NGOs



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Going 'Upstream' is key:

- We must work with viewers and consumers
- We must inhabit and interfere in the spaces viewers and consumers inhabit
- We must 'triage' viewers and consumers, reduce the volume of viewers and consumers, and divert viewers and consumers by offering routes to desistance.
- This might enable law enforcement to target producers

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FINNISH HOTLINE





Pelastakaa Lapset - Rädda Barnen

Save the Children









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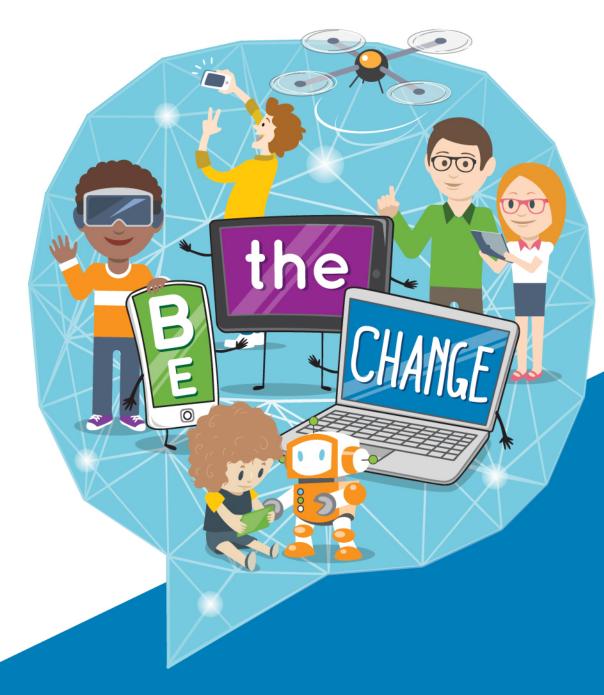
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