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CANADA'S NATIONAL TIPLINE FOR REPORTING
THE ONLINE SEXUAL EXPLOITATION OF CHILDREN

MANDATORY REPORTING OF
CHILD PORNOGRAPHY IN MANITOBA:

CYBERTIP.CA'S 2012/13 ANNUAL REVIEW



CANADIAN CENTRE for CHILD PROTECTION[®]

Helping families. Protecting children.



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Model in image and intended as illustrative.

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. Under the legislation, where Cybertip.ca has determined that a child pornography incident has occurred, Cybertip.ca will take action to protect a child by reporting the matter to a child and family services agency or a law enforcement agency, or to both as necessary, and take any further action as may be set out in the regulations.

Since the proclamation of mandatory reporting of child pornography in Manitoba in 2009, a total of 1,667 reports have been submitted by individuals within Manitoba and classified as child pornography. Similar to previous years, the majority of these reports (81.01%) were submitted by individuals who chose not to provide their contact information, however 87.18% of the reporting persons provided identifying information when child victim and/or suspect information was reported. The majority of reports (87.61%) pertained to websites and 43.58% of the submitted reports were forwarded to law enforcement and/or an INHOPE member hotline. Of the reports forwarded to law enforcement, the majority (74.36%) were forwarded to law enforcement outside of Manitoba.

In 2012/13, 22 reports classified as child pornography and containing information on an identified child victim and/or suspect in Manitoba were forwarded to child welfare under this legislation. A total of 70 reports have been forwarded to child welfare since proclamation on April 15, 2009.

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

The results observed in the first four years following proclamation of mandatory reporting of child pornography in Manitoba underscored the importance of this legislation and the ongoing significance of training, education and public awareness. In 2012/13, the Canadian Centre for Child Protection:

Conducted public awareness campaigns in February 2013 (outdoor signage, digital banners) geared towards *increasing the general public's awareness about the role they play in reducing child pornography* by reporting to Cybertip.ca.



Presented the *Teatree Tells: A Child Sexual Abuse Interview Guide* to approximately 120 child welfare professionals in Manitoba. This

resource is designed to assist frontline child protection workers in discussions with children 12 years of age and under about child sexual abuse concerns. Nearly 50 guides have been provided to child welfare professionals within the province (35 by Child and Family All Nations Coordinated Response Network). The Canadian Centre is engaged in ongoing discussions with child welfare agencies with respect to the *Teatree Tells: A Child Sexual Abuse Interview Guide*. There is a commitment to provide 500 copies of the guide to child welfare professionals in Manitoba in 2013/14.



Distributed nearly 250 copies of the *Teatree Tells: A Child Sexual Abuse Prevention Kit* to school divisions across the province to provide to early childhood educators.



Provided training to approximately **70 child welfare professionals within Manitoba** as it relates to child pornography (June 14, October 17 and November 30, 2012).

Continued to engage in research and advocacy efforts. In October 2012, Cybertip.ca released preliminary results related to an analysis of 264 reports about online luring submitted to the tipline between September 2007 and June 2011. Preliminary results indicate that reference to child pornography was seen in 50% of cases. The result of this initiative will be a comprehensive research report which will include key statistics on the scope of the issue and concrete prevention and intervention recommendations aimed at parents, adolescents, government and law enforcement. In 2013/14, an in-depth report on sexualized child modelling sites will be issued 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 modelling.





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 seven categories:

- Child Pornography;
- Online Luring;
- Children Exploited Through Prostitution;
- Child Sex-Tourism;
- Child Trafficking *(added October 2008)*;
- Making Sexually Explicit Material Available to a Child *(added August 2012)*; and
- Agreement or Arrangement with Another Person to Commit a Sexual Offence against a Child *(added August 2012)*.

As of March 31, 2013, close to **84,000 reports had been submitted by Canadians**. Similar to the previous year, approximately 50% 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, 2013, Cybertip.ca was aware of **124 arrests executed by LEAs** and **at least 53 children removed from abusive environments** in connection with reports submitted to the tipline by the Canadian public.



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. Under the legislation, where Cybertip.ca has determined that a child pornography incident has occurred, Cybertip.ca will take action to protect a child by reporting the matter to a child and family services agency or a law enforcement agency, or to both as necessary, and take any further action as may be set out in the regulations.

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 (87% in 2012/13, 93% in 2011/12, 86% in 2010/11 and 88% in 2009/10).
- Of the reports forwarded to law enforcement, the majority (74.36% in 2012/13, 80% in 2011/12, 88% in 2010/11 and 90% in 2009/10) were forwarded outside of Manitoba.

The results from the fourth year (2012/13) continue to suggest that mandatory reporting of child pornography in Manitoba has had an impact. The observed results from the first four years include:

- A total of 1667 reports submitted since April 2009.
- Forty-four 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 submitted by those residing in Manitoba 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.



III. MANDATORY REPORTING STATISTICS

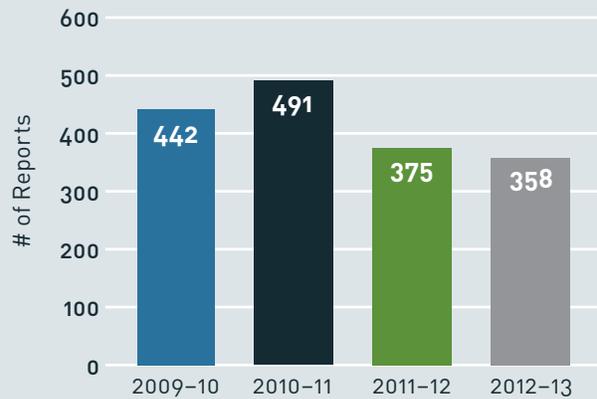
The following information pertains to reports submitted by individuals within Manitoba under the category of **child pornography** between April 1, 2012 and March 31, 2013.

A. REPORTS SUBMITTED BY INDIVIDUALS WITHIN MANITOBA

The volume of reports submitted by individuals within Manitoba has remained relatively consistent over the past two years. Per capita, Manitoba is the highest reporting province.



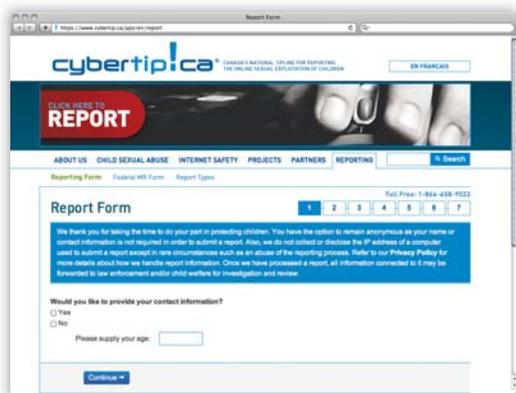
GRAPH 3.1
Child Pornography Reports Submitted Within Manitoba



GRAPH 3.2
Child Pornography Reports Submitted Within Manitoba by Quarter



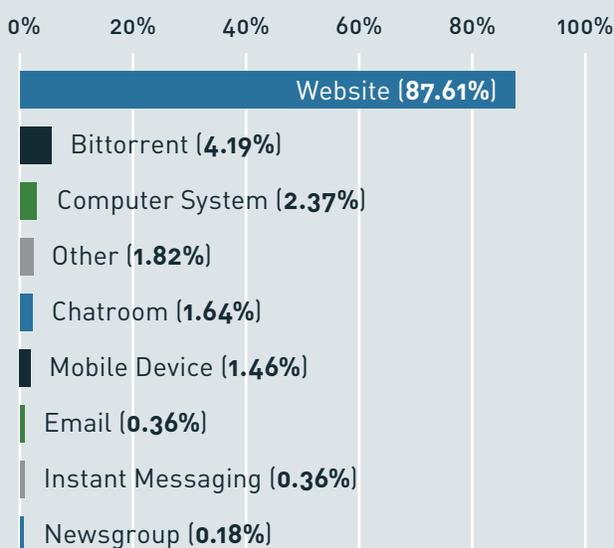
B. TYPES OF REPORTS SUBMITTED BY INDIVIDUALS WITHIN MANITOBA



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 reports pertaining to potentially illegal incidents to law enforcement within a 48 hour timeframe. Reports that fall under Manitoba’s mandatory reporting requirements and contain identifying information on a child victim and/or suspect in Manitoba which are being sent to child welfare, are sent 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 2012/13, the 358 reports submitted within Manitoba equated to 549 incidents (average of 1.53 incidents per report). This represents a decrease (16.39%) in comparison with 2011/12 (average of 1.83 incidents per report), however, it is similar to the overall average number of incidents per report (1.4). Graph 3.3 provides a breakdown of the incidents within reports submitted by individuals in Manitoba. The majority of incidents (87.61%) reported to Cybertip.ca pertained to websites which is very similar to the tipline’s overall number of websites processed (86.2%).

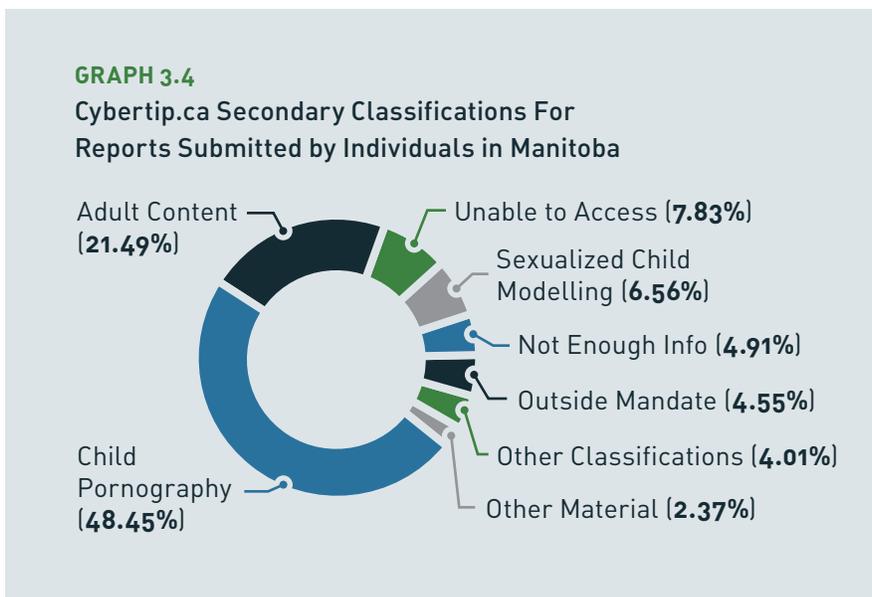
GRAPH 3.3
Incident Types Classified by Cybertip.ca From Reports Submitted Within Manitoba



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 2012/13, the secondary classifications break down as follows:

- 22.04% (121) of the incidents were confirmed as child pornography
- 26.41% (145) were classified as child pornography (unconfirmed), child pornography — making available (confirmed or unconfirmed), or child pornography — written/audio upon analysis
- 21.49% (118) were classified as adult pornography
- 6.56% (36) were classified as sexualized child modelling

The remaining secondary classifications are visually represented in Graph 3.4.



In the four years following the proclamation of mandatory reporting in Manitoba, 47.12% of incidents have been classified by child protection analysts as child pornography, child pornography (unconfirmed), child pornography — making available, child pornography (unconfirmed) — making available or child pornography — written/audio.

C. SOURCE OF REPORTS SUBMITTED BY INDIVIDUALS WITHIN MANITOBA



Model in image and intended as illustrative.

Reports can be submitted to Cybertip.ca through the online report form or by calling the toll-free phone line. Graph 3.5 represents the methods by which reports classified as child pornography were submitted to Cybertip.ca during 2012/13 by individuals in Manitoba.

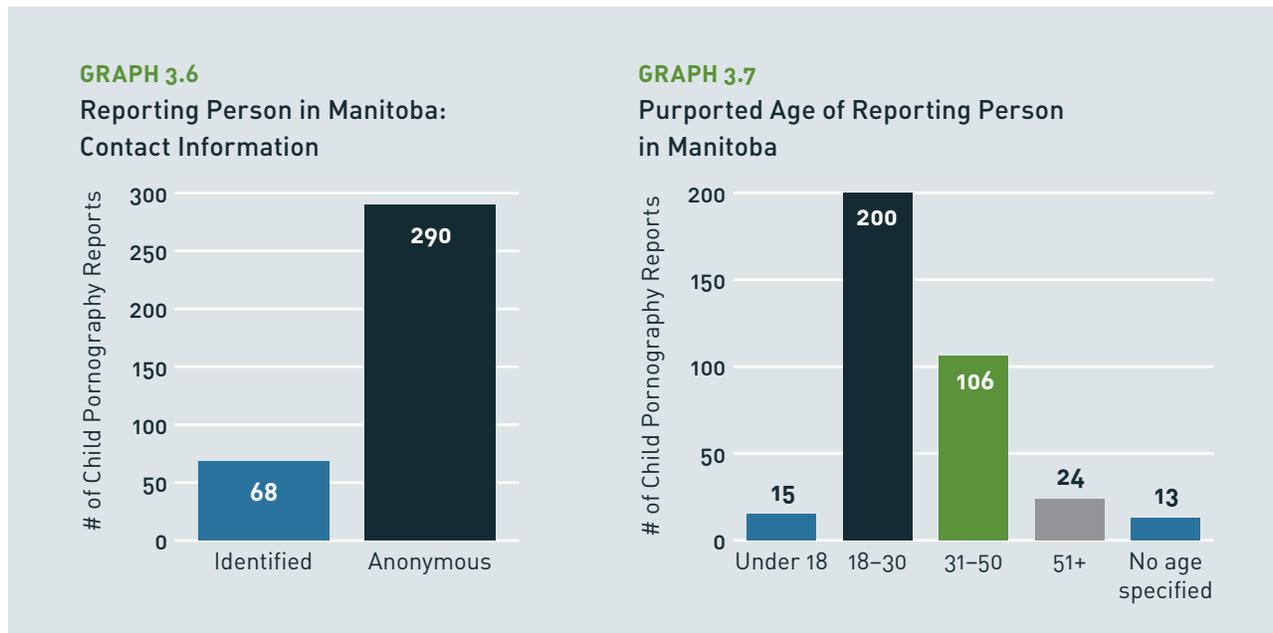
GRAPH 3.5

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.

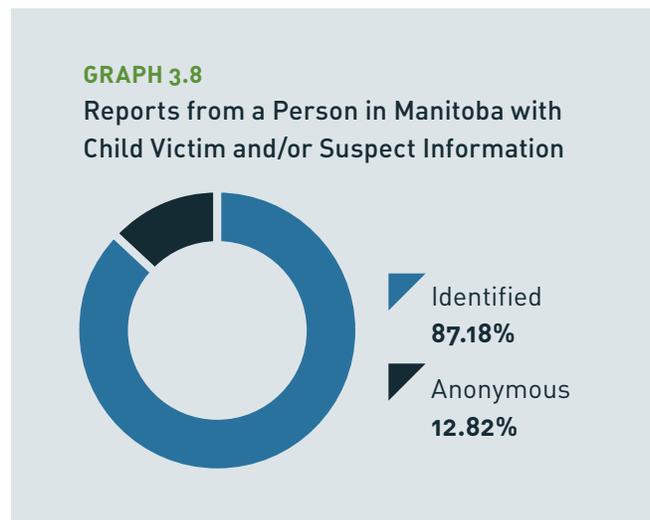
Graph 3.6 provides a breakdown of the number of reports where the reporting person provided identifying information or remained anonymous. Graph 3.7 provides an age breakdown of the reporting persons in Manitoba.



Within Manitoba, 81.01% 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 (481). 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.

When reports involved child victim and/or suspect information, the reporting person was more likely to provide contact information. In 2012/13, 87.18% 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, 95.83% (23 of 24) of the reporting persons provided contact information.



D. LOCATION OF CHILD PORNOGRAPHY CONTENT ON WEBSITES SUBMITTED BY INDIVIDUALS WITHIN MANITOBA

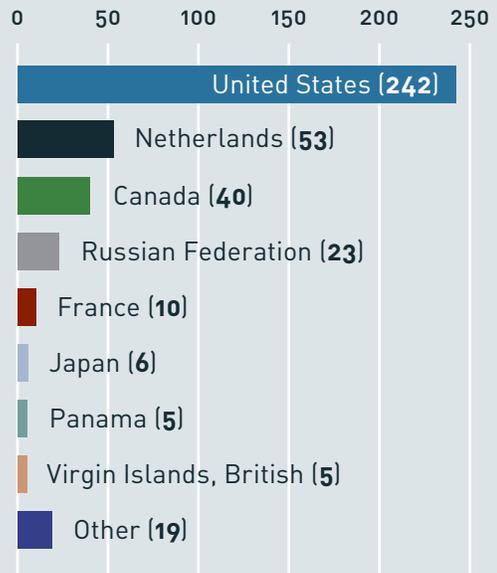
The following is a breakdown of the countries where the websites classified as child pornography, child pornography (unconfirmed), child pornography — making available, child pornography (unconfirmed) — making available or child pornography — written/audio were located. Of note, one website may be hosted in multiple locations. Graph 3.9 represents the location of the content.

Forty of the website incidents pertained to potential child pornography content hosted in Canada. All of these website incidents were hosted in Quebec and were forwarded to the appropriate law enforcement agency.



GRAPH 3.9

Location of Content

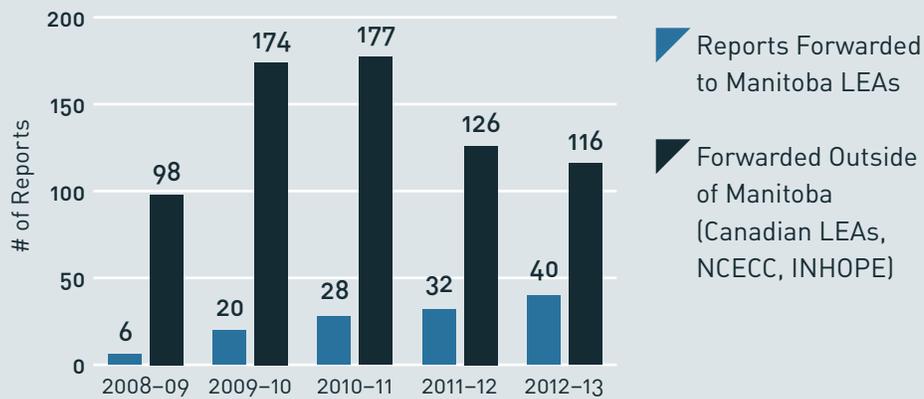


E. REPORTS FORWARDED TO CHILD AND FAMILY SERVICES AND LAW ENFORCEMENT IN MANITOBA

43.58% of reports submitted by individuals within Manitoba and classified by the reporting person as child pornography were forwarded to LEA/INHOPE hotlines. This is slightly lower than the percentage of all reports submitted to Cybertip.ca which were forwarded to LEA/INHOPE hotlines (46.3%).

GRAPH 3.10

Child Pornography Reports From Individuals Within Manitoba Forwarded to Law Enforcement



- Manitoba LEAs include Winnipeg Police Service, RCMP D Division and Brandon Police Service
- Canadian LEAs refers to designated Canadian law enforcement agencies outside of Manitoba who investigate online child sexual exploitation
- NCECC is the RCMP’s National Child Exploitation Coordination Centre
- INHOPE refers to the International Association of Internet Hotlines

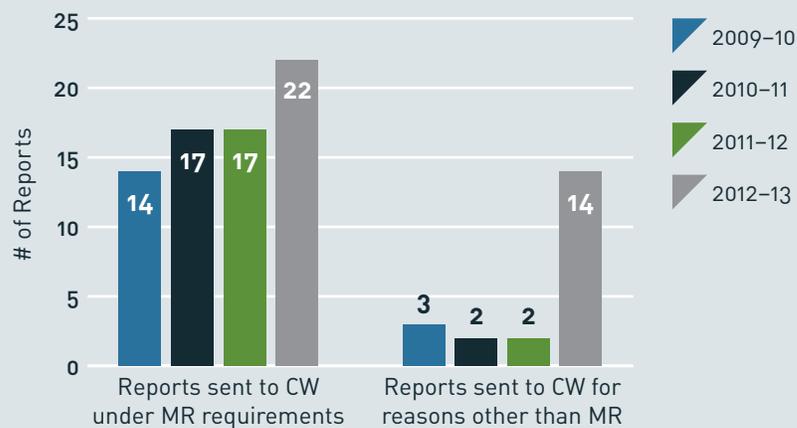


Model in image and intended as illustrative.

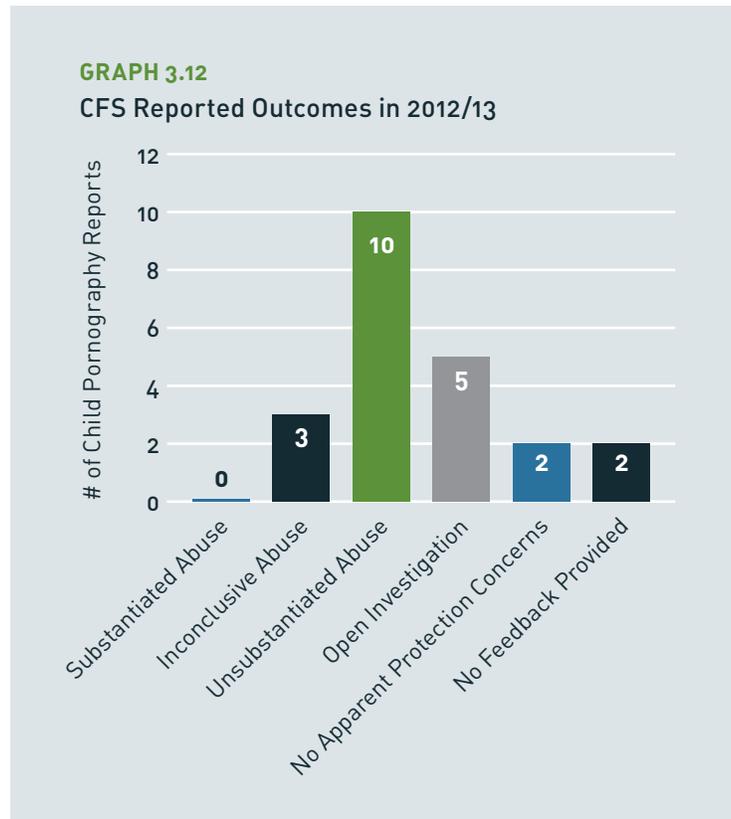
Since proclamation, **74.36% of the reports submitted by individuals within Manitoba that were forwarded to law enforcement agencies/INHOPE hotlines were forwarded outside of Manitoba.** This means that the majority of what is reported by individuals within Manitoba does not relate to content/incidents 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.

GRAPH 3.11

Reports Forwarded to Child Welfare in Manitoba



Where Cybertip.ca has determined that a child pornography incident has occurred, Cybertip.ca will take action to protect a child by reporting the matter to a child and family services agency or a law enforcement agency, or to both as necessary, and take any further action as may be set out in the regulations. In 2012/13, **22 reports classified by Cybertip.ca as child pornography were sent to child welfare and law enforcement within Manitoba.** An additional 14 reports, classified by Cybertip.ca as something other than child pornography, were forwarded to child welfare in 2012/13. Since proclamation, Cybertip.ca has forwarded 70 reports to child welfare in Manitoba that were classified as child pornography by Cybertip.ca and contained information on an identified child victim and/or suspect within Manitoba.



SAMPLE REPORTS FORWARDED TO CHILD WELFARE

In July 2012, Cybertip.ca received a report from an individual within Manitoba who described seeing what he believed to be child pornography content while working in the reported suspect's home. The report was forwarded to both child welfare and law enforcement. A search warrant was executed and no child pornography content was located.

A report was submitted to Cybertip.ca in December 2012 concerning a suspect in Manitoba said to be in possession of child pornography content and possibly making this content accessible through his social networking profile. The investigation is ongoing with RCMP D Division.

A report was submitted to Cybertip.ca in March 2013 concerning a suspect in Manitoba said to be in possession of child pornography content. Information located through online searches indicated that the suspect had access to children through his/her employment. The report was forwarded to child welfare and law enforcement.



Model in image and intended as illustrative.

IV. MANDATORY REPORTING PUBLIC AWARENESS CAMPAIGNS

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

From February 3 to March 3, 2013, the “I Reported It” campaign was showcased across the province. The goal of the campaign was to raise awareness about the important role individuals play in the reduction of online child sexual exploitation by reporting incidents to Cybertip.ca. Marketing components included outdoor signage in Winnipeg, Brandon, Dauphin, Swan River, Flin Flon, The Pas, Minnedosa, Neepawa and Selkirk and transit ads in Winnipeg.

I REPORTED IT	DAYS OF EXPOSURE
Billboards	522
Transit Ads	870



The “I Reported It” campaign also included digital banners on all Corus radio station websites in Manitoba (CJOB, CJKR, CJGV) for the month of February. The ads had over **47,000 impressions** (the number of times the ad is displayed). In addition, advertising on Facebook and Reddit (users within and outside of Manitoba) occurred during the month of February. The Facebook advertisement had a reach of 1,139,055 (number of unique people who saw our ad) and a click through of 246 (number of clicks the ad received), while the Reddit advertisement reached 3,391 users.

Cybertip.ca has executed five public awareness campaigns since mandatory reporting legislation was proclaimed in Manitoba in 2009. Campaigns have been carried out in 12 cities/towns across Manitoba (Winnipeg, Selkirk, Brandon, Minnedosa, Dauphin, Flin Flon, The Pas, Neepawa, Gimli, Morden, Portage La Prairie and Swan River). Since that time, a total of 1,667 reports of suspected child pornography have been submitted by individuals within Manitoba.



Model in image and intended as illustrative.

V. RECOMMENDATIONS MOVING FORWARD

The statistics from the past four years continue to underscore the importance of training, education and public awareness. Throughout 2013/14, the Canadian Centre for Child Protection will pursue the following objectives:

Continue to 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;

Execute semi-annual 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).



VI. GLOSSARY

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 they provide 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.

INHOPE: International Association of Internet Hotlines. INHOPE was founded in 1999 under the European Commission Safer Internet Action Plan.

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.

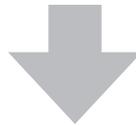
Peer-to-Peer: Peer-to-peer (P2P) file sharing uses a software program to locate computers (peers) hosting a particular file available for download. When the software finds a computer that has the requested file on its hard drive, the download begins.

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

Flow Chart of Mandatory Reporting Child Pornography Numbers in Manitoba

Total Child Pornography Reports Submitted to Cybertip.ca
(Canada and International)

25,872



Total Child Pornography Reports Submitted to Cybertip.ca
from a Person in Manitoba

358



“Actioned” Cybertip.ca Reports (Unique)

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

22 CHILD WELFARE/40 MB LEA

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

116



CANADIAN CENTRE *for* CHILD PROTECTION®

Helping families. Protecting children.

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.

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Learn more: https://protectchildren.ca/app/en/video-get_involved



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