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MANDATORY REPORTING OF CHILD
PORNOGRAPHY IN MANITOBA:

CYBERTIP.CA
2011/12 ANNUAL REVIEW



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



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I. SUMMARY

On April 15, 2009, mandatory reporting of child pornography was proclaimed in Manitoba. The *Child and Family Services Act* was amended to include child pornography in the definition of child abuse and the legislation obligates all people in Manitoba to report suspected child pornography to Cybertip.ca for assessment. Reports relating to a child victim and/or suspect in Manitoba are forwarded to child welfare. **The goal of mandatory reporting is to facilitate the reporting of children potentially in need of protection.**

Since mandatory reporting of child pornography was proclaimed in Manitoba in 2009, there has been a 49.8% increase in reporting by individuals within Manitoba when compared with the three years prior to when the legislation was enacted. While the majority of these reports (80.7%) were submitted by individuals who chose not to provide their contact information, 76% of the reporting persons provided identifying information when child victim and/or suspect information was reported. The majority of reports (88.8%) pertained to websites and 42.6% of the submitted reports were forwarded to law enforcement and/or an INHOPE member hotline. Of the reports forwarded to law enforcement, the majority (85.6%) were forwarded to law enforcement outside of Manitoba.

In 2011/12, the legislation resulted in 17 reports containing information on an identified child victim and/or suspect in Manitoba being forwarded to child welfare (52 reports have been forwarded since proclamation on April 15, 2009). In one of the reports sent in 2011/12, child welfare concluded that abuse had been substantiated.

The goal of mandatory reporting is to facilitate the reporting of children potentially in need of protection.

The results observed in the first three years following proclamation of mandatory reporting of child pornography in Manitoba underscored the importance of training, education and public awareness. In 2011/12, the **CANADIAN CENTRE FOR CHILD PROTECTION:**

- Provided training to approximately **50 child welfare professionals within Manitoba** as it relates to child pornography (May 6 and 13, 2011, June 14 and 23, 2011).
- **Conducted public awareness campaigns in January 2012 (outdoor signage) and March 2012 (online)** geared towards increasing the general public's awareness about the role they play in reducing child pornography by reporting to Cybertip.ca.
- Created and distributed posters and information cards to nearly **300 computer repair services and over 70 child welfare offices** to further educate them on the legislation and their duty to report.
- **Distributed over 200 copies of the *Teatree Tells: A Child Sexual Abuse Prevention Kit*** to child care facilities across the province to better educate child care workers on the issue of child sexual abuse.
- **Created *Teatree Tells: A Child Sexual Abuse Interview Guide***, a resource designed to assist frontline child protection workers in discussions with children 12 years of age and under about child sexual abuse concerns. This guide provides important information about technology, including how it may be used to groom children, to record the commission of an offence and how this may impact a child's disclosure.
- **Continued to engage in research and advocacy efforts** including research projects related to the issue of child abuse images on the Internet. For example, an in-depth report on sexualized child modeling sites will be issued in 2012/13 that will focus on over 5,000 images and 1,800 unique URLs. The report will explore the potential links between adult content, child pornography and sexualized child modeling.



II. OVERVIEW

The **CANADIAN CENTRE FOR CHILD PROTECTION** is a charitable organization dedicated to the personal safety of all children. Our goal is to reduce child victimization by providing national programs and services to the Canadian public. The Canadian Centre for Child Protection owns and operates Cybertip.ca, Canada's tipline for reporting the online sexual exploitation of children. The tipline has been in operation since September 26, 2002 and was adopted under the Government of Canada's *National Strategy for the Protection of Children from Sexual Exploitation on the Internet* in May 2004.

Reports to Cybertip.ca are submitted by the public under one of five categories: child pornography, luring, child prostitution, child trafficking, and child sex tourism. As of March 31, 2012, close to **64,000 reports had been submitted by Canadians**. Similar to the previous year, 44.0% of the child sexual exploitation (CSE) reports were forwarded to one or a combination of the following entities: law enforcement agencies (LEAs), child welfare agencies, and/or INHOPE member hotlines.

As of March 31, 2012, Cybertip.ca was aware of at least **80 arrests executed by LEAs** and **over 43 children removed from abusive environments** in connection with reports submitted to the tipline by the Canadian public.

Since proclamation, a total of 52 reports containing information on an identified child victim and/or suspect in Manitoba have been forwarded to child welfare.

On April 15, 2009, Manitoba became the first province to enact legislation that requires the mandatory reporting of child pornography. The *Child and Family Services Act* was amended to include child pornography in the definition of child abuse and the legislation obligates all people in Manitoba to report suspected child pornography to Cybertip.ca for assessment. Child pornography reports relating to an identified child victim and/or suspect in Manitoba are forwarded to child welfare.

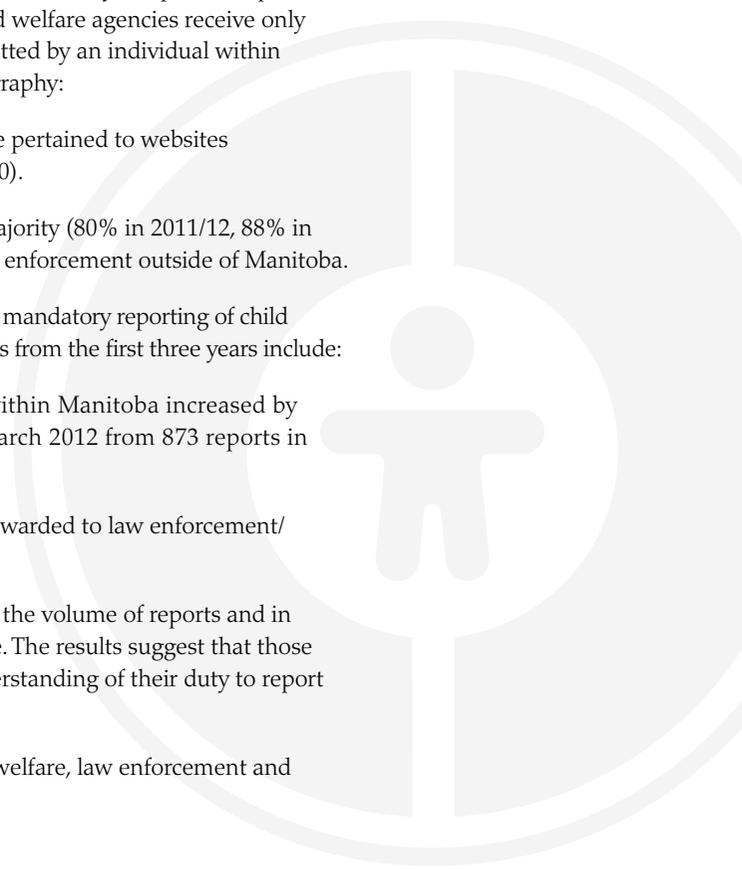
As a central clearinghouse for reporting online child sexual exploitation, Cybertip.ca is responsible for triaging reports and ensuring that law enforcement and child welfare agencies receive only those reports that pertain to their jurisdiction. For reports submitted by an individual within Manitoba and classified by the reporting person as child pornography:

- The majority of the reports submitted each year have pertained to websites (93% in 2011/12, 86% in 2010/11 and 88% in 2009/10).
- Of the reports forwarded to law enforcement, the majority (80% in 2011/12, 88% in 2010/11 and 90% in 2009/10) were forwarded to law enforcement outside of Manitoba.

The results from the third year (2011/12) continue to suggest that mandatory reporting of child pornography in Manitoba has had an impact. The observed results from the first three years include:

- The number of reports submitted by individuals within Manitoba increased by 49.8% (to 1308 reports between April 2009 and March 2012 from 873 reports in the three years prior).
- Forty-two per cent of the submitted reports were forwarded to law enforcement/ INHOPE hotlines.
- Public awareness campaigns have had an impact on the volume of reports and in the number of page views to the Cybertip.ca website. The results suggest that those within Manitoba have a greater awareness and understanding of their duty to report suspected child pornography.

In January 2012, we commenced quarterly meetings with child welfare, law enforcement and Cybertip.ca representation.



Models in photo. Intended as illustrative.



In 2011/12, individuals in Manitoba submitted **375** child pornography reports.

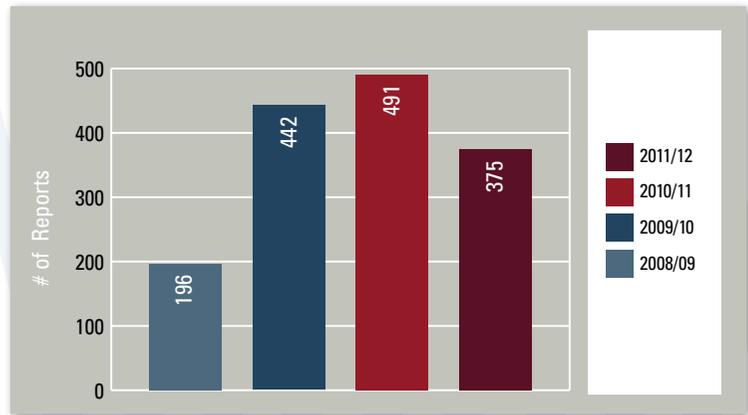
III. MANDATORY REPORTING STATISTICS FOR 2011/12

The following information pertains to reports submitted by individuals within Manitoba under the category of child pornography between April 1, 2011 and March 31, 2012.

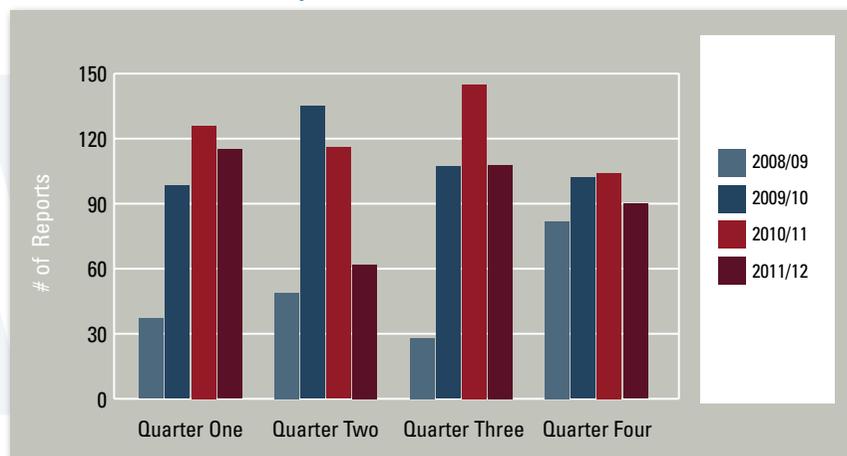
a. Reports Submitted by Individuals within Manitoba

In 2011/12, there was a 24% decrease in the number of child pornography reports submitted by individuals in Manitoba in comparison to the previous year. However, the volume of reports submitted by individuals within Manitoba continues to be higher than prior to the existence of mandatory reporting legislation. It is anticipated that the reporting trend for Manitoba will continue to rise overall, but likely not at the same rate as seen within the first couple years following proclamation.

GRAPH 3.1
Child Pornography Reports Submitted Within Manitoba



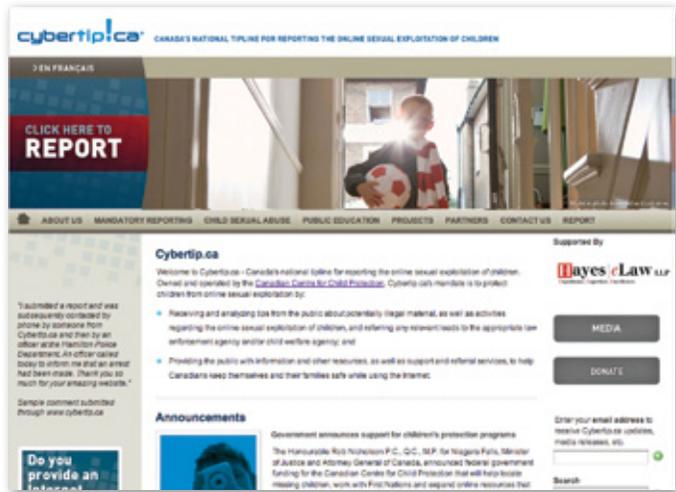
GRAPH 3.2
Child Pornography Reports Submitted Within Manitoba by Quarter



b. Types of Reports Submitted by Individuals within Manitoba

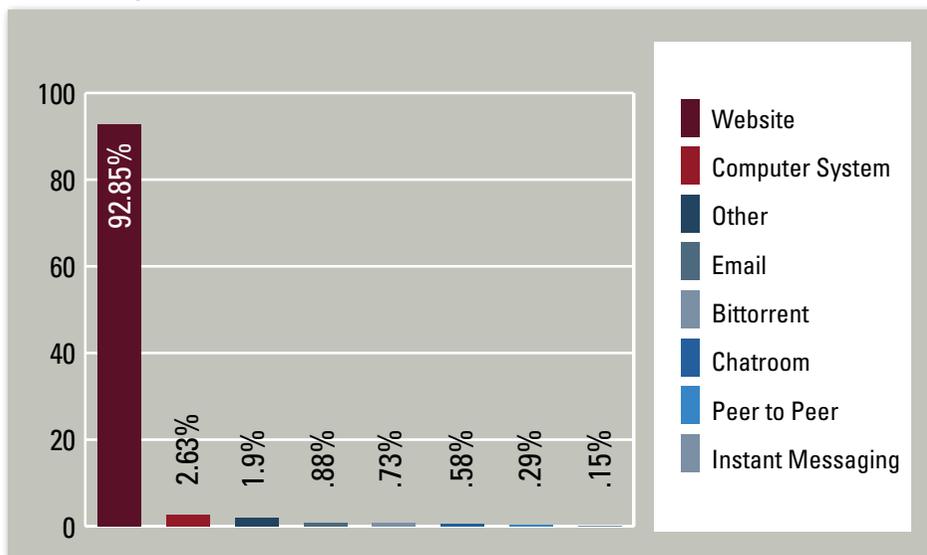
When Cybertip.ca receives a report into its secure system, a child protection analyst first assesses whether there may be a child at risk. Reports with child victim and/or suspect information are considered a higher priority and processed first. Cybertip.ca is mandated to analyze and forward potentially illegal reports to law enforcement within a 48 hour time frame. Reports that fall under Manitoba's mandatory reporting requirements and contain identifying information on a child victim and/or suspect in Manitoba, are sent to child welfare and/or law enforcement within 24 hours.

Once a priority has been assigned, the child protection analyst breaks the report into its component parts based on the number of incidents in a report. For example, one public report may contain information about a newsgroup and a website. This would be considered two separate incidents and are analyzed independently. In 2011/12, the 375 reports submitted within Manitoba equated to 685 incidents (average of 1.83 incidents per report). This represents a slight decrease (9.85%) in comparison with 2010/11 (average of 2.03 incidents per report), however, it is similar to the overall average number of incidents per report (1.6). Graph 3.3 provides a breakdown of the incidents within reports submitted by individuals in Manitoba. The majority of incidents (92.85%) reported to Cybertip.ca pertained to websites which is slightly higher than the tipline's overall number of websites processed (84.9%).



GRAPH 3.3

Incident Types Classified by Cybertip.ca From Reports Submitted Within Manitoba



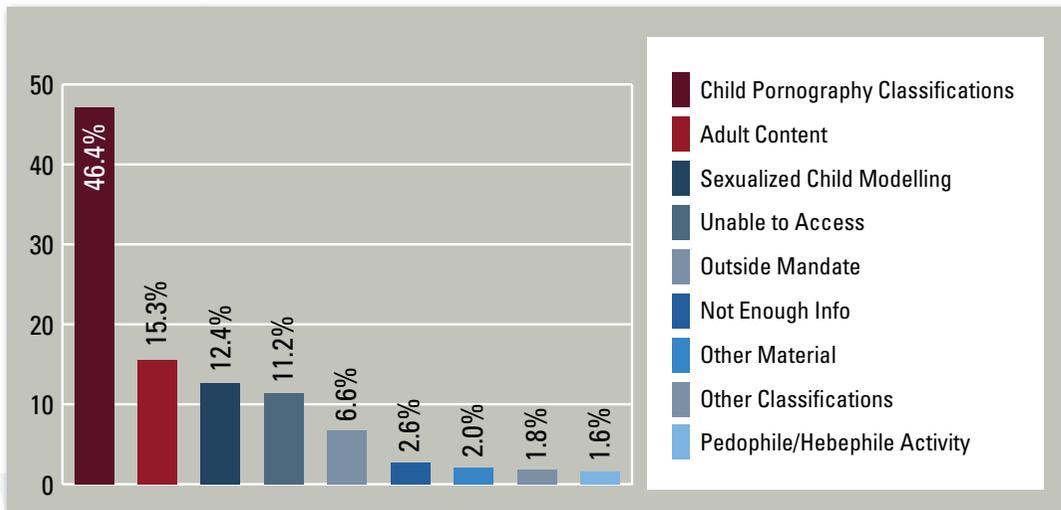
Each incident is assigned a secondary (Cybertip.ca) classification by a child protection analyst based on the *Criminal Code* (Canada). This is either a confirmation or correction of the reporting person's classification. Of the reports submitted by a person within Manitoba in 2011/12, the secondary classifications break down as follows:

- 20.0% (137) of the incidents were confirmed as child pornography
- 26.4% (181) were classified as child pornography unconfirmed, child pornography making available (confirmed or unconfirmed), or child pornography written upon analysis
- 15.6% were classified as adult pornography
- 12.6% were classified as sexualized child modeling

The remaining secondary classifications are visually represented in Graph 3.4.

GRAPH 3.4

Cybertip.ca Secondary Classification For Reports Submitted By Individuals in Manitoba



In the three years following the proclamation of mandatory reporting in Manitoba, there has been an **11% increase in the number of incidents** classified by child protection analysts as child pornography when compared with reports received from individuals within Manitoba in the three years prior to proclamation.



Flow Chart of Mandatory Reporting Child Pornography
Numbers in Manitoba (2011/12)

**TOTAL CHILD PORNOGRAPHY REPORTS
SUBMITTED TO CYBERTIP.CA
(CANADA AND INTERNATIONAL)**

9,641

**TOTAL CHILD PORNOGRAPHY REPORTS
SUBMITTED TO CYBERTIP.CA
FROM A PERSON IN MANITOBA**

375

**'ACTIONED' CYBERTIP.CA REPORTS (UNIQUE)
SUBMITTED BY A PERSON IN MANITOBA**

Reports Forwarded Child Welfare/Manitoba Law Enforcement Agency (LEA)

17* CHILD WELFARE/32 MB LEA

**1 report was submitted under the classification of Luring by an individual within Manitoba and it was forwarded to child welfare as well as Manitoba law enforcement with a Cybertip.ca classification of Child Pornography Unconfirmed. 1 report was submitted without reporting person contact information (jurisdiction unknown) and forwarded to child welfare as well as Manitoba law enforcement with a Cybertip.ca classification of Child Pornography Unconfirmed.*

Reports Forwarded Outside Manitoba (Other Cdn LEAs, NCECC, Inhope)

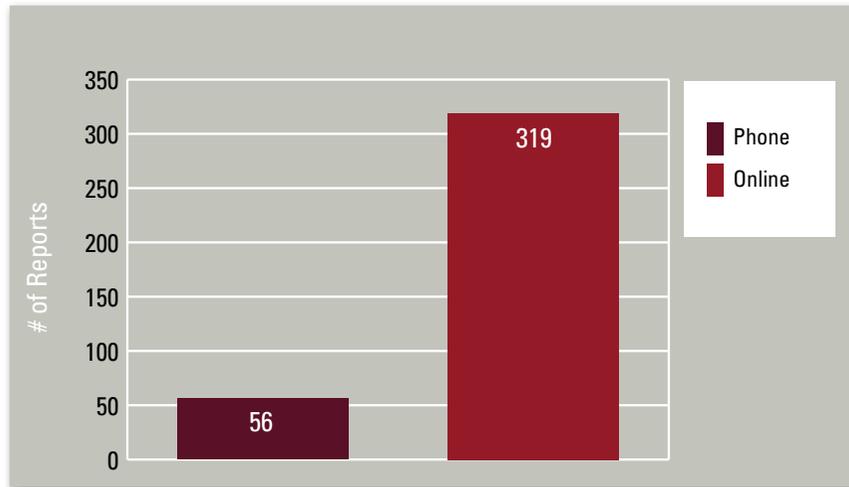
126

c. Source of Reports Submitted by Individuals within Manitoba

Reports can be submitted to Cybertip.ca through the online report form or by calling a toll-free phone line. Graph 3.6 represents the methods by which reports classified as child pornography were submitted to Cybertip.ca during 2011/12 by individuals in Manitoba.

GRAPH 3.6

Child Pornography Reports: Method of Submission by Individuals in Manitoba



When submitting a report to Cybertip.ca, an individual has the option to provide identifying information; the only required information is the reporting person's age. When the report is submitted (by phone or online), the reporting person is provided with a confirmation number. In the event s/he chooses to remain anonymous, this number could be used to confirm s/he reported her/his concerns.

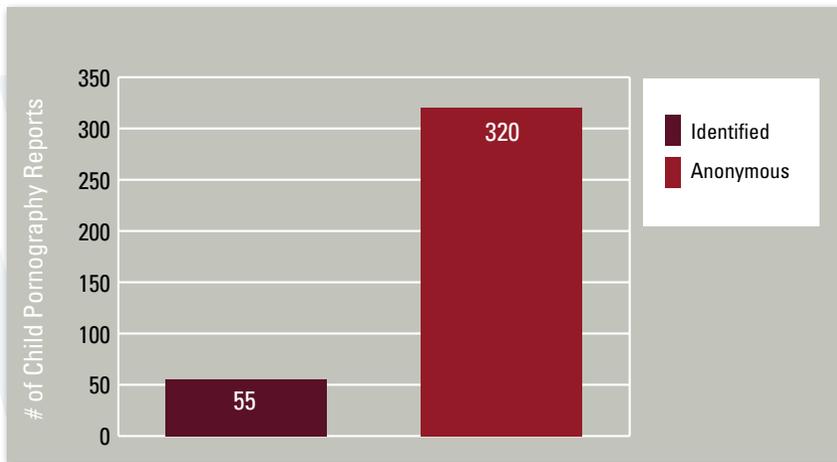


Graph 3.7 provides a breakdown of the number of reports where the reporting person provided identifying information or remained anonymous. Graph 3.8 provides an age breakdown of the reporting persons in Manitoba.

Within Manitoba, 85.3% of individuals reporting child pornography concerns chose not to provide contact information. This is in all likelihood largely due to the number of website incidents reported (636). When an individual comes across a website that may contain child pornography, s/he likely has no idea who the children in the images are nor has any suspect information. Therefore, it is not surprising s/he would decide to remain anonymous.

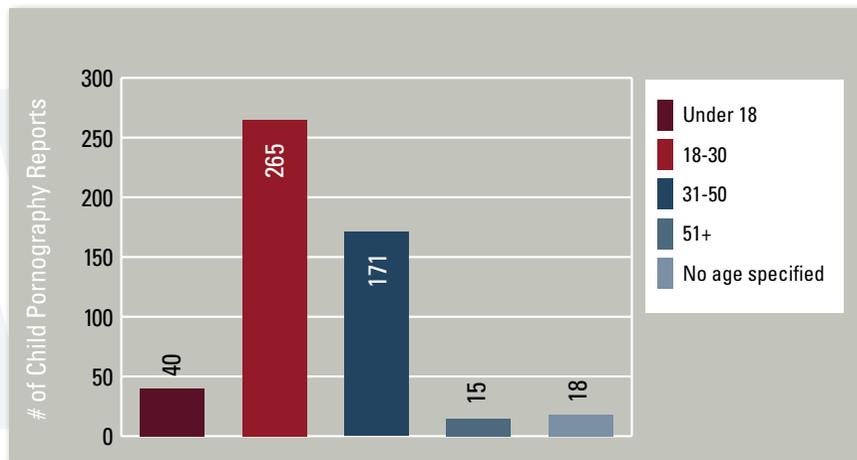
GRAPH 3.7

Reporting Person in Manitoba -Contact Information



GRAPH 3.8

Purported Age of Reporting Person in Manitoba

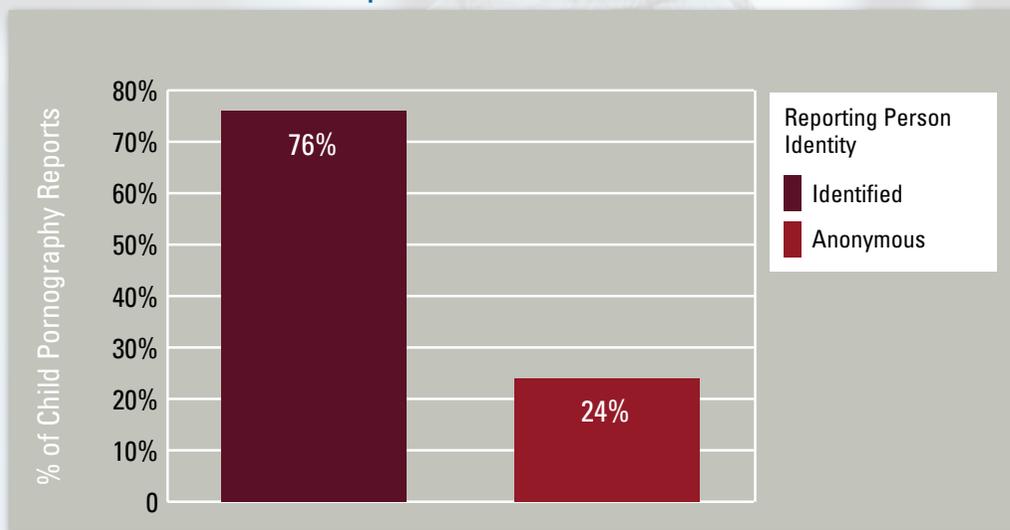


When the toll-free line was used by individuals within Manitoba to submit child pornography reports involving child victim and/or suspect information, **94.7% (18 of 19)** of the reporting persons provided contact information.

When reports involved child victim and/or suspect information, the reporting person was more likely to provide contact information. In 2011/12, 76% of individuals within Manitoba that submitted a child pornography report which involved child victim and/or suspect information provided their contact information. **When the toll-free line was used by individuals within Manitoba to submit child pornography reports involving child victim and/or suspect information, 94.7% (18 of 19) of the reporting persons provided contact information.**

GRAPH 3.9

Reports from a Person in Manitoba with Child Victim and/or Suspect Information



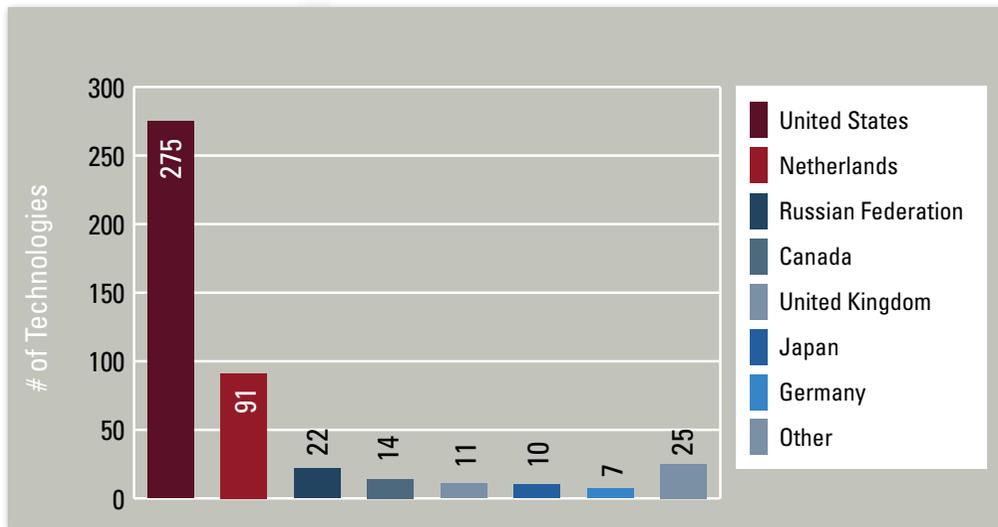


d. Location of Child Pornography Content on Websites Submitted by Individuals Within Manitoba

The following is a breakdown of the countries where the websites classified as child pornography, child pornography unconfirmed, child pornography making available, child pornography unconfirmed making available or child pornography written were located. Of note, one website may be hosted in multiple locations. Graph 3.10 represents the location of the content.

GRAPH 3.10

Location of Content



Fourteen of the website incidents submitted by individuals in Manitoba pertained to potential child pornography content hosted in Canada. The majority of these website incidents were hosted in Quebec and all were forwarded to the appropriate law enforcement agency.

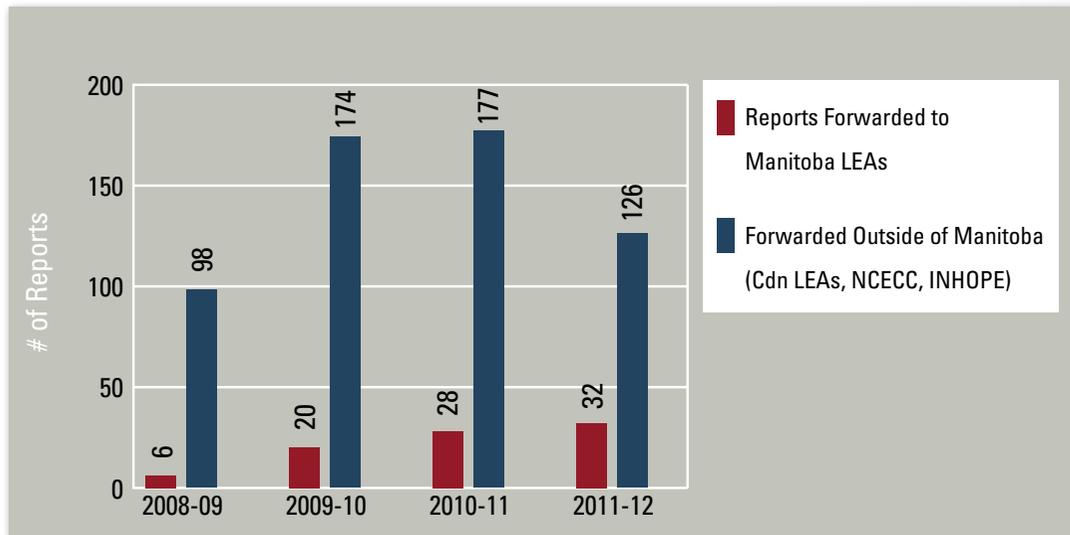
Fourteen of the website incidents submitted by individuals in Manitoba pertained to potential child pornography content hosted in Canada.

e. Reports Forwarded to Child and Family Services and Law Enforcement in Manitoba

Forty-two per cent of reports submitted by individuals within Manitoba and classified by the reporting person as child pornography were forwarded to LEA/INHOPE hotlines. This is relatively consistent with the percentage of all reports submitted to Cybertip.ca which are forwarded to LEA/INHOPE hotlines (44%).

GRAPH 3.11

Child Pornography Reports From Individuals Within Manitoba Forwarded to Law Enforcement



Manitoba LEAs: *Winnipeg Police Service and RCMP D Division*

Canadian LEAs: *Designated Canadian law enforcement agencies outside of Manitoba who investigate online child sexual exploitation*

NCECC: *RCMP's National Child Exploitation Coordination Centre*

INHOPE: *International Association of Internet Hotlines*

Forty-two per cent of reports submitted by individuals within Manitoba and classified by the reporting person as child pornography were forwarded to LEA/INHOPE hotlines.



Since proclamation, **85.6% of the reports submitted by individuals within Manitoba were forwarded to law enforcement agencies/INHOPE hotlines outside of Manitoba.** This means that the majority of what is reported by individuals within Manitoba does not relate to content/incidents within Manitoba. This demonstrates the importance of having a reporting entity to vet and forward reports to the appropriate agencies/jurisdictions and is consistent with the triaging rate for other provinces.

Fifteen of the thirty-two reports which were sent to law enforcement within Manitoba were also sent to child welfare within Manitoba. Cybertip.ca forwards reports involving a secondary classification of child pornography and an identified child victim and/or suspect within Manitoba to child welfare.

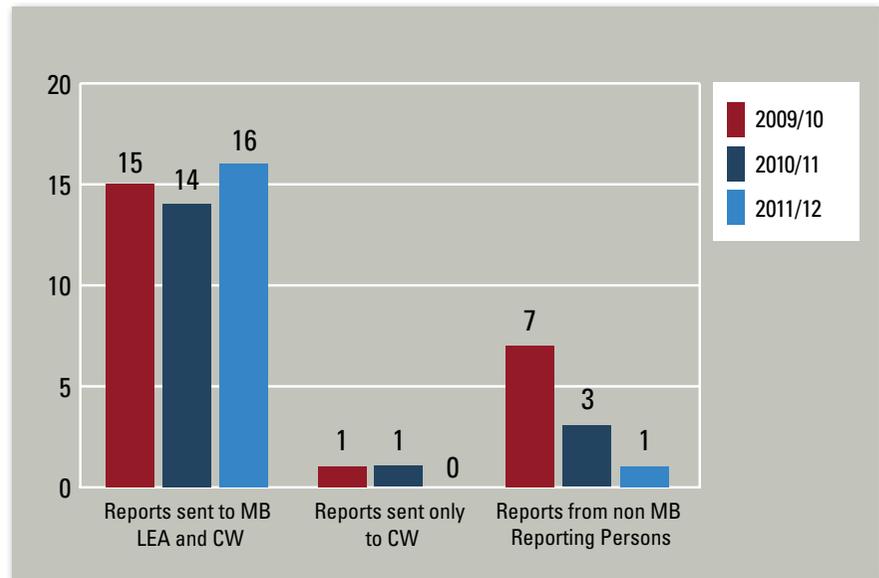
85.6% of the reports submitted by individuals within Manitoba were forwarded to law enforcement agencies/INHOPE hotlines outside of Manitoba.

In 2011/12, **Cybertip.ca forwarded a total of 15* reports to child welfare** which were classified by a reporting person within Manitoba as child pornography and contained information on an identified child victim and/or suspect within the province. Since proclamation, Cybertip.ca has forwarded 52 reports to child welfare in Manitoba that contained information on an identified child victim and/or suspect within Manitoba.

*In 2011/12, 15 reports were submitted under the classification of child pornography by individuals within Manitoba and also forwarded to Manitoba law enforcement; one report was submitted under the classification of luring by an individual within Manitoba and it was forwarded to child welfare as well as Manitoba law enforcement with a Cybertip.ca classification of child pornography unconfirmed. One of the 17 reports was submitted without reporting person contact information (jurisdiction unknown) and forwarded to child welfare as well as Manitoba law enforcement with a Cybertip.ca classification of child pornography unconfirmed.

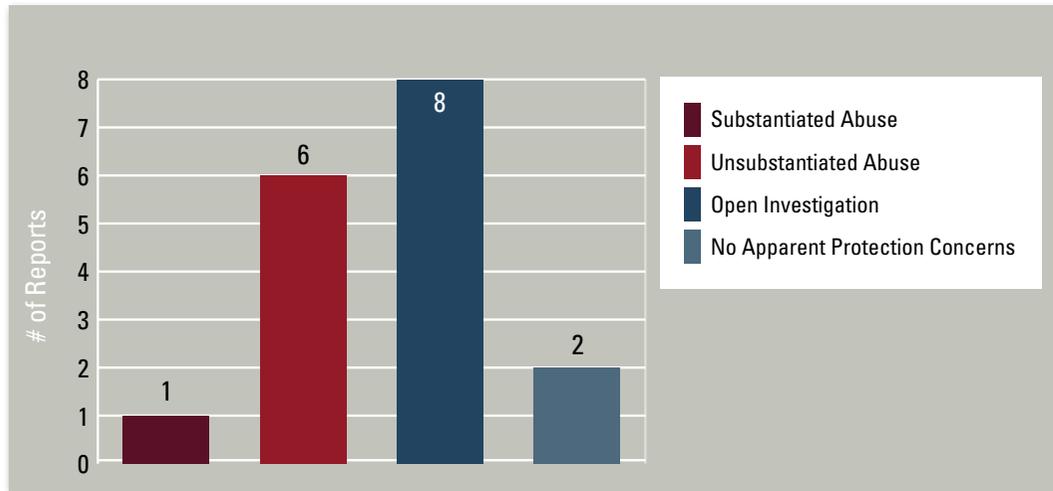
GRAPH 3.12

Reports Forwarded to Child Welfare in Manitoba



GRAPH 3.13

CFS Reported Outcomes in 2011/12



Sample Reports Forwarded to Child Welfare

- 1** Cybertip.ca received a report in August 2011 regarding a male suspect who had accessed and was in possession of possible child pornography content. The information was forwarded to child welfare and Winnipeg Police Service. Child welfare concluded that abuse had been substantiated.

- 2** In October 2011, Cybertip.ca received a report that provided information concerning a male suspect believed to be in possession of child pornography content on his laptop. The report was forwarded to child welfare and RCMP. RCMP continue to investigate the allegations.

- 3** A report was forwarded to child welfare and RCMP in December 2011 concerning a suspect reported to be accessing and in possession of child pornography content. The matter continues to be under investigation.

IV. MANDATORY REPORTING PUBLIC AWARENESS CAMPAIGNS – 2011/12

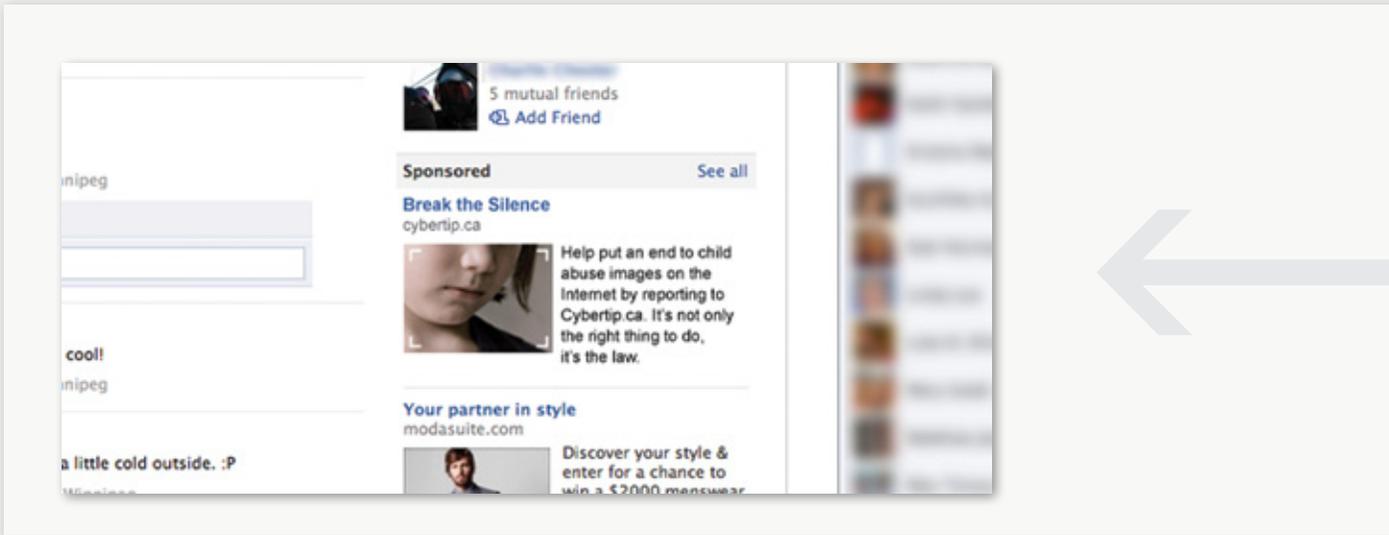
Cybertip.ca is tasked with raising the public's awareness in the Province of Manitoba regarding the mandatory reporting of child pornography.

From January 2 to February 5, 2012, the "Child Pornography Doesn't Report Itself" campaign was showcased across the province. The goal of the campaign was to encourage reporting of child pornography to Cybertip.ca. Marketing components included billboards in Winnipeg, Selkirk, Brandon, Portage La Prairie, Minnedosa, Dauphin, The Pas, Flin Flon, Swan River and Morden and transit ads in Winnipeg.

Cybertip.ca has executed four public awareness campaigns since mandatory reporting legislation was proclaimed in Manitoba in 2009. Since that time, reports of suspected child pornography submitted by individuals within Manitoba have increased by 49.8%. This suggests those within Manitoba have a greater awareness and understanding of their duty to report suspected child pornography.

Child Pornography Doesn't Report Itself	DAYS OF EXPOSURE
Billboards	266
Transit Ads	4480





The online campaign “Break the Silence”, targeting Facebook and LinkedIn users in Manitoba, ran from March 12 to March 31, 2012.

Break the Silence	Impressions
Facebook	151,129
LinkedIn	4,997

Educational properties regarding mandatory reporting in Manitoba were created at the end of 2011. The design and messaging for the posters and cards were consistent with the public awareness campaign “Child Pornography Doesn’t Report Itself”. The cards contained information on:

- mandatory reporting requirements;
- Cybertip.ca’s mandate and role;
- how to report suspected child pornography; and
- the impact of mandatory reporting.

These bilingual public awareness properties were distributed to nearly **300 computer repair services** and over **70 child welfare offices** across the province.



V. RECOMMENDATIONS MOVING FORWARD

The statistics from the past three years continue to underscore the importance of training, education and public awareness. Throughout 2012/13, the Canadian Centre for Child Protection will pursue the following objectives:

- Provide training for child welfare professionals as it relates to child pornography, including training related to the *Teatree Tells: A Child Sexual Abuse Interview Guide*;
- Engage in public awareness activities, including public awareness campaigns;
- Continue quarterly meetings with child welfare, law enforcement and Cybertip.ca representation;
- Develop and distribute educational materials;
- Conduct research and engage in advocacy efforts related to the issue; and
- Continue with technical advancements to the external and internal system (Child Welfare Portal and Cybertip.ca database architecture).

In 2012/13, the Canadian Centre for Child Protection will complete a detailed analysis of the first three years of mandatory reporting. The analysis will outline additional recommendations tied to increased awareness of mandatory reporting in order to facilitate the reporting of children potentially in need of protection.



VI. GLOSSARY

INHOPE : International Association of Internet Hotlines. INHOPE was founded in 1999 under the [European Commission Safer Internet Action Plan](#).

Peer to Peer: Peer-to-peer (P2P) file sharing uses a software program to locate computers (peers) hosting a particular file available for download. When the software finds a computer that has the requested file on its hard drive, the download begins.

Newsgroup: A newsgroup is an online discussion about a particular topic. Newsgroups provide users with the ability to post messages about the topic. The messages are stored and available to read for other users who subscribe to the newsgroup. Newsgroups can be accessed through browser-based newsreaders (a separate website type) or they can be accessed through non-web browser-based software clients.

BitTorrent: BitTorrent is a protocol that allows for quick downloading of large files by obtaining parts of the requested file and downloading them simultaneously from various computers that have the file (or a portion of the file).

Child Pornography Making Available: This is a secondary classification that is used by child protection analysts to describe websites that make potentially illegal content available but are not specifically hosting the potentially illegal content on their servers. As well, it includes websites where no images of potential child pornography are found on the website but it provides links to other websites hosting potentially illegal images.

Child Pornography Unconfirmed: This is a secondary classification that is used by child protection analysts where an analyst is unable to determine or confirm the sexual maturation rates of the individual in the content but there is reason to believe the material may be child pornography.

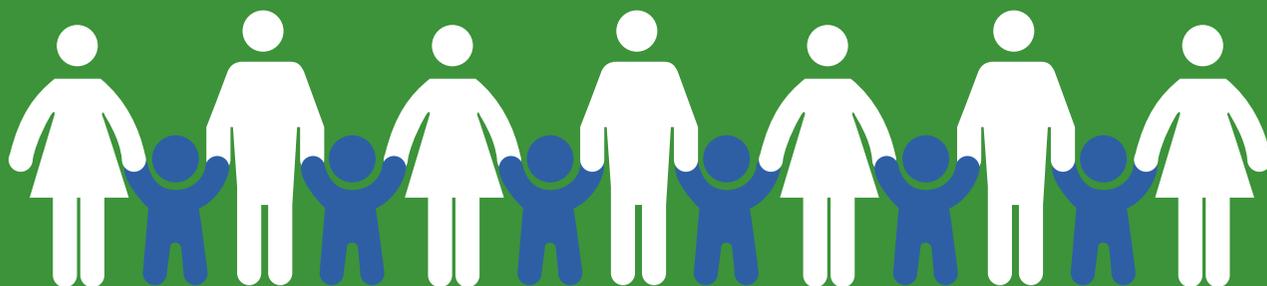
Sexualized Child Modeling: This refers to reports of online material containing images of children provocatively posed and sexualized in various outfits.



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The Canadian Centre for Child Protection Inc. is a registered charitable organization dedicated to the personal safety of all children. It operates four national programs that include Cybertip.ca®, Kids in the Know®, Commit to Kids®, and MissingKids.ca™. Our goal is to reduce child victimization by providing programs and services to the Canadian public.



Cybertip.ca is Canada's tipline for reporting the online sexual exploitation of children. Cybertip.ca also provides the public with information and other resources, as well as support and referral services, to help Canadians keep themselves and their families safe while using the Internet.

cybertip.ca



Kids in the Know is an interactive safety education program for children from kindergarten to high school. The program is designed to empower children and reduce their risk of victimization. It uses a community-based approach to heighten awareness of child safety and protection strategies.

kidsintheknow.ca



Commit to Kids is a program to help organizations create safe environments for children. It provides strategies, policies, and a step-by-step plan for reducing the risk of child sexual abuse.

commit2kids.ca



MissingKids.ca is Canada's missing children resource centre. The program offers families support in finding their missing child and provides educational materials to help prevent children from going missing.

missingkids.ca

For more detailed information, please contact the Canadian Centre for Child Protection at our toll-free number **1 800 532-9135** and visit our website at **protectchildren.ca**.

Cybertip.ca is operated by the Canadian Centre for Child Protection Inc., a registered charitable organization dedicated to the personal safety of all children.



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