MANITOBA'S
INTIMATE IMAGE
PROTECTION ACT

2022-23 Annual Review | cybertip!ca®

This annual report highlights the Canadian Centre for Child Protection's role in Manitoba's IIPA and is a summary of activities from April 1, 2022, to March 31, 2023, as required under our agreement with the Province of Manitoba.

CANADIAN CENTRE *for* **CHILD PROTECTION**®
Helping families. Protecting children.

This report was prepared in June 2023, by the Canadian Centre for Child Protection Inc. ("C3P"). Unless otherwise indicated, statistics and figures referenced in this document were compiled by C3P based on records it maintains and represent the time period between April 1, 2022 and March 31, 2023. Reasonable efforts have been made to ensure the accuracy and completeness of the records.

This publication may be available in alternate formats on request.

Terminology used in this report:

Child sexual abuse material," "child sexual abuse imagery," or "CSAM" vs "child pornography"

The term "child sexual abuse material" (or "CSAM") has the same meaning as the term "child pornography" as defined in s.163.1 of the *Criminal Code*. It is the term recommended in the *Terminology Guidelines for the Protection of Children from Sexual Exploitation and Sexual Abuse* (known as the "Luxembourg Guidelines")[1]. The term "child pornography" will only be used when the *Criminal Code* term is required in context.

Social Media Terminology:

Social media statistics related to awareness campaigns created by C3P are provided by and pulled from platforms such as Facebook®, Instagram®, Snapchat®, TikTok®, YouTube®, and Pinterest®. C3P regularly collects this information from its social media accounts and compiles point-in-time information at the end of campaigns.

A social media account is considered to have been "reached" if a post about the particular query (a post, handle, hashtag, etc.) appeared in the newsfeed of that social media account over the period being measured. "Impressions" are the number of times a post is displayed in a newsfeed, whether or not it is viewed and whether or not the newsfeed is unique (this term is also used in the context of physical public awareness — see below).

"Link clicks" refers to the number of clicks on links within the ad.

"Engagement" refers to how users interact with your content. Engagement includes "likes," "comments," "shares," and other interactions, depending on the platform.

"Views" are the number of times a particular web page is accessed on a website, not including PDF downloads. "Views" also refers to the number of times a video is played on a social media site.

Physical Public Awareness (billboards, signs, etc.)

Physical public awareness is typically measured in terms of "impressions." Impressions are the number of times a public awareness medium is seen, whether or not the viewer is unique. Impressions in this context are estimates provided by the company that supplied the physical promotional space.

[1] ECPAT International, *Terminology Guidelines for the Protection of Children from Sexual Exploitation and Sexual Abuse* (adopted 28 January 2016), online: LuxembourgGuidelines.org, http://luxembourgguidelines.org/english-version/>.

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THE CANADIAN CENTRE FOR CHILD PROTECTION

The Canadian Centre for Child Protection ("C3P") is a national charity dedicated to the personal safety of all children. The organization's goal is to reduce the sexual abuse and exploitation of children through programs, services, and resources for Canadian families, educators, child-serving organizations, law enforcement, and other parties. C3P also operates Cybertip!ca® - Canada's national tipline to report child sexual abuse and exploitation on the internet; and Project Arachnid® - a web platform designed to detect known images of child sexual abuse material ("CSAM") on the clear and dark web and issue removal notices to industry.

Through Cybertip.ca, C3P offers assistance to people whose intimate images have been shared without their consent and, depending upon the circumstances, can assist in sending removal requests to service providers, provide guidance on other options for managing the situation, and, where appropriate, facilitate the transfer of the incident to law enforcement agencies in the appropriate jurisdiction. The assistance offered by C3P involves a comprehensive approach covering all aspects from prevention to intervention tactics and resources.

About Cybertip.ca

Concerns reported to Cybertip.ca by the public relate to one of the following eight categories:

Child Sexual Abuse Material (CSAM)

Luring a Child

Non-Consensual Distribution of Intimate Images (NCDII)

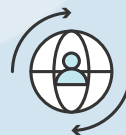Making Sexually Explicit Material Available to a Child

Agreement or Arrangement with Another Person to Commit a Sexual Offence Against a Child

Commercial Sexual Exploitation of Children

Trafficking of Children

Travelling to Sexually Exploit a Child

As of March 31, 2023, Cybertip.ca has received **393,297 reports** from the public and processed **23,750,492 reports** related to notices through Project Arachnid. In 2022-23, Cybertip.ca received **22,120 reports** with a total of 45,667 URLs from the public, and processed **14,961,698 reports** related to notices through Project Arachnid. Cybertip.ca has seen a decrease in public reports pertaining to websites hosting CSAM. Factors that may have contributed to this include Project Arachnid's efficiency in detecting known CSAM and quickly issuing notices for removal, as well as updates to the Cybertip.ca report form, which now allow for multiple URLs to be submitted in a single report. Additionally, we have seen a marked increase in the complexity of reports Cybertip.ca is receiving. Reports involving online sexual violence are resource intensive in nature and require multiple departments' support and external outreach.

Approximately **99%** of the child sexual exploitation (CSE) reports processed in 2022-23 were either forwarded to one, or a combination of, the following entities: law enforcement agencies (LEAs), child welfare agencies, and/or other international hotlines, or a notice was sent to an electronic service provider (ESP).

As of March 31, 2023, Cybertip.ca was aware of at least **620 arrests** executed by LEAs and at least **550 children removed from abusive environments** in connection with reports submitted to the tipline by the Canadian public since inception.

2022-23 HIGHLIGHTS

On January 15, 2016, the *Intimate Image Protection Act* (IIPA)[2] came into force in Manitoba. One of the purposes of the legislation is to assist Manitobans whose intimate/sexual images have been distributed without consent by providing resources and supports to help remove the images from public display. It also allows victims to pursue legal action and sue for damages in civil court.

Under Manitoba's *IIPA*, the Intimate Image Protection Regulation[3] designates C3P as the authorized agency for receiving and responding to requests for information or assistance from a resident of Manitoba who has been negatively impacted by NCDII. Manitobans are able to report the incident to C3P through Cybertip.ca.

C3P has been managing self/peer exploitation and online sexual violence reports for years now along with addressing content removal and supporting those affected by the sharing of sexual images among peers. Support and resources have been enhanced by, and are delivered to, Manitobans in a consistent manner under the *IIPA*.

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[2]   *The Intimate Image Protection Act*, C.C.S.M. ch. l87

[3]   Intimate Image Protection Regulation, M.R. 3/2016

Along with receiving reports and providing support to youth affected by the sharing of intimate images/videos, C3P provides targeted education and prevention material, ranging from facilitated virtual training, education and prevention lessons, and public awareness campaigns to Manitobans. In 2022-23, these initiatives resulted in the following highlights:[4][5]

521 requests for assistance involved concerns about NCDII, including **307 reports** and **214 inquiries** received by Cybertip.ca.

93 requests for assistance regarding NCDII[6] involved a Manitoban, including **40 reports** received by Cybertip.ca, and **53 inquiries** received by Cybertip.ca and C3P Support Services.

32,700+ visits by Manitobans to C3P websites that deal with online sexual exploitation of children and aspects specific to youth and NCDII.
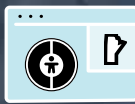
515+ Manitobans including educators, parents/guardians, childcare workers, and post-secondary students, were reached through webinars and in-person events hosted by C3P education staff.

60,600+ digital and print resources related to NCDII were distributed to professionals within Manitoba.

78.7+ million social media impressions generated by Manitoba-targeted campaigns that express youth can find support when dealing with NCDII instances through Cybertip.ca.

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[4] Cybertip.ca receives reports pertaining to online child sexual exploitation and abuse. Cybertip.ca reports are received through the Cybertip.ca report form (https://cybertip.ca/report), or through the Cybertip.ca toll-free phone line. Individuals reporting to Cybertip.ca through these mechanisms are made aware that information they provide about the online victimization of a child/youth may be sent to law enforcement or child welfare.

[5] Cybertip.ca inquiries are not submitted through the Cybertip.ca report form. Inquiries are received through the Cybertip.ca toll-free phone line, email, and/or the Cybertip.ca online Contact Us form (https://cybertip.ca/contact). Inquiries may also be received through C3P's other online Contact Us forms, such as NeedHelpNow.ca (https://needhelpnow.ca/app/en/contact), and ProtectChildren.ca (https://protectchildren.ca/en/survivors/contact/). Inquiries typically involve individuals looking for advice about situations prior to submitting a report, seeking avenues for assistance without involving law enforcement, or requesting educational resources.

[6] Due to changes to Cybertip.ca's reporting form with updated, more specific incident types, and age category options, the number of these types of reports have decreased.

NCDII REPORTS
SUBMITTED TO CYBERTIP.CA

On March 9, 2015, the offence of NCDII came into force under Canada's Criminal Code. If someone knowingly **posts, distributes, or makes an intimate image of another person available to someone else in any way**, knowing that the person in the image would not consent to that (or being reckless about whether the person in the image would consent to that), the person who shared/posted the image could be charged with an offence. An intimate image is one that involves some nudity or sexual activity and which was taken in circumstances that gave rise to a reasonable expectation of privacy (such as in a private place/under private circumstances); and where the person in the image retains this expectation of privacy at the time the image is shared.

As highlighted previously, in 2022-23, Cybertip.ca received **521 requests for assistance** related to NCDII, including **307 reports** and **214 inquiries**. C3P received **93 requests for assistance regarding NCDII** involving a Manitoban, including **40 reports** received by Cybertip.ca, and **53 inquiries** received by Cybertip.ca and C3P Support Services.

Submission into Cybertip.ca's online report form is only one way a Manitoban can interact with the tipline and receive support if the sharing of an intimate image has negatively impacted them. The public's intersection with our services also comes through our toll-free line, email, or through one of our Contact Us support forms on NeedHelpNow.ca™ (which was streamlined to better respond to people potentially in crisis), ProtectKidsOnline.ca™, and protectchildren.ca.

The support that Cybertip.ca analysts provide through phone calls, email, or the Contact Us pages are not always entered as a formal report within the Cybertip.ca system. Individuals commonly request information not be entered formally into our system because their primary focus is getting the material removed and moving on with their lives.

Schools and primary caregivers come to the tipline with instances of self/peer exploitation and online sexual violence, requesting assistance on how to help support the youth involved, and connect to appropriate resources. **We assist by answering questions, preparing safety planning for youth, navigating reporting processes, accessing support services, and providing educational resources** *(which is further discussed later in this report)*.

Project Arachnid:
Notices Dealing with Early Pubescent and Post-Pubescent Children

In the 2022-23 fiscal year, more than **1.9 million images of confirmed CSAM were assessed in Project Arachnid**, while **11.5 million notices** were issued to ESPs in relation to CSAM detected on their service. This total number of notices also includes images tied to youth-related exploitation involving early pubescent youth in Manitoba submitted to the national policing database.

In addition to crawling functions, Project Arachnid has evolved into a platform that includes methods for industry to proactively respond to CSAM, including **Shield by Project Arachnid**™ (Shield), an industry Application Programming Interface (API). Rather than waiting for Project Arachnid to detect material and send a notice, industry can use Shield to assist them in detecting known CSAM on their service, which speeds up its removal. Industry members that do not wish to interact directly with Shield can register their service/domain with C3P to have any notices sent directly to them instead of being sent to their hosting provider.

Model in image and intended as illustrative.

Project Arachnid®

Cybertip.ca receives regular updates from national and international policing databases on hashes (i.e., digital fingerprints) involving youth-related exploitation. Local agencies, such as the Winnipeg Police Service (WPS) and RCMP D Division, submit hashes into policing databases, which are then added to Project Arachnid. For images/videos involving early pubescent youth, who are easily identified as being under the age of 18 (based on visual assessment of sexual maturation), the hashes are added into Project Arachnid without consultation with police for the same purpose of issuing notices as outlined above. With Cybertip.ca reports involving a Manitoba youth's images/videos posted online, Cybertip.ca staff may work with the child exploitation units to verify the age of the youth in the material if it is not apparent that they are under the age of 18 in the imagery. Once verified, Cybertip.ca ensures the hashes are added into Project Arachnid and issues removal notices to ESPs (note that such images/videos of youth typically fall under both NCDII and CSAM).

C3P has experienced an influx of youth asking for help with image removal through Project Arachnid. Of the **169 reports** in 2022-23 where Cybertip.ca assisted youth or families of youth with removal, **10% (17) came from a Manitoban**.

Total NCDII Reports Submitted to Cybertip.ca

In 2022-23, Cybertip.ca received **307 reports** under the reporting category of NCDII:

- **88%** pertained to concerns of images/videos of a youth being distributed.

- **11%** pertained to concerns of distribution of images/videos of an adult.

- **1%** pertained to concerns of distribution of images/videos of an adult who was under the age of 18 at the time that the image/video was taken.

- **14%** of the reports received involved a youth between the ages of 15 and 17, while another **7%** involved youth between the ages of 12 and 14.

- **80%** of reporting persons chose to provide contact information.

- **21%** of the time, the reporting person was the subject of the image.

- **46%** of the incidents involved threats to the victim.

NCDII Reported to Cybertip.ca from a Manitoban

When Cybertip.ca receives a report into its secure system, a child protection analyst:

First assesses whether there may be a child at risk and raises the priority level for processing where child victims' and/or alleged suspects' information is included.

Once an initial priority has been assigned, the child protection analyst breaks the report into components based on the number of incidents in a report. For example, one public report may contain information about a website and a chat room. This would be considered two separate incidents and are analyzed independently.[7]

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[7]   Each incident is assigned a secondary (Cybertip.ca) classification by a child protection analyst. This is either a confirmation or correction of the reporting person's classification.

Between April 1, 2022, and March 31, 2023:

40 reports were submitted by individuals within Manitoba under the category of NCDII. Of these 40 reports:

- **35** reports were submitted via Cybertip.ca's online reporting form (*cybertip.ca/report*); the other **five** were submitted based on contact through the Cybertip.ca toll-free line.

- **One** individual chose not to provide any contact information[8] and **39** provided a phone number and/or email address.

7.5% (3) pertained to content being publicly shared on a website

7.5% (3) there was not enough information provided to clearly assess the type of technology used to facilitate the NCDII incident

72.5% (29) of the reported incidents involved content being shared through mobile devices

12.5% (5) involved an incident in a chat room or on instant messaging

2.5% (1) of reports involved a child under the age of 12

5% (2) of reports related to youth between the ages of 12 and 14

10% (4) of reports pertained to adults between the ages of 18 and 19, in regards to images/videos reportedly taken when they were under 18

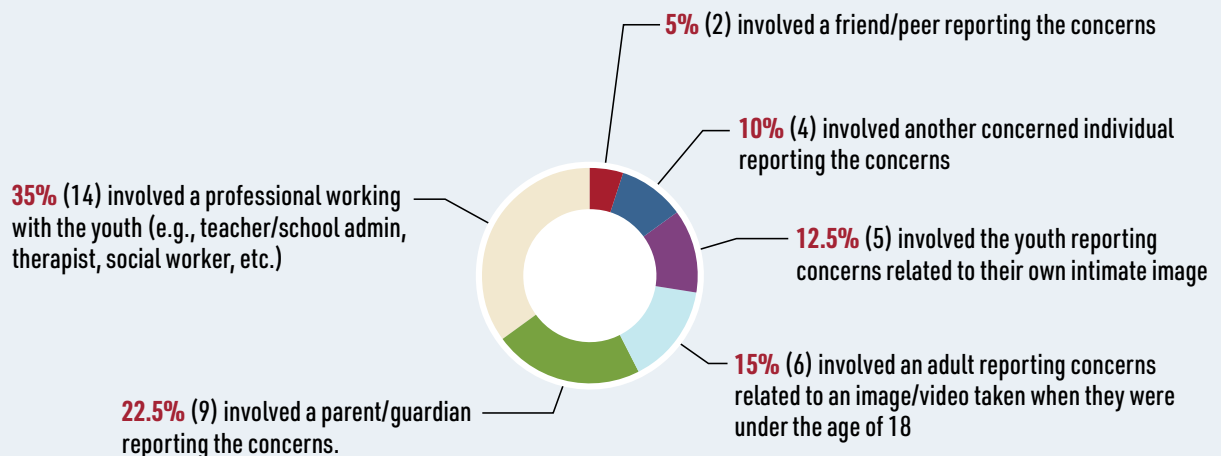**70%** (28) of reports were related to situations where the age of the individual was not provided

12.5% (5) of reports related to youth between the ages of 15 and 17

When the reported situation pertained to a youth in the image of concern:

5% (2) involved a friend/peer reporting the concerns

10% (4) involved another concerned individual reporting the concerns

12.5% (5) involved the youth reporting concerns related to their own intimate image

15% (6) involved an adult reporting concerns related to an image/video taken when they were under the age of 18

35% (14) involved a professional working with the youth (e.g., teacher/school admin, therapist, social worker, etc.)

22.5% (9) involved a parent/guardian reporting the concerns.

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[8] When submitting a report to Cybertip.ca, an individual has the option to provide identifying information. When the report is submitted (by phone or online), the reporting person is provided with a confirmation number. In the event they choose to remain anonymous, this number could be used to confirm they reported their concerns.

Following assessment by an analyst, the secondary classifications[9] of incidents[10] break down as follows:

10% (4) were classified as "Luring"

5% (2) were classified as "Not Enough Information"

17% (7) were classified as "Child Pornography"

69% (29) were classified as "Non-Consensual Distribution of Intimate Images"
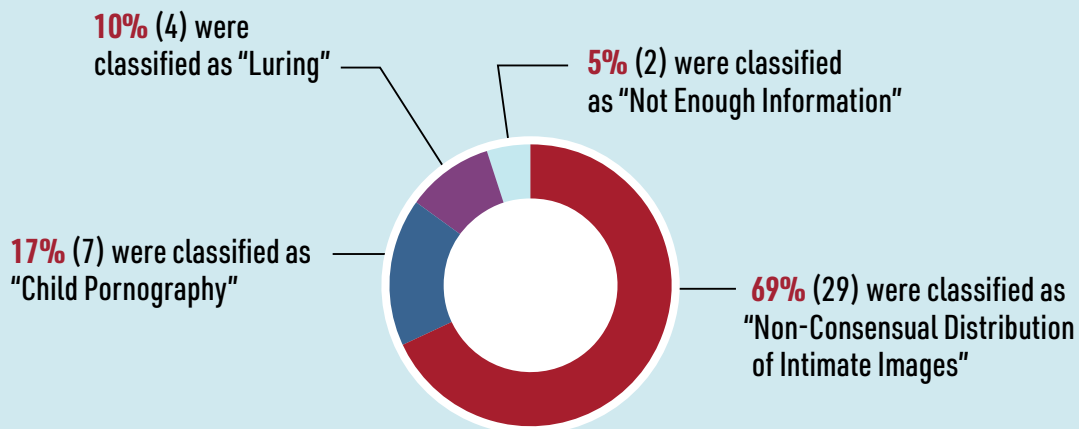
Model in image and intended as illustrative.

[9] Each incident is assigned a secondary (Cybertip.ca) classification by a child protection analyst. This is either a confirmation or correction of the reporting person's classification.

[10] Cybertip.ca reports may contain multiple incidents. For example, if the reported concerns pertain to more than one platform and/or website, each platform/website would be considered a separate incident. Each incident is analyzed and classified independently, and as such, a report with more than one incident would be assigned multiple secondary classifications.

Cybertip.ca forwarded 23 of the 40 reports to law enforcement and/or child welfare.
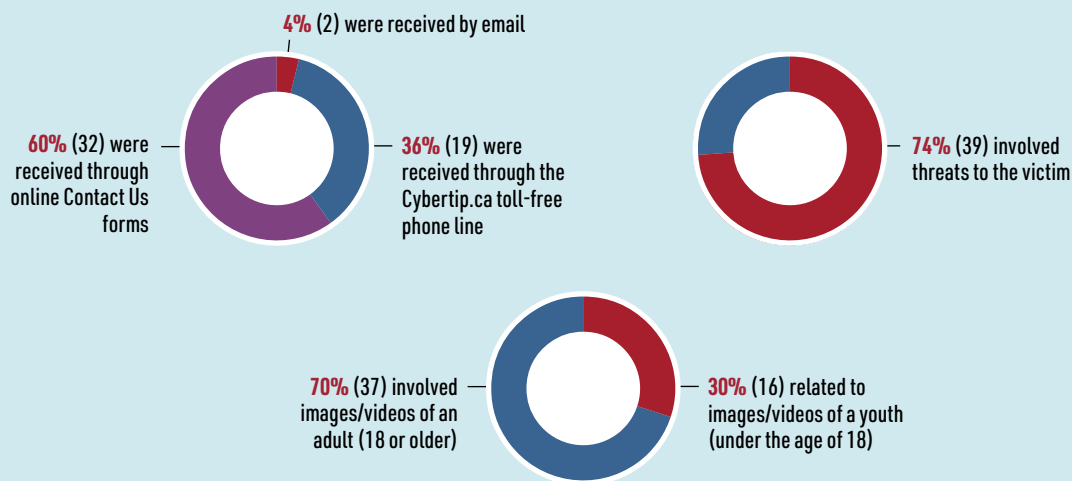
Outcomes/feedback of the reports:

- **Seven reports** involved Cybertip.ca reaching out to ESPs to request removal of material or accounts related to the incident. In **three** of these cases, the material was also included in Project Arachnid for the purposes of ongoing detection and removal.

- **One report** involved police contacting the victim, who indicated they did not wish to proceed with a criminal investigation. Police cautioned the individuals involved and concluded the file.

- **One report** involved police attempting to contact the reporting person to gather more information; however, the reporting person did not connect with police. Police concluded the file.

- **Six reports** are still under investigation by police.

- **13 reports** were concluded by police with feedback, stating there was either not enough evidence or the parent/school were taking the appropriate steps to intervene in the situation.

- **One report** was concluded by police without any further details, and **one report** did not have any feedback from police.

- **Four reports** are still under investigation by child welfare.

- **One report** was forwarded by the Child and Family All Nations Coordinated Response Network to a local Child and Family Services agency for consideration of investigation.

- **Three reports** did not have any feedback from child welfare.
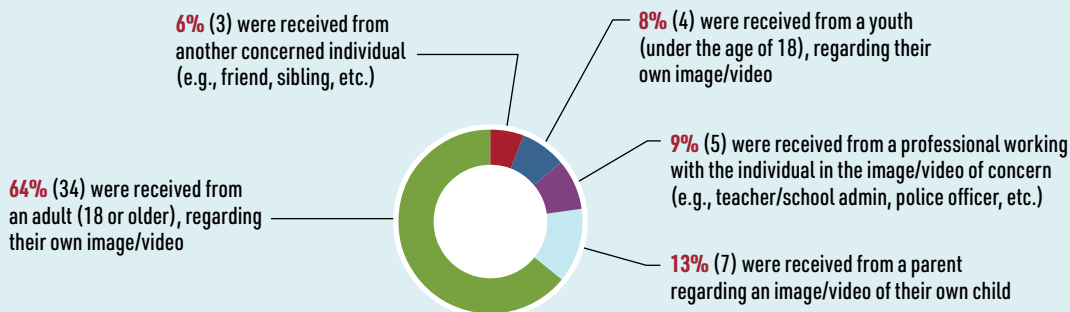
Of the five reports involving youth that were not sent to law enforcement and/or child welfare:

- **One report** involved a protective parent/guardian who was provided with resources and suggested steps by C3P.

- **Two reports** involved a peer-related situation that was being managed by the school administration with guidance from C3P Support Services staff.

- **Two reports** involved C3P Support Services staff providing support and resources directly to the affected youth and their parent/guardian. These incidents were also peer-related situations being managed by the school administration with guidance from C3P Support Services staff.

53 inquiries were received from individuals within Manitoba via our toll-free phone line, email, or online Contact Us forms for assistance dealing with situations involving the NCDII. Of these 53 inquiries:

4% (2) were received by email

60% (32) were received through online Contact Us forms

36% (19) were received through the Cybertip.ca toll-free phone line

74% (39) involved threats to the victim

70% (37) involved images/videos of an adult (18 or older)

30% (16) related to images/videos of a youth (under the age of 18)

These inquiries were received from the following individuals:

6% (3) were received from another concerned individual (e.g., friend, sibling, etc.)

8% (4) were received from a youth (under the age of 18), regarding their own image/video

64% (34) were received from an adult (18 or older), regarding their own image/video

9% (5) were received from a professional working with the individual in the image/video of concern (e.g., teacher/school admin, police officer, etc.)

13% (7) were received from a parent regarding an image/video of their own child

For those reports, phone calls, and Contact Us inquiries related to adults impacted by NCDII, guidance on next steps to deal with the situation was provided to the reporting person. This may have included:

- Information about contacting websites and what information to provide.

- Advice on language that could be used to notify the individual in possession of the image.

- Encouragement to involve a support person(s) and importance of self-care.

- Guidance on how to obtain an order of protection in the form of a Peace Bond.

- Tort information (but not legal advice).

In certain circumstances, C3P staff also assisted adults in making requests to websites for the removal of the material that had been distributed without their consent.

NCDII/IIPA Reports/Inquiries: Manitoba Case Studies

The following are a few samples of the reports/inquiries received by Cybertip.ca/C3P and the associated outcomes.

1

Youth NCDII Report:

- A youth reported that sexual images of her were distributed in group chats on social media without her consent.

In response, C3P Support:

- Provided emotional support and guidance to the youth;

- Suggested next steps for seeking additional supports/assistance in her personal life;

- Liaised with law enforcement regarding the reported incident and subsequently connected with the reported platform regarding the concerns about the accounts/messages involved; and

- Gave the youth an option for addressing image removal if it is distributed in the future.

Models in image and intended as illustrative.

2

Adult NCDII Report:

- A young adult reported sexual images of herself (taken when she was under the age of 18) that were posted to an online forum, along with personal information and a caption encouraging other forum users to contact her for further sexual images.

In response, C3P Support:

- Provided emotional support and suggested steps to the adult, ensuring that she had additional supports in place;

- Provided assistance with the removal of the material posted online; and

- Gave the young adult a mechanism upload the material for inclusion in Project Arachnid in the event it is distributed further online.

Model in image and intended as illustrative.

Model in image and intended as illustrative.

(3)

Youth Related Inquiry from an Adult:

- A teacher reported that a male student shared a nude picture of a female student with their peers at school.

In response, C3P Support:

- Provided guidance surrounding managing this situation within the school context. Guidance was based on C3P's *Resource Guide for Schools – Addressing Self-Peer Exploitation*;

- Discussed approaches for addressing the incident with the acting out youth; and

- Gave educational information and resources to the teacher to assist with the current situation as well as future situations.

EDUCATION & PREVENTION ACTIVITIES

Cybertip.ca is responsible for keeping NeedHelpNow.ca, ProtectKidsOnline.ca, and DontGetSextorted.ca™ updated in areas related to the online sexual exploitation of children and aspects specific to youth and NCDII. Emerging tactics used by those targeting youth for intimate images is regularly updated on these sites, which garner significant traffic.

Information gleaned from the tipline also helps guide and update our downloadable education and prevention resources, which are available to child-serving organizations, families, LEAs, and schools on these sites. In 2022-23, from Manitoba there were:

- **28,500+ visits** to Cybertip.ca, which includes information about NCDII.

- **2,400+ visits** to NeedHelpNow.ca, a website to support teens who have had their sexual images or videos spread online, and help them regain control.

- **1,600+ visits** to ProtectKidsOnline.ca, which features information about NCDII and sextortion.

- **Hundreds of visits** to DontGetSextorted.ca, a humour-based resource that tackles the issue of sextortion and how teens can prevent this from happening to them.

- **900+ pieces of material** downloaded in relation to NCDII and sextortion, including digital copies of:

  ○ Guides for dealing with the sharing of an intimate image (SPEX) for families and schools;

  ○ *Parenting Teens and Tweens in the Digital Age*;

  ○ *What's the Deal activity book*;

  ○ *It is a Big Deal activity book*;

  ○ Sextortion lesson plan; and

  ○ Downloadable sheets on NeedHelpNow.ca, which includes information on how to get help removing pictures, the laws surrounding NCDII, seeking support, and more.

Model in image and intended as illustrative.
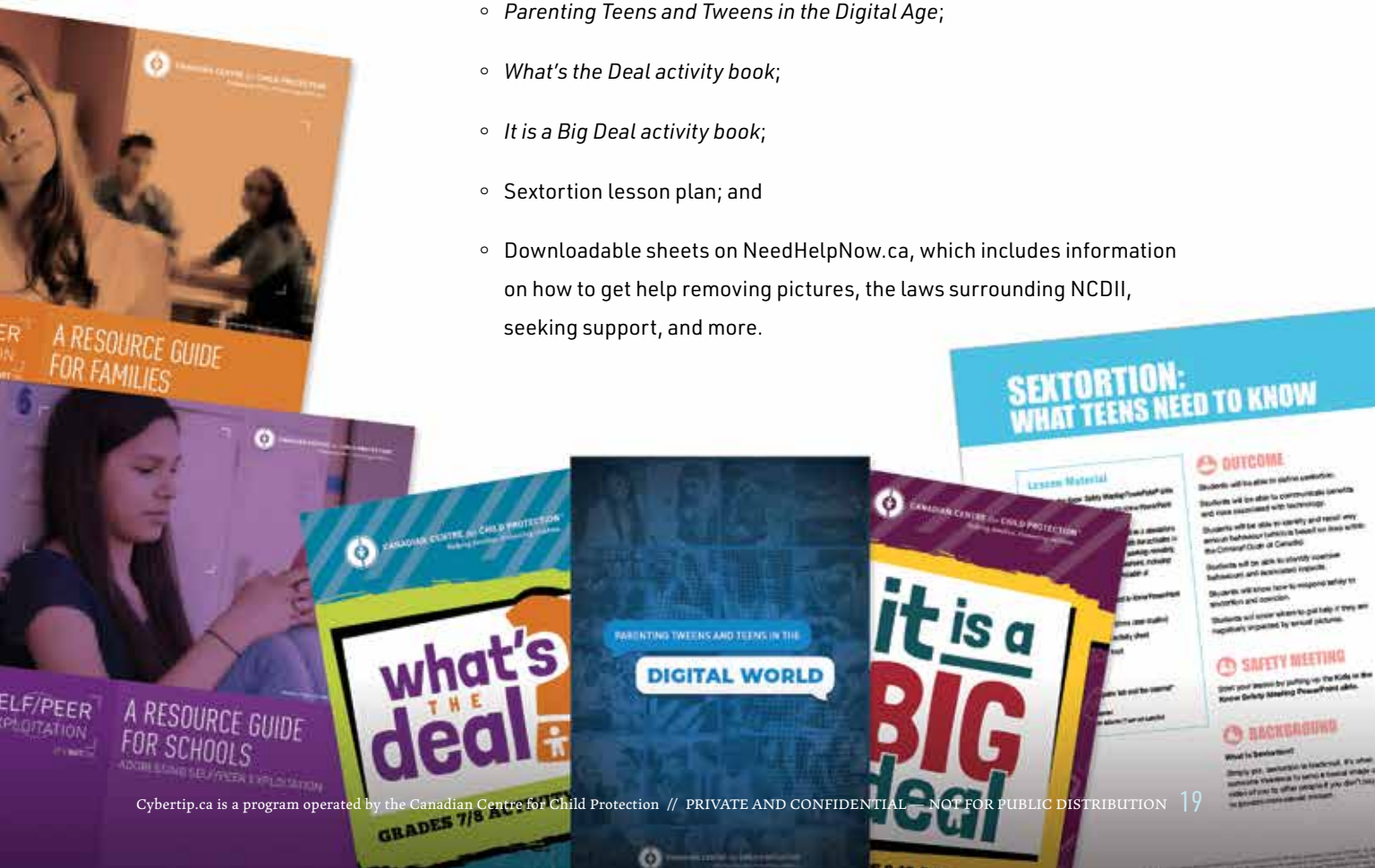
SPEX Guides and NeedHelpNow.ca

The SPEX guides continue to be updated to reflect the prominent issues of online sexual violence and self/peer exploitation that youth face, making the guides an important resource for families, schools, child-serving organizations, and LEAs. In the 2022-23 fiscal year:
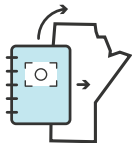
20+ printed copies of the SPEX guides
were distributed across Manitoba, adding to the more than 95,000 copies distributed across Canada since the guide's release in 2013.

500+ SPEX and NCDII safety sheets
were downloaded from Cybertip.ca, NeedHelpNow.ca, and protectchildren.ca by someone within Manitoba.

Need Help Now

While the SPEX guides provide guidance to schools and parents dealing with a self/peer exploitation and online sexual violence incidents, the teens impacted by having their intimate image/video shared often feel they have nowhere to turn. That is where NeedHelpNow.ca comes in — offering youth a resource to help stop the spread of sexual images/videos and receive support along the way.

In 2022-23, NeedHelpNow.ca received **more than 72,000+ visits; 2,400+ of those coming from Manitoba**, with users **spending almost three minutes** on the site (the average across Canada is approximately one minute). "Removing Pictures/Videos" continues to be the most visited page.

NeedHelpNow.ca is being actively updated to best reflect the information and trends C3P witnesses through Cybertip.ca reports and to improve the accessibility of information for youth. NeedHelpNow.ca is a space for youth to connect with support and find resources to help navigate an incident of online sexual violence through removing images/videos, linking youth and their families to external services, and providing them with information to help cope with this difficult situation. Our support services team is integrated with Cybertip.ca staff and employ formalized, trauma-informed processes to help victims and families in crisis.

ProtectKidsOnline.ca

Through the operation of Cybertip.ca, C3P has a unique lens into the risks facing youth online, and shares this information and tips to help keep children and families safe. ProtectKidsOnline.ca brings together timely blogs that detail what we see through the tipline, as well as tangible talking points to support parents navigating the digital world with their kids. More than **1,600 Manitobans** visited the site in 2022-23.

Over 2022-23, C3P posted blogs that reflected concerns on popular platforms we saw through reports to the tipline:

June 2022, Appropriateness of app age restrictions:
Age ratings listed on apps available in app stores can be a misleading indicator of appropriateness, raising significant concerns for the protection of children and youth.

March 2023, Age altering filters mislead victims:
Face-altering filters on social media can be hard to spot. Some offenders use these filters to appear younger to help facilitate harm against children online. Talking to your children and teens about these risks can help protect them online.

Additional blogs raised awareness about sextortion scams targeting boys, and personal safety habits for youth of all ages. The blogs have been read by **500+ Canadians**.
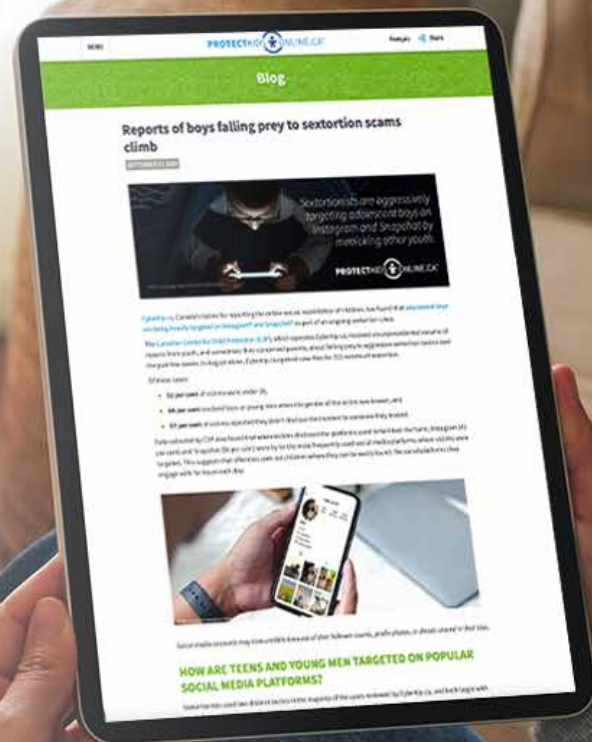
Training and Education

60,600+ digital and print resources related to NCDII were distributed within Manitoba to child protection professionals, youth, and families including:
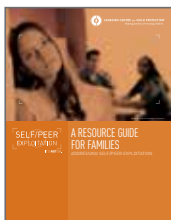
A Resource Guide for Families: Addressing Self/Peer Exploitation

Be Smart, Strong & Safe

Parenting Tweens and Teens in the Digital World

NeedHelpNow.ca/NCDII posters

Cyberbullying Educational Module for Grades 7/8

Online Child Sexual Victimization: Picking up the Pieces

Child Sexual Abuse Prevention lessons

Online Safety Lessons

Professionals that intersect with children in Manitoba regularly connect with both tipline and C3P Support Services staff asking how to manage the sharing of intimate images, online sexual violence incidents, and our role under the *IIPA*.

Kids in the Know

Kids in the Know® is C3P's national, interactive safety education program that uses age-appropriate lessons to increase children's personal safety skills to reduce their risk of victimization online and in the real world.

Currently, 97% of Manitoba's school divisions, boards, and districts have schools using Kids in the Know.

Fostering trauma recovery through guided videos

Experiencing trauma can make it difficult to understand what happened and find ways to cope with difficult thoughts and feelings. C3P developed a series of trauma education videos alongside Anne Gil, PhD, University of Pittsburgh, and with feedback from Aleah Fontaine, MA, PhD Candidate in Clinical Psychology, University of Manitoba. C3P hopes these videos supply accurate, supportive, and soothing information for victims/survivors of child sexual abuse, and their supportive friends and family, in their healing process.

Since the videos' release, we have received great feedback from a number of survivors, family members, and other professionals. All of this has resulted in an invaluable resource for individuals who have experienced trauma, those who are a support for someone who has experienced trauma, and anyone looking to understand more about trauma.

Within three months, the Trauma Education Video Series has received over 1,800 views from around the world.

Model in image and intended as illustrative.

"Excellent job. I love [sic] provides an opportunity for individuals to recognize their own unique response to trauma and develop personal strategies to cope with the impact and build upon their own resilience."

-Professional associated with law enforcement, psychotherapy/counselling

"This is an excellent video that I can see myself recommending to people, especially those working with (i.e.: Licensed Group Care Facility Staff) children and youth who have experienced trauma."

-Professional working in child welfare
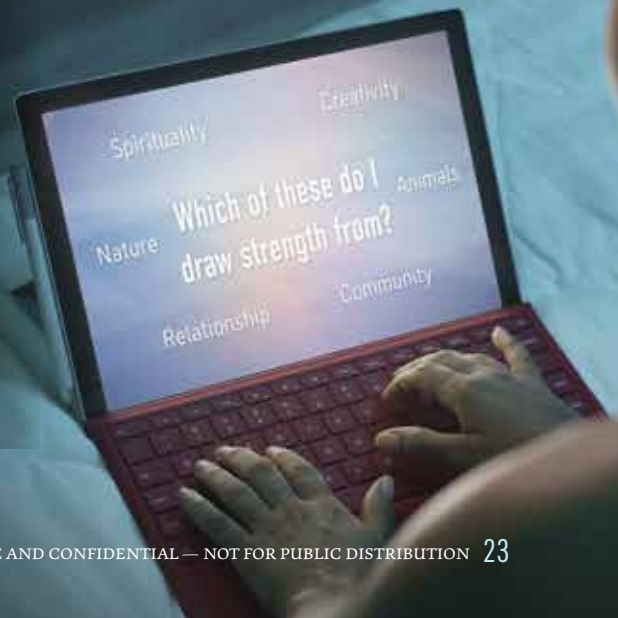
Regular review of Canadian NCDII cases

To stay informed about the law surrounding NCDII and its implications for Manitobans, C3P also monitors reported NCDII cases across Canada. Cases monitored involve those that may include "child pornography" charges that involve a person under 18 as the person charged, and cases that involve NCDII charges against a person over 18. The information gleaned from these cases is used in ongoing training of our staff, as well as in educating other professionals working in this space, such as Crown Attorneys. The information is also used to keep track of current trends in the legal system respecting how these offences are treated by the courts, and to inform the resources that C3P develops.

Virtual Presentations

The C3P education team facilitated **29 digital sessions** to educators, parents, and other child serving organizations, reaching approximately **1,345 participants** across Canada in the past year. In Manitoba, in 2022-23, our education team presented to **515+ educators**, parents/guardians, childcare workers, and students through webinar and in-person sessions.

C3P continues to develop new facilitated presentations for educators surrounding digital learning environments. For educators and schools, the training covers trends in online child exploitation, particularly those seen through Cybertip.ca, professional boundaries when working with children online, and developing policies and procedures to better safeguard children in school and online education settings.

PUBLIC AWARENESS

Media Interviews: In 2022-23, C3P staff participated in approximately **76 media interviews** related to self/peer exploitation, sextortion, and NCDII-related issues that could be viewed in Manitoba.

Social media plays a critical role in reaching NeedHelpNow.ca's target audience and providing them information about image/video removal and how to access support. In 2022–23, we ran several campaigns generating more than **620,000+ impressions** across Canada through Facebook®, Instagram®, Snapchat®, and Twitter®, which saw more than **12,000+ link clicks** to NeedHelpNow.ca.

File can't be found

Having an intimate image shared feels devastating for youth. With C3P's 2022-23 NCDII campaign, we wanted to emphasize that Cybertip.ca can help youth who have had their intimate image shared.

Across 11 communities in Manitoba, including Winnipeg, the Pas, and Brandon, our ads on billboards, transit shelters, and bus benches resulted in a reach of over **78.7+ million**.

The ad reached over **three million** impressions on social media, resulting in more than **730,000+ views** and almost **500,000 link clicks** leading to Cybertip.ca.

Models in image and intended as illustrative.

Model in image and intended as illustrative.

Safer Internet Day

Cybertip.ca has seen an **815% increase in reports classified as online luring targeting Canadian children over the last five years**. The volume of these reports grew from 220 in 2018 to 2,013 by the end of 2022, rising to never-before-seen levels by C3P.

"This dramatic rise in online sexual luring should set off alarm bells for everyone. Social media platforms provide ill-meaning individuals with a direct and unfettered access to our children 24-7. Safer Internet Day is an opportunity to remind all Canadians that the online spaces our children occupy are inherently risky, and online harms often lead to physical-world harm," says Lianna McDonald, Executive Director of C3P.

To raise awareness about online luring, Cybertip.ca released *"How to Talk with Teens About Online Luring."* The brief document offers suggested talking points to parents and caregivers to help open up an age appropriate and informative discussion about online luring. This document has been downloaded **140+** times since its release.

Representatives from Cybertip.ca, including Cybertip.ca's Director Stephen Sauer and Program Manager Catherine Tabak, conducted several media interviews around Safer Internet Day, which generated a reach of **over 13.9+ million**. Messaging was supported on social media through several organic posts, which reached over **18,000+** impressions and **590+** engagements.

CANADIAN CENTRE *for* CHILD PROTECTION®
Helping families. Protecting children.

HOW TO TALK WITH TEENS ABOUT ONLINE LURING

1. **Explain what online luring is and how it happens.**

   Online luring is when someone (typically an adult, but not always) uses technology, like chatting or direct messaging through an app/game/website, to communicate with a child or youth in order to sexually harm them. This communication may seem friendly or casual at first and gradually evolve into sexual conversation, or it may escalate quickly.

2. **Ask youth why they think this is a *Criminal Code* offence in Canada.**

   Listen to their perspective and discuss the importance of laws to keep youth safe online. Minors are dependent on adults for survival; they do not have the same experience or level of development and cannot compete with adults looking to harm them. This is especially relevant online because the internet is not set up for children and youth, nor is it regulated, making it easier for them to come across people and information that can be dangerous.

3. **Teach them about red flag behaviours that signal a situation is unsafe.**

   Someone looking to sexually harm children and youth may manipulate them into complying with sexual requests using common tactics that include:

   - Falsely identifying themselves as a peer (e.g., a youth from another school, connected through sport, friend of a friend).
   - Inappropriate affection (e.g., expressing love when they just met, "I wish I could ~~kiss/cuddle you").~~
   - Promising gifts, money, tablets, drugs, alcohol.
   - Pitting the parents against the youth by saying things like, "your parents are too strict" or "your parents don't understand you."
   - Sending sexual pictures to make the youth ~~comfortable sending sexual pictures/~~

Cybertip.ca Awareness Day

Cybertip.ca marked 20 years of service on September 26, 2022.

"These past few days, I have had a ray of hope because of the constant response I've been getting from all of you at Cybertip and I want to say a very big thank you."
— **Teen sextortion victim**

Back in September 2002, C3P could have never predicted the harm the internet would cause children and youth over the following two decades as technology evolved and was increasingly weaponized against children. Canadians rely on Cybertip.ca, which receives thousands of reports each month. Without regulation and safeguards that are afforded offline, the internet has flourished into an unrestricted space where children and adults inter-mix.

C3P has remained steadfast in our commitment to reducing online child victimization, supporting survivors, and pushing for accountability and transparency in the online space.

"We may not have known 20 years ago this is where we would be, but we have a clear vision of what needs to happen next to change the world for children."
— **C3P Executive Director, Lianna McDonald**

Alert sign ups climb:

Delivered right to users' inboxes, Cyertip.ca Alerts help bring online safety messaging directly to families. Over 990 subscribed to Cybertip.ca's Alerts in 2022-23, taking our total Alert subscribers to 6,000+.

MOVING FORWARD

C3P will continue to offer support to Manitobans impacted by instances of NCDII in the 2023-24 year. We will also actively pursue the following objectives:

1. **Continue providing response and support services for victims**

   A. Assisting youth victims by ensuring their intimate images are added into Project Arachnid to disrupt their availability.

   B. Where distribution has occurred on clear web platforms, assisting in the removal of intimate images from those platforms.

   C. Connecting survivors and their caregivers to other support services such as counselling/therapy or victim services that may be available in their region.

   D. Assisting with victim impact statements for situations specific to online exploitation.

   E. Providing survivors with information about financial options/remedies specific to online victimization that may be available in their region.

   F. Offering informational resources and guidance around safety planning specific to online risks and concerns to assist victims and their caregivers in moving forward.

2. **Continue issuing notices through Project Arachnid for harmful-abusive images of children.**

In 2022-23, Project Arachnid issued 3.9 million notices involving harmful-abusive images. This includes images or videos associated with the abusive incident, nude or partially nude images of children that have become publicly available and are used in a sexualized context or connected to sexual commentary. These images may not meet an obvious criminal threshold but are very harmful to children/youth. In 2023-24, we will continue to send more of these removal notifications to hosting providers.

3. Continue engagement with law enforcement and helping to ensure intimate images of youth are added into Project Arachnid

Law enforcement within Manitoba continue to refer victims and families who have been affected by the sharing of intimate images to C3P for support. C3P will continue to work with these units to raise broader awareness of the comprehensive supports we offer and to assist in responding to this type of victimization.

4. Raising awareness among professionals – updating the SPEX guide

C3P will be updating its Self/Peer Exploitation Resource Guide in 2023/24 – a heavily utilized resource among schools across Manitoba and Canada. In conjunction with the guide, we will continue training educators on ways to manage NCDII incidents within the school environment.

5. Run public awareness campaigns

In 2023-24, C3P will be executing a provincial campaign advising youth to contact Cybertip.ca/NeedHelpNow.ca if they are negatively impacted by the distribution of an intimate image. NeedHelpNow.ca, which was streamlined in the spring of 2023, focuses on the supports available when facing a situation of online sexual violence. A high proportion of those contacting us involved NCDII related concerns.

Model in image and intended as illustrative.

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