



STEERING CLEAR

of Indecent Images of Children

EDUCATION & COMMUNICATION CAMPAIGN
SUPPORTER PACK



HM Government

LAST UPDATED JUNE 2018

CONTENTS

WHY WE'RE RUNNING THE CAMPAIGN	3
MESSAGES TO USE IN YOUR COMMS	4
RESEARCH TO SHOW HOW THE CAMPAIGN WAS SHAPED	5
HOW CAN YOU SUPPORT?	6
OUR PARTNERS	7-8
OUR SUPPORTERS	9
WHAT WE'VE DONE PREVIOUSLY	10-12
ASSETS FOR YOU TO USE*	13-19
SAMPLE WEB/ NEWSLETTER COPY	20
SOCIAL MEDIA EXAMPLES	21
FOR MORE INFORMATION	22

INTRODUCTION & CURRENT PARTNERS

The Home Office is running a campaign to educate young men on the law relating to indecent images of children online. To better protect potential victims and reduce demand on the Criminal Justice System the campaign is aiming to:

- Prevent offending **before it occurs**
- **Disrupt the escalation** of harmful offending behaviour

The campaign is using targeted communication activity to educate and empower young men (18-24 years old) to navigate the internet more responsibly by:

- **Increasing understanding** of the law regarding Indecent Images of Children (IIOC)
- **Challenging myths** around victim harm and offender stereotypes

The campaign has been developed in partnership with the **NSPCC**, **Marie Collins Foundation** and the **Internet Watch Foundation** all of whom are involved in dealing with the reporting of, or effects of, IIOC.

This is where we need your support to help deliver our messaging and increase our partner presence.

AUDIENCE

18-24 year old males

TIMINGS

Ongoing current phase



KEY MESSAGES

The key messages have been developed and tested with the target audience.

Primary messages will deliver the key information.

1. Looking at sexual images/videos of under-18s is illegal, regardless of if you know how old they are
2. These images/videos involve real children and young people, and viewing them causes further harm
3. If you encounter sexual images of children online, please report to the IWF. Reporting only takes a few minutes and can be done completely anonymously

Secondary messages act as additional 'evidence'.

4. There is no stereotypical offender – they can look just like you
5. You could encounter sexual images of under 18s online

KEY RESEARCH

Research undertaken by Ipsos MORI* in February 2017 has shaped the campaign messages.

- **22%** of men aged 18-24 do not agree that the children in indecent images are harmed by the experience
- **76%** would report an indecent image of a child online
- **11%** do not think it is illegal to download, view or share indecent images of a child when they are under 16

*Ipsos MORI carried out an online survey with its UK panel members between 3-17 February 2017

HOW CAN YOU SUPPORT?

This is a list of ways existing partners are actively supporting the campaign but we are also open to other suggestions:

- Support us on your social media channels
- Use the poster in public areas or make leaflets available
- Provide case studies of victims, family or friends of victims or people within the age demographic who have offended
- Use the assets or messaging in newsletters to your subscribers
- Draft a blog or news story for your website about how the issue is relevant to your sector or organisation
- Highlight any links to relevant and high profile spokespeople
- Run a workshop or webinar, or host a Facebook Live session

Please contact us to discuss how you can support the campaign by emailing: RICUSOCnews@homeoffice.x.gsi.gov.uk

HEAR FROM OUR PARTNERS



The
Marie Collins
Foundation

The campaign has led directly to increased contact from victims. To date, we have had 21 direct contacts or referrals as a result of the campaign. Due to the time it can take for some victims to seek help, we anticipate further contacts prompted by the campaign to follow in the future.

The campaign has had a significant impact on the wider profile of MCF, in particular outside the professional networks in which we were already known. The partnership with HMG gives further recognition, credibility and endorsement for our work, which is reassuring both for victims and professionals working with us now and in the future. Measuring public awareness is difficult, but the perception is that it has grown.

Our social media presence is a measurable outcome and the campaign has had a clear impact.

Prior to the campaign the only social platform we used was Twitter. As a result of the campaign we now have active Facebook and Instagram accounts, which have grown from zero to 692 and 266 followers respectively. We have 468 followers on Twitter (as of 24.2.18).

The campaign has provided us with our own high quality video and also access to partner videos, providing excellent content for our social media platforms and website. It also prompted us to create two sets of bespoke #voiceofthevictim graphics.

The campaign has provided us with additional high quality content and links for the MCF website. As part of the grant agreement, we have also carried out a survey of our website users to gather feedback and suggestions of any improvements, which we are reviewing and will implement where appropriate.

The campaign has allowed us to build on existing partnerships and to develop new partnerships. The opportunity to garner the support of existing partners has not only brought considerable advantage to the campaign but has also allowed us to enhance these strategic relationships. The campaign has allowed us to share opportunities for partners to raise and enhance their own profiles. For example, the universities have used it as part of their safeguarding and duty of care responsibilities, while for industry partners involvement is a further opportunity to demonstrate social responsibility.

HEAR FROM OUR PARTNERS

As one of the main partners in this campaign, we can only encourage other individuals and companies to join this project and spread the word about how to support child victims of sexual abuse and how to help young people do the right thing online. This campaign is important because it does not only educate young men on what the law is, it also gives them the necessary assets and resources to deal with potential criminal content online.

From working with young people first hand, we know it can be confusing that the age of consent is 16 but the legal age to appear in pornography is 18. Our campaign tackles this issue. It additionally helps increase victim empathy and encourages young men to report these crimes online. Supporting this campaign shows you're doing the right thing to protect the most vulnerable people in our society.

In the months that we've been part of this campaign, we've seen a huge increase in social reach and engagement. We targeted young males aged 18-24 specifically via our Facebook account and were able to reach 2,000% more people than we did before! More importantly, we also saw a rise in engagement. Many of the young people targeted with this campaign reacted, shared or tagged other Facebook users in our campaign messages which meant they interacted with our campaign messages and felt comfortable to spread the word about it too.

Joining this project also means that you will become part of a strongly connected and supportive partnership base. Every company, charity, police force etc. that joins this campaign has one common goal – keeping children safe online. To do this, we need to join forces and work together internationally and across sectors.



OUR SUPPORTERS

David Wright, Director of SWGfL & the UK Safer Internet Centre:

“As partners in the UK Safer Internet Centre, SWGfL very much welcomes and supports this campaign to make young men aware of the legalities of indecent images of children. It will help to limit the further victimisation of children that would otherwise occur through further sharing and distribution of these images”

Claire Stead, Head of Marketing at Smoothwall:

“We've been long time supporters of the IWF and the work that they do to eradicate child sexual abuse imagery online; therefore this is a welcome initiative to see the Government and other key charities partnering up to raise awareness about the issues. Education is key to driving change and hopefully by informing more young men about the law, we will see a more proactive approach to avoiding and reporting this type of content online.”

Dr. Ethel Quayle, University of Edinburgh:

“The criminal justice system cannot act as an effective deterrent if there is a lack of awareness that taking sharing or possessing indecent images of children under the age of 18 is illegal. Young men in particular are at risk of breaking the law. These images depict the abuse and exploitation of minors, and their possession and distribution may have serious psychological and social consequences for these children. Campaigns provide legal information and educate potential offenders about the serious implications of breaking the law. Importantly they educate people about the consequences for children and supply a way of getting help. As a society we have a responsibility not only to catch and punish offenders but also to prevent these crimes from happening.”

PREVIOUS ACTIVITY – MEDIA PARTNERSHIP/ SOCIAL MEDIA

During the pilot campaign which ran in early 2017, we collaborated with **LADBible** to produce a range of materials, including:

- [Article](#) written with a male victim of sexual abuse;
- [Video](#) highlighting victim harm, the law and consequences;
- Promoted social posts.

LADBible has a large following of the target audience, over half of their 8.5 million Facebook likes are 18-24 year old males. The content was the highest viewed partnership film to date. The content had a reach of 19.7m and received 2.8 comments and 47k shares likes and reactions.

The activity was also supported by a **social media campaign**, with assets shared by the NSPCC, IWF and Marie Collins Foundation across their channels. Assets included videos, vox pops and social graphics.

- Activity across Facebook delivered 7.6m impressions and 3.1m views of the content.
- Social media content seeded through MCF channels generated 854.5k video views and increased follower numbers by 500+



April 13th 2017 — 159 Shares

How I Became A Victim Of Sexual Abuse Online - Here Is Ben's Story

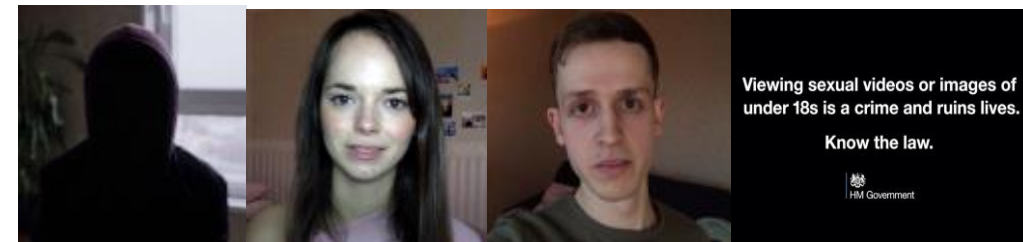
Sponsored by THE GOVERNMENT

In 2010, I began to be targeted by men online. I came out on Facebook at the age of 13 and, shortly after that, was the first time I started speaking to someone on the internet. He was young, too - only 16 and from the local town. It wasn't long until our conversations turned sexual and we swapped pictures and videos. It was these early exchanges that served as the gateway to looking on other websites for more people to talk to.

This was where I met older guys and the coercion began. I was encouraged to send sexual images of myself on the basis that they'd then send them to me. The lines surrounding indecent images, grooming and sexual assault are fairly blurred, especially for younger people. A victim may feel that what is happening to them is the norm, purely because of naivety. They're manipulated, emotionally and physically, and led to believe that what they're taking part in is common.

PREVIOUS ACTIVITY – POSITIVE IMPACT OF CAMPAIGN

Engaging Content



When tested with 18-24 year olds, the campaign assets successfully conveyed campaign messaging

"People should be aware that videos and images of young people may be present on what they perceive as mainstream porn sites, and that it is illegal to view these."

"...one person viewing videos or images might not seem like anything to the person watching, since it's only one view, but it does matter, and it does have an impact. Also just because something looks like it is consensual, and the person doing it is happy to do it, does not mean that it is."

Films increased expressions of the likelihood of reporting IIOC when viewed by the target audience:
from 67% to **89%**

PREVIOUS ACTIVITY – POSITIVE IMPACT OF CAMPAIGN

Driving Actions



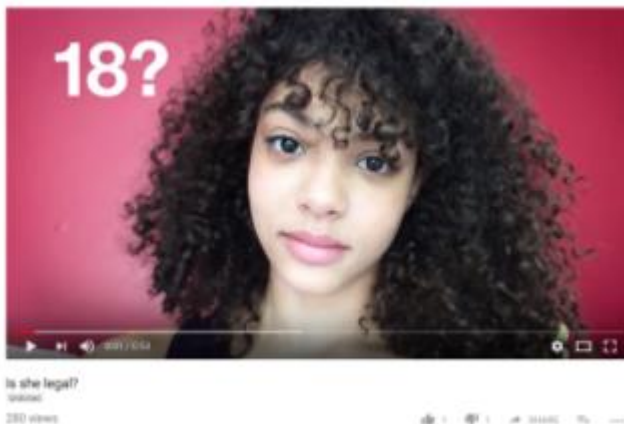
IWF website visits increased by 60% during campaign activity and Facebook reach went up from 719k in April 2017 to 2.7 in May 2017

Digital Activity

	Impressions	Views	View Through Rate
<i>Planned</i>	3,907,575	664,288	17%
Actual	6,856,528	2,908,527	42.42%
Variance	+75%	+337%	+147%

ASSETS – SHORT FILMS

- We have worked in collaboration with the NSPCC, Marie Collins Foundation and IWF to create 4 powerful videos* illustrating the damage viewing indecent images of children can cause.
- The 4 videos focus on 3 themes:
 - Consequences for the viewer: <http://bit.ly/2xJWsaQ>
 - Victim harm: <http://bit.ly/2hvuPMw>
 - Victim harm: <http://bit.ly/2ik62e8>
 - Education: <http://bit.ly/2z32hS7>
- The hard-hitting nature of the videos had tested well with the audience in focus groups. They are performing well and have prompted positive discussion online.



ASSETS – VOX POPS

- We produced a number of vox pop interviews with the target audience in different locations regarding the topic
- Questions concerned their knowledge of the law when it comes to sexual images of under 18s, contrasted with their knowledge of issues such as the age of consent
- Questions included:
 - What do you think is the age of consent?
 - What is the legal age to appear in pornography?
 - Do you think it is possible to 'stumble upon' IIOC?
 - Do you know where to report IIOC to?
 - Would you report IIOC?
- The vox pops end on a call to action to find out more about reporting to the IWF, iwf.org.uk.



Is it possible to accidentally view illegal sexual images of children?

We asked young men if they knew the legal minimum age to appear in pornography

We asked young men what they would do if they were to discover sexual images of children under 18 online

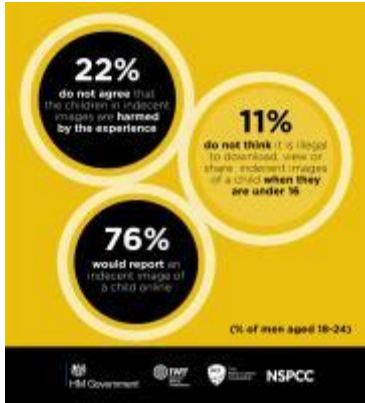
Find out more
iwf.org.uk

HM Government NSPCC The Home Office IWF

ASSETS - INFOGRAPHIC

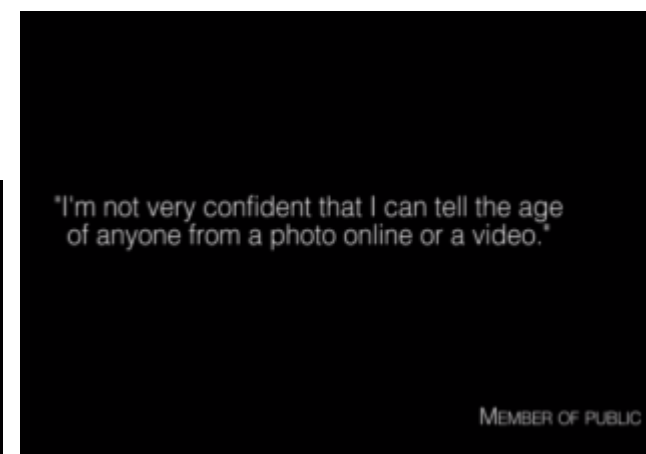
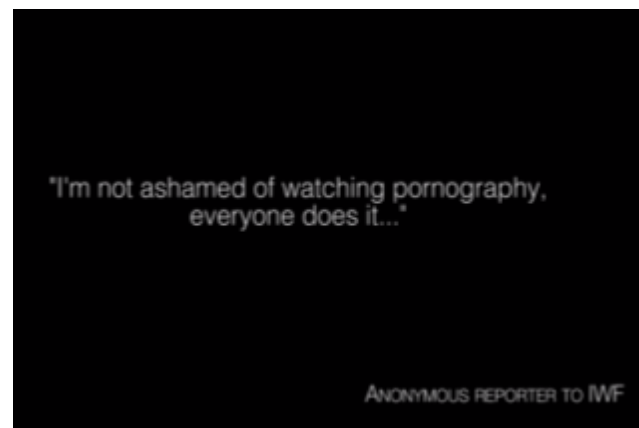
The infographic uses stats from the Ipsos MORI research and has been designed to appeal to the target audience, with colours mimicking those of betting websites.

The creative is being actively used on social media.



ASSETS – STRAIGHT TALKING QUOTES

6 social visuals have been created based on quotes from members of the public who have reported suspicious content to the IWF and from the perspective of a victim.



ASSETS – POSTERS & LEAFLETS

We have created an A3 poster and double-sided A5 leaflet. We can post out hard copies upon request.

Poster

Please download these assets here: <http://bit.ly/2pq9wA6>

Leaflet



ASSETS – POSTERS & LEAFLETS IN SITU



ASSETS – MARIE COLLINS FOUNDATION

The Marie Collins Foundation have created 5 social visuals using quotes from victims and family members



SAMPLE WEB / NEWSLETTER COPY

Preventing Indecent Images of Children Campaign

Home Office campaign to address prevent young men viewing of abusive images of children. This campaign is in response to research findings like “¼ of men aged 18-24 wouldn't report an indecent image of a child online”. This needs to change to protect children and prevent the criminalisation of young men. The NSPCC/ CPSU would ask NGBs and CSPs to consider promoting the important messages of the campaign:

- Viewing sexual images of children under 18 is illegal
- There is a victim behind every underage sexualised image
- What you should do if you come across indecent images.

More information can be found here - <https://stoponlinechildsexualabuse.campaign.gov.uk/> and CPSU also intend to share campaign information as it comes out. The videos are particularly effective at getting the message across and more information about the campaign can be found from the Campaign Manager, molly.courtice@homeoffice.x.gsi.gov.uk.

SOCIAL MEDIA

Example social media posts:

1. Under 18 is underage. The age of consent is different to the legal age to feature in a sexual image. #KnowTheLaw
2. Help victims of child sexual abuse by reporting illegal content to: <https://report.iwf.org.uk/en>
3. Don't put yourself at risk of breaking the law. If you see sexual content online you think might feature someone u18, anonymously and confidentially report it online: <https://report.iwf.org.uk/en>
4. 24% of 18-24s wouldn't report an indecent image of a child online. Under 18 is underage. #NolfsNoButs. If you see content online that concerns you, don't watch it. Confidentially report it to: <https://report.iwf.org.uk/en>
5. As long as sexual images exist online, the harm is ongoing to the victim. #NolfsNoButs. Help by confidentially reporting any illegal content you stumble across to the Internet Watch Foundation.
6. 11% of 18-24yr olds don't think it is illegal to download, view or share indecent images of a child when they are under 18. But it is. #NolfsNoButs



Hashtags to use: **#KnowTheLaw** and **#NolfsNoButs**



STEERING CLEAR

of Indecent Images of Children

More information on the campaign and further sources of support for anyone impacted by these issues can be found here:

<https://stoponlinechildsexualabuse.campaign.gov.uk/>



HM Government
