

# SHINE A LIGHT

2019-2020 SOCIAL VALUE REPORT



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



Canadian Centre for Child Protection

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### **About this Report**

Throughout this document you will see C3P's measurements of public awareness success. Measures are based on various sources as described below. The following glossary may be useful for you when reading these results.

### **Website Traffic, Video Views, and PDF Downloads**

Website "visits," webpage "views," and "downloads" are based on stats compiled by C3P on a daily basis. "Visits" are the number of times a website is accessed. "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 (see below). "Downloads" refer to the number of times a PDF is downloaded.

### **Media Mentions**

Unless otherwise indicated, mentions in media (other than social media) are tracked by C3P using third-party media monitoring software.

### **Social Media Terminology**

Social media statistics relate to platforms such as Facebook® or Twitter® and are provided by the platform. 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, Tweet®, 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.

### **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.



Canadian Centre for Child Protection



**CANADIAN CENTRE for CHILD PROTECTION®**

*Helping families. Protecting children.*

## Who We Are

The Canadian Centre for Child Protection Inc. (C3P) is a national charity dedicated to the personal safety of all children. Our 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 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.



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# FOREWORD

“For a long time we were afraid. We were afraid of the dark... We’re no longer content to live in the shadows.”

– The Phoenix 11 advocacy impact statement

All of us here at the Canadian Centre for Child Protection (C3P) know how dark the world can be. Every day through Cybertip.ca and Project Arachnid we witness how children are being exploited, abused, and monetized in the most horrific ways. We are acutely aware of what lurks in the concealed corners of the web, and what is in plain sight; along with the battle for this content to be prioritized and acted upon. We know all this, but yet, we choose the light.

In 2019–20, C3P focused on initiatives, resources, and advocacy that not only put a direct spotlight on the pervasive problem of online child sexual abuse material (CSAM) and industry’s lack of response, but also on efforts meant to be beacons of hope for survivors who for decades have been relegated to the shadows.

This was all firmly underscored in the launch of our child protection and rights framework, *How We Are Failing Children: Changing the Paradigm*. After 17 years of working in the space of online child sexual abuse and exploitation, and evidence made available by Project Arachnid—our proactive web platform designed to detect CSAM and trigger removal notices to industry—we understood a new approach to the removal of child sexual abuse images and harmful/abusive images of children online was urgently needed. We are hopeful the paradigm shift and calls to action in this report will result in the change necessary to curb and even reverse the growing number of children abused and harmed online.

Amidst the development of our framework we were approached by *New York Times* writers Michael Keller and Gabriel Dance who were wanting to learn more about how organizations like ours are approaching issues surrounding CSAM and its removal. After spending time with us, among others, the pair went on to write an explosive four-part series, titled “Exploited.” This in depth series was a first of its kind and sent shockwaves through the public, industry, and government.



The most significant result of the features was the amplification of survivors' voices – some who have been quietly asking for help and those who have been shouting into a void. C3P's pillar of supporting survivors includes ensuring victims play a key role in the narrative when it comes to the removal of CSAM and the systems that should be in place to protect children.

In March 2020, C3P supported the Phoenix 11 as they spoke at a White House roundtable in front of ministers from the Five Eyes, senior White House representatives, and members of industry. This not only cemented their status as a visible ally for victims, but further proved the power survivors have to hold the ear of those who can affect change.

C3P is also committed to listening in order to learn. This year we had the privilege of convening a group of male CSAM survivors to better understand their unique experience. Additionally, we spent time with several mothers of CSAM survivors who shared how this horrific crime has affected their family. These brave survivors and protective parents graciously shared their insights which helps us to tailor resources, services, and public awareness that will have a global impact on the protection of children and survivor support.

As we closed our year and COVID-19 gripped the globe, offenders on the dark web celebrated lockdowns and the inevitable increased access they would have to children because of it. This strengthened our resolve and commitment to ensuring children, families, and those who hold kids in their care were armed with information, resources, and services to keep safe.

It's easy to get caught up in the dark; you must actively choose to fight it. This year, we've been privileged to be a part of points of light for survivors, families, and children, and together we will continue to shine a light on all that needs to change to ensure the safety and protection of children.



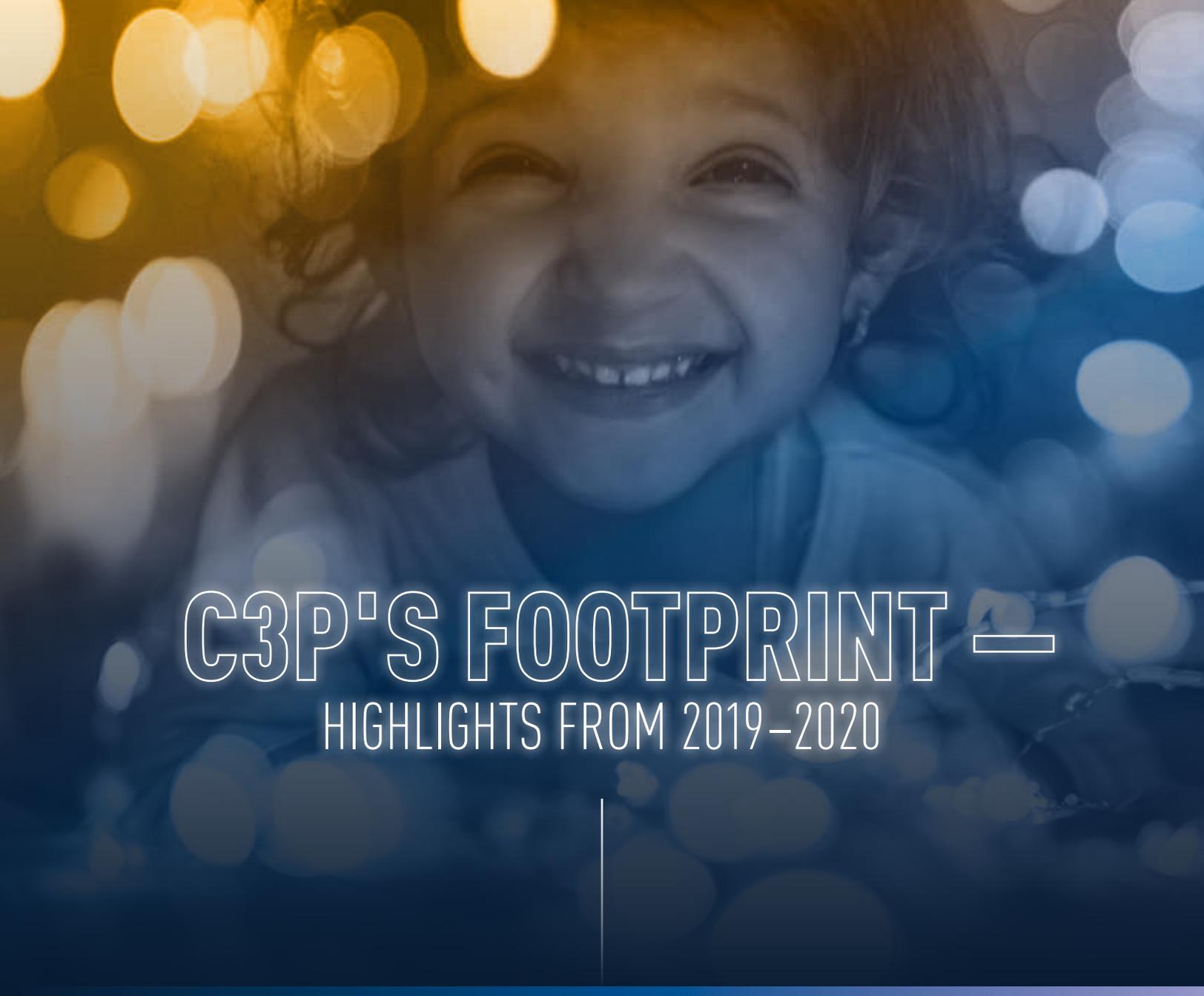
Lianna McDonald

Executive Director



Kathie King

Chair, Board of Directors



# C3P'S FOOTPRINT —

HIGHLIGHTS FROM 2019–2020

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## Lollipop Takedown Exhibit and Campaign

Every 12 hours C3P detects 10,824 new images of child sexual abuse online through Project Arachnid. As a jarring visual representation of the amount of imagery, C3P developed *Lolli*, *The Exhibit Nobody Wants to Talk About*.

The installation, located at Stackt Market in Toronto, was open July 12–14, 2019 and saw over 1,300 visitors, including Toronto Mayor John Tory, and had extensive media coverage across the country. Between online, radio, and TV reports, the total media reach was approximately 125 million.<sup>1</sup>

Lollipops, a term child sex offenders use for their victims, were at the centre of the exhibit standing in as proxies for this horrendous content. The cheery colours and sweet smell of thousands of pieces of candy were juxtaposed with signage throughout the exhibit that featured dark web comments from offenders and underlined the massive scope of the CSAM epidemic, along with auditory experiences where the voices of CSAM survivors explained how the availability of this material has impacted their lives.

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<sup>1</sup> Media analytics were provided by No Fixed Address (NFA).





As visitors neared the exit they were given a glimpse of hope — learning about the capabilities of Project Arachnid and how it can help break the cycle of abuse and constant worry for survivors. C3P staff were on hand to answer any further questions or provide support to people who had come through the exhibit and felt overwhelmed. Guests were also asked to provide message to survivors if they wished:

*“I see you, I hear you, I believe you, I support you. You are not alone. Sending love.”*





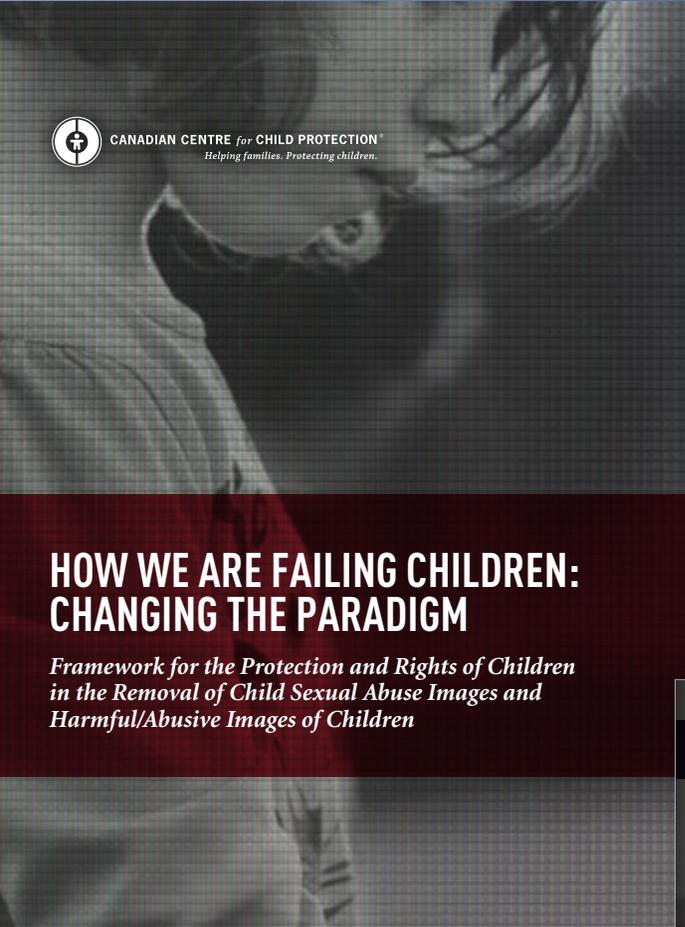
At the same time C3P launched a supporting social media campaign pre and post exhibit. Toronto ad agency No Fixed Address provided C3P with a powerful exhibit walk-through video that combined the reactions of visitors with voiceovers of the CSAM survivors represented in *Lolli*. The reactions online were as equally visceral to those who experienced the exhibit in person:

*“So disturbing! I wish I could un-see and un-hear this, but I guess that’s the problem. We need to protect our children & hear them.”*  
– Twitter comment

*“So horrible but glad it’s being brought to light. Hopefully this is the movement that will save thousands of innocent children from being abused and victimized.”*  
– Facebook comment

*“Thank you for your commitment and efforts to bring awareness and put a stop to this. Child pornography is a profoundly disturbing and delicate issue to tackle. I think this lollipop takedown is a very good step in the right direction.”*  
– Instagram® comment

Organic posts have since generated over 21,000 impressions, while paid social resulted in almost one million impressions and 31,000+ link clicks to [lollipoptakedown.ca](http://lollipoptakedown.ca), the campaign’s supporting website.



# HOW WE ARE FAILING CHILDREN: CHANGING THE PARADIGM

*Framework for the Protection and Rights of Children in the Removal of Child Sexual Abuse Images and Harmful/Abusive Images of Children*

## How We Are Failing Children: Changing the Paradigm

In 2019, C3P added another document to its arsenal to further strengthen efforts around reducing the availability of CSAM and supporting survivors — a new children’s rights framework.

*How We Are Failing Children: Changing the Paradigm* is an urgent call to action for governments, industry, and hotlines around the world. Current policies for the removal of child sexual abuse images have been focused on determining and removing material deemed illegal under criminal law. **In contrast, this framework is grounded in the best interests of the child and their right to dignity, privacy, and protection from harm.** The undeniable truth is the rights of a victimized child will be continually violated as long as images of them being sexually harmed and abused are available on the internet.





While there are many ways in which this epidemic is not being addressed appropriately, *How We Are Failing Children: Changing the Paradigm* has identified several key areas of concern:



A rigid adherence to narrow criminal law definitions. These definitions do not account for the wide range of harmful/abusive images that are available, and are too restrictive when making decisions about image removal. This means a significant proportion of harmful/abusive images remain online.



The varying levels of willingness by technology companies to safeguarding children. Some industry members are swift to remove material once they are notified, and others enter into debates or ignore notices all together.



Failure to remove all images in an abusive series. Numerous images are created in connection with an abusive series, some of which do not (in isolation) technically meet a criminal law threshold, but are still a part of the continuum of abuse experienced by the child. For example, a series may start with an image of a child being clothed and then the images progress to the child being sexually abused. The clothed image is still a memorialization of the child's abuse.



Inconsistent and subjective assessment processes by industry. For some industry members, any signs of physical maturity will result in an image not being removed in spite of having received the removal request from a trusted/verified hotline.



Physical abuse images/videos are often not addressed. The physical abuse is extreme and sometimes includes elements of bondage or even physical torture.



Arbitrary application of terms of service by industry. Companies interpret and apply these rules without any real avenues for review or appeal by members of the public. Operating independent of any meaningful oversight has inevitably resulted in arbitrary decisions associated with image removal.

Through the framework C3P is proposing a set of principles for action that prioritizes the protection and rights of children in the removal of child sexual abuse images and harmful/abusive images. These include:

Expanding removal to include all harmful and abusive images of children, including:



- All images associated with the abusive incident. These images often do not meet criminal law definitions but are still part of the continuum of abuse.
- Nude or partially nude images of children that have been made publicly available (typically stolen from unsecured social media accounts or secretly taken images), AND are used in a sexualized context or connected to sexual commentary.
- Images/videos of children being physically abused, tortured, or restrained.



Industry acting on removal notices without subjectivity or unevenness when notified by a trusted/verified hotline, which includes internet providers denying services to those negligent or complicit in the online availability of child sexual abuse images.

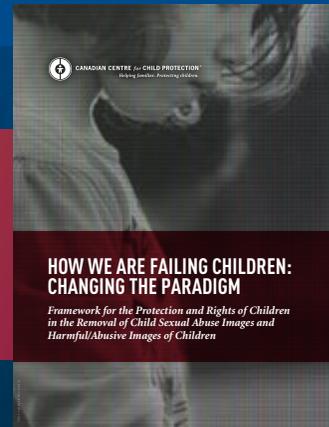


Government taking leadership and provide laws that put the interest of children at the center of this discussion.



Society demanding change.

This framework is an urgent call to adopt criteria for removing images/videos that focuses on what is in the best interest of the victimized child. In the next year C3P will be looking at an industry report card in regards to industry's response to removal requests.





## Communication Strategy



C3P put out a press release following the launch of the framework in December 2019, which generated seven media interviews across Canada.



Former C3P Chair, Dr. John Wiens, also penned a letter to the editor, which ran in the *Winnipeg Free Press*, as a call to action to hold ourselves, our government and the technology industry to account.



The framework launch was supported by a social media campaign which saw over 5,800 link clicks to the framework's landing page during the week of its release.



## **New York Times Series and *Your Voice has the Power to Protect Children* Survey**

In early 2019, *New York Times* writers Michael Keller and Gabriel Dance reached out to C3P to learn more about how organizations are approaching issues around CSAM online. Over the course of several months they learned about the work of C3P, among others working in the space, before releasing four powerful articles in a series titled, *Exploited*, which underscored the prevalence of CSAM online and industry's lack of response.

The publication, which boasts an audience of 130 million monthly readers, heavily referenced C3P, Cybertip.ca, and Project Arachnid. Suddenly our small, Winnipeg-based organization became a leading source for information and data in the global fight against CSAM.



SHIELD  
By Project Arachnid

With the spotlight shining directly on their failure to protect children, we began to see less pushback and more of a dialogue about removal requests rather than flat out refusals. We were invited to become flagging partners with certain platforms, while interest in and usage of SHIELD by Project Arachnid™, our industry API, increased.



In the U.S., the *New York Times* features prompted a bipartisan group of U.S. Senators to draft a call to action letter to American industry. This would ultimately result in C3P and the Phoenix 11 being invited to a White House roundtable later in the year.

*More information on the meeting will be discussed further in this report.*



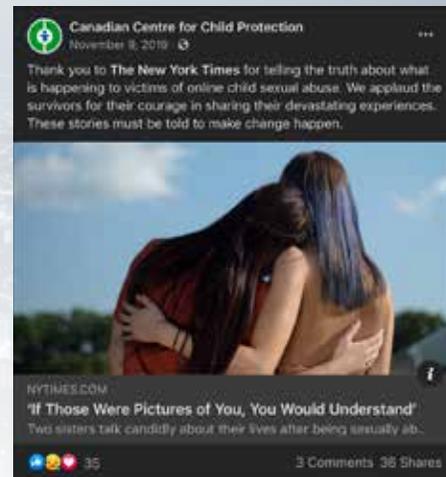
The *New York Times* series amplified survivor's voices, who bravely were willing to share their own experiences and pain in order to underscore how industry and government has failed to protect the most innocent. Other courageous souls—survivors and families of survivors—from Canada and the U.S. reached out to C3P after the articles' release in a show of support and collaboration. We were humbled by these new connections, and it further fueled our determination to continue to expose the prevalence of CSAM and the impact it has on survivors in order to make change happen.



In June 2020, Michael Keller and Gabriel Dance won the Robert F. Kennedy Book and Journalism domestic print award for their exceptional journalism in the *Exploited* series.

The *New York Times* series drove C3P's overall media reach for the final months of 2019 to around 300 million.<sup>2</sup>

<sup>2</sup> Reach represents the number of viewers each publication has. On a regular media heavy month C3P usually pulls a reach of around 100 million





## *Your Voice has the Power to Protect Children Survey*

On the heels of the *New York Times*' second article in November, C3P launched the short survey, *Your Voice has the Power to Protect Children*, asking the public to weigh in on the responsibility industry bears in the removal of child sexual abuse images online. In just over three months, **10,500+ respondents** overwhelmingly indicated that technology companies must be held accountable for failures to remove images/videos harming children, and government should pass laws that include penalties for non-compliance.

Notable results include:

**83%** of respondents felt a technology company who does not remove child sexual abuse imagery on its service should be criminally charged.

**90%** of respondents felt governments should pass laws that require technology companies to meet safety standards that include penalties for non-compliance.

**95%** felt that technology companies who are notified that stolen images of children are being reposted/shared in a sexual context on their services and platforms should be required by law to remove the stolen images.

The full results of the *Your Voice has the Power to Protect Children* survey were released alongside a statement of support for the Five Country Ministerial's *Voluntary Principles to Counter Online Child Sexual Exploitation and Abuse*.

*More on C3P's support of this document and White House press conference for its release will follow.*



# PHOENIX<sup>11</sup>

## at the White House

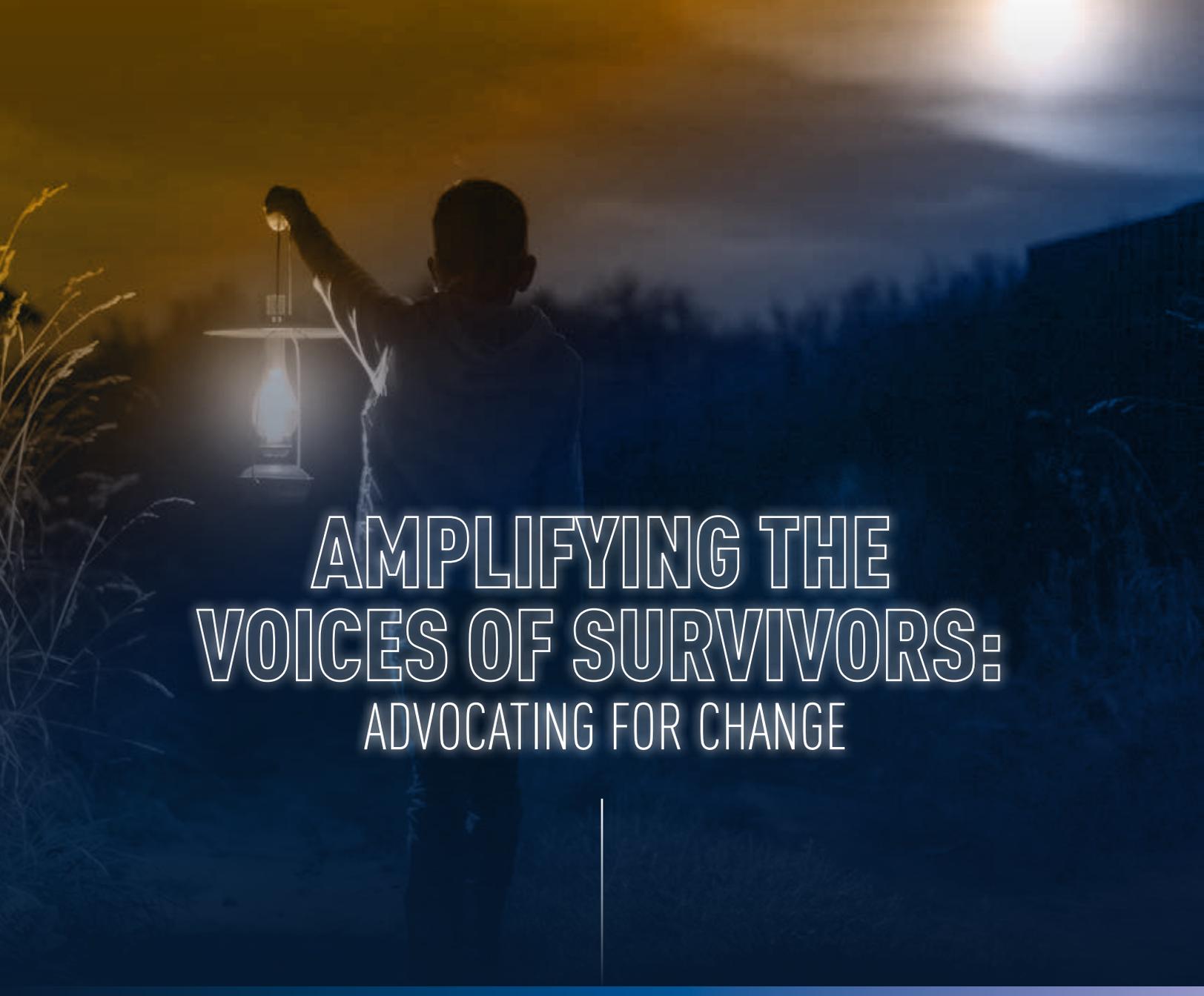
In a historic meeting at the White House, the Phoenix 11 were invited to provide their testimony at a roundtable involving the Five Country Ministerial, members of industry (Google®, Microsoft®, Snapchat®, Roblox®, Twitter, and Facebook), as well as senior White House officials.

Each member of the Phoenix 11 was given time to share their story and the impact it's had on their lives. Their courage to push through discussing some of the most horrific moments of their lives brought the room to silence. The Phoenix 11 implored industry to do more to protect the safety and rights of children online.

When the ministers were given time to speak, Minister James Brokenshire, Minister of State for Security at the UK Home Office, used a portion of his allotment to thank the Phoenix 11 for their bravery and advocacy, citing **this unprecedented meeting was a direct outcome of their work.**

Following the roundtable, the Five Eye Ministerial held a press conference to release their *Voluntary Principles to Counter Online Child Sexual Exploitation and Abuse*. United States Attorney General William Barr started the presser by also thanking the Phoenix 11 for their courage and continuing call for change:

*“I commend these brave survivors for raising the profile of this issue. Our nation owes a debt of gratitude to them for their courage in coming forward and telling their stories. They have given a voice to victims who have been silenced. They inspire us to take action, and we are thankful for their fearless and unrelenting efforts.”*

A person is seen from behind, holding a glowing lantern high in their right hand. The scene is dark, with a bright light source in the upper right corner, possibly the moon or a distant light, creating a silhouette effect. The background shows a dark field with some tall grasses on the left. The overall mood is one of hope and guidance in the dark.

AMPLIFYING THE  
VOICES OF SURVIVORS:  
ADVOCATING FOR CHANGE

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# Survivor Advocacy Groups

## The Phoenix 11

For over two years C3P has been working with the Phoenix 11, an incredible group of survivors from both Canada and the U.S. who are speaking out to help the world understand the ongoing impacts of child sexual abuse online and the need for change.

In 2019–20, C3P stood alongside the Phoenix 11 as they moved from survivors to advocates who are giving victims of CSAM a voice and a visible ally:

- In June, the Phoenix 11, with C3P Executive Director Lianna McDonald, went to Washington to attend a meeting with the National Center for Missing and Exploited Children (NCMEC) where they reviewed the group's tactical advocacy agenda, and how to progress it further.
- In July, the Phoenix 11 travelled to London with C3P Executive Director Lianna McDonald to attend two important meetings. The first was a full day with the National Society for the Prevention of Cruelty to Children (NSPCC), which included a morning roundtable with key individuals from the UK Home Office, charities working with victims of child sexual abuse, and others working to fight CSAM. In the afternoon, Lianna McDonald presented to the NSPCC staff about Project Arachnid and our work with survivors while the Phoenix 11 met with NSPCC staff to provide feedback on some of their programs under development.





They also met with the UK's Minister Victoria Atkins, who took time out of her schedule directly before the newly-appointed Prime Minister addressed Parliament for the first time, and members of the UK Home Office. At each event, all of the Phoenix 11 shared statements about the impacts of their abuse, and called for specific changes in the way CSAM is addressed.

- Executive Director Lianna McDonald travelled to Geneva, with one member from the Phoenix 11 to meet with the board of the Oak Foundation, a global organization that commits its resources to address issues of global, social, and environmental concern. This three-day meeting included presenting to the board of trustees and foundation's staff about C3P's work with survivors and the global work that's being done to reduce the availability of CSAM.



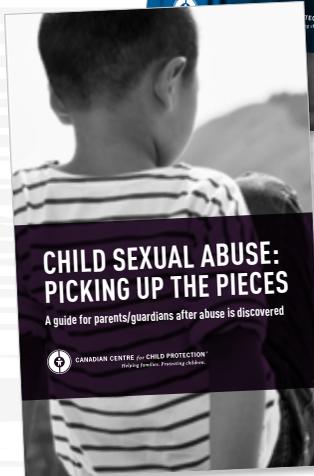
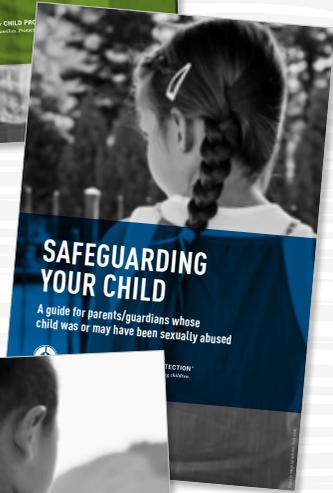
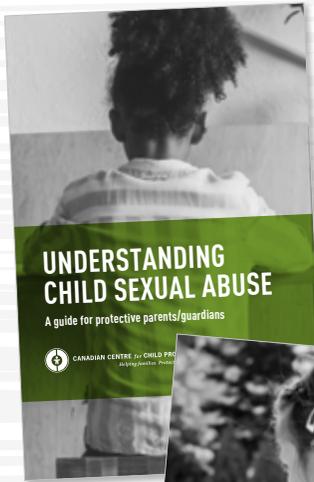


## Mothers of Child Sexual Abuse Material Survivors

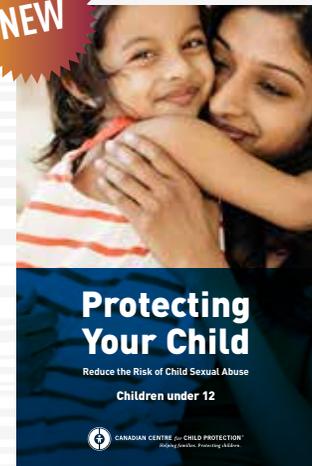
In March 2019, C3P convened a group of mothers whose children’s sexual abuse was recorded and distributed online to learn about the hardships families of survivors endure, years after the hands-on abuse has ended. For moms, there is an emotional continuum long after “the discovery” of the abuse that often includes loss of relationships, financial instability, and a constant worry about their child’s safety, to name a few.

Their insight was crucial to guiding the development of support resources for families who are often at a loss about what to do and how to help their child. A series of three booklets in particular — *Understanding Child Sexual Abuse*, *Child Sexual Abuse: Picking up the Pieces*, and *Safeguarding Your Child* — are meant to assist families in navigating the recovery process. In 2019/20, almost 13,500 printed copies of these resources were distributed, while almost 900 PDF versions were downloaded from C3P’s website.

These resources spawned a new booklet aimed more at the general public in order to understand the issue of child sexual abuse called, *Protecting Your Child*.



NEW





## Chicago Males

C3P is just beginning to learn about the experiences of male survivors, who face unique social stigmas that come along with male sexual abuse, thanks to a courageous group of men who are willing to share their stories.

In February 2020, six male CSAM survivors from Canada and the U.S. travelled to Chicago for the first-ever male survivors retreat. They were joined by facilitator Dr. Duncan Craig, victim lawyers James Marsh, Carol Hepburn and Debbie Bianco, Dr. Sharon Cooper, and representatives from NCMEC and C3P.

This powerful first meeting is just the beginning of C3P's work with these survivors.





Peter Hamer, who shared his story of child sexual abuse in the CBC podcast *And the Band Played On* (which also features C3P's Director of Education Noni Classen), visited C3P to sit down and shoot several videos as

part of C3P's Expert Series, including what it's like to be a male survivor of CSAM.

This online resource addresses issues related to child sexual abuse and online exploitation and features a panel of experts on various topics, including child sexual offenders, child sexual abuse imagery, disclosure and discovery, supporting a child victim, impacts of child sexual abuse, and prevention.

## New Wave of Survivors

This year C3P was introduced to a group of survivors who have essentially been self-policing their own CSAM online; having doors slammed in their faces often more times than not. The *New York Times* features played a key role in assuring this group of C3P's ability to help, and that they are not alone in the fight to have their content removed.



# Facilitating the Recording and Use of Victim and Community Impact Statements in Canada

Since 2016, C3P has been working with survivors and their legal representatives to obtain and facilitate the filing of victim impact statements (VISs). These VISs are filed in sentencing cases wherein the offender had accessed, possessed, and/or distributed sexual images/videos that were made of the survivor when the survivor was still a child. Before 2016, it was extremely rare for the court to have access to this type of VIS. C3P also files community impact statements (CISs) in cases where not all victims of the crime are identified or are otherwise not in a position to file a VIS.

Both VISs and CISs are provided for under Canada's *Criminal Code*. They are an important part of the sentencing process, as they allow an individual and/or a community to describe the substantial and ongoing impact a crime has had on them. VISs and CISs typically include information on emotional, physical and financial impacts, as well as any fears for security that the victim or community may have as a result of the crime.

C3P is committed to assisting survivors, and their family member(s) to write and/or record VISs. In addition, C3P is currently helping to facilitate the filing of the following CISs in courtrooms across Canada:

- A CIS written by C3P on behalf of all victims (identified and unidentified) of child sexual abuse material (the CSAM CIS);
- A CIS written by C3P on behalf of all individuals who have sent an intimate image, including those whose own intimate images have been shared without their consent (the NCDII CIS); and
- A CIS written and recorded by the Phoenix 11, a group of survivors whose child sexual abuse was recorded, and in the majority of cases, distributed online (the "P11 CIS").

A large, semi-transparent image of the Statue of Lady Justice, blindfolded and holding a scale of justice, positioned on the left side of the page.

Over the last year, C3P has seen a significant increase in requests for VISs and CISs from Crowns across the country. Some of C3P's notable filings in 2019–20 included:



More multi-statement filings (i.e., more than one VIS, more than one CIS, or a combination of both in a single case), ensuring the courts are hearing different victim/community perspectives and that victim/community voices are being given the importance they deserve as part of the sentencing process.



The first-ever filing of C3P's non-consensual distribution of intimate images (NCDII) CIS



The first-ever filing of a VIS in New Brunswick which, because of its status as an officially bilingual province, also provided the first opportunity for filing a recorded VIS with French subtitles added. This case set an important legal precedent, as it is believed to be the first reported child pornography sentencing decision in New Brunswick since Canada's Criminal Code was amended in 2015, and that reported decision includes judicial commentary confirming the essential role of VISs in the sentencing process.



**GLOBAL REACH:**  
PROJECT ARACHNID'S EFFORTS TO  
REDUCE CSAM AVAILABILITY



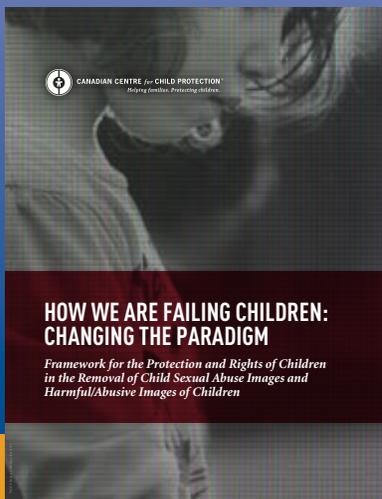
Project Arachnid is continually evolving and adapting to enhance its capabilities to proactively detect CSAM. Processing tens of thousands of images per second, it is able to detect and address harmful content at a pace that far exceeds the capacity of traditional methods. Since its launch in 2017, Project Arachnid has detected over **15.6 million suspect images and sent over 5.5 million removal notices<sup>3</sup>** to content providers. **In 2019/20, Project Arachnid detected an average of 400,000 unique suspect images per month, adding up to almost 4.8 million unique images detected.**

The platform has been significantly enriched by collaborating with child protection hotlines from around the world within Arachnid Orb. Arachnid Orb is a device that allows other international hotlines to work collaboratively within the platform. It enables analysts worldwide to pool their collective expertise thus reducing the duplication of assessment and ultimately increasing the number of notices that can be sent through Project Arachnid.



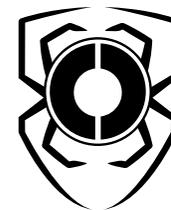
In 2019–20, Germany’s JUGENDSCHUTZ.NET, Australia’s eSafety Commissioner, and Finland’s Protect Children (Suojellaan Lapsia) joined the growing team of analysts, which already included Canada, the United States, Sweden, Colombia, Croatia, and Finland’s Save the Children (Pelastakaa Lapset — Radda Barnen), to scale up the capacity and impact of Project Arachnid in identifying and removing CSAM from the internet.

<sup>3</sup> As of March 31, 2020.



In April 2019, the UK Government released their *Online Harms White Paper*, which mentioned Project Arachnid and touched on key points that are noted in C3P's children's protection and rights framework, *How We Are Failing Children: Changing the Paradigm*.

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**, an industry API. Rather than waiting for Project Arachnid to detect material and send a notice, industry can use SHIELD by Project Arachnid to quickly detect known CSAM on their service, which will, in turn, speed up its removal. Industry members that do not wish to interact directly with SHIELD by Project Arachnid



# SHIELD

By Project Arachnid

can register their service/domain with C3P to have any notices sent directly to them instead of being sent to their hosting provider.

Other industries, such as filtering providers, can download real-time lists of URLs that are believed to currently contain CSAM for filtering purposes.



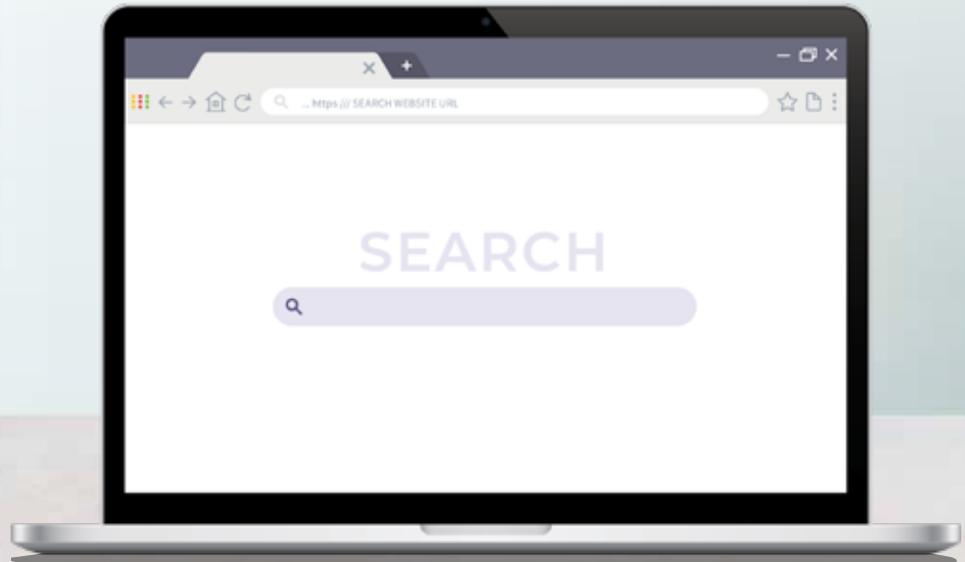


## Expanding Beyond the Definition

Industry also has access to Project Arachnid's harmful/abusive hash list, which flags online content that doesn't fall under the *Criminal Code* as child sexual abuse material but is still harmful to survivors and children by being available. This could include images of children in sexualized clothing or poses, self-generated intimate images that were shared online without consent, or stills of a known CSAM victim's face before/after the abusive event. Removal of this material falls directly in line with C3P's recommendations in our new children's protection and rights framework, *How We Are Failing Children: Changing the Paradigm*, which expresses images/videos that are part of the continuum of abuse must be removed in order to disrupt the continued victimization of survivors.

While the material might not meet a legal threshold, it can often violate a provider's terms of service (TOS). Project Arachnid is beginning to send automated TOS notices to industry in order to request the removal of this content.

In addition to the content removal, industry can play a role in reducing the re-victimization of survivors by de-indexing results. Cybertip.ca analysts have increasingly begun to work with providers such as Google and YouTube® in efforts to not only make sure the content comes down, but that it doesn't continue to appear in other places.

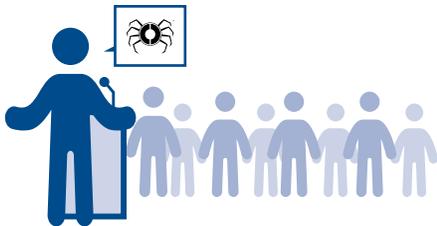




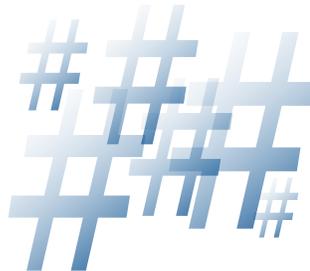
## International Effect

Along with the support of the Government of Canada, the international community has quickly recognized Project Arachnid as a game-changing tool to combat CSAM on the internet and the global impact it can have on this borderless crime. *More information on international support will be provided further on.*

While global efforts are being made to identify the children in child sexual abuse images/videos, the challenges are immense. Like other organizations working in this area, C3P is deeply concerned about the children we see being abused, and those who may have survived the abuse but who are now repeatedly victimized online. Addressing the issue of CSAM needs to become an international priority. C3P is asking governments to:



Commit to support Project Arachnid and the development of related technological solutions for detecting and facilitating the removal of child sexual abuse material.



Encourage law enforcement agencies to submit the hash values associated with CSAM to INTERPOL as expeditiously as possible.



Engage in consultations with C3P and other child protection organizations tied to the rights of these children to regain their privacy and dignity, and be safe from future harm.



*“We never knew that there was any hope for getting the images of our abuse taken down from the internet. We always thought it was another thing that we could not control. Now that we know that there are actually ways to do it, we want it all shut down. We don’t want any more children to have to deal with what we deal with if that can be fixed.*”

– A member of the Phoenix 11



## Working with the World

C3P's work has caused ripples across the globe, and in 2019–20, Directors participated in more international meetings, conferences, and press events than ever before. Some highlights include:



C3P Executive Director Lianna McDonald travelled to Sydney, Australia in September 2019 to present at eSafety Conference and with Dr. Michael Salter, and met with Julie Inman Grant, eSafety Commissioner.



Australian Dr. Michael Salter spent a month at C3P as part of a four-year research grant which includes exploration of organized abuse data, pre-internet CSAM analysis, and a potential study on the content of self-produced exploitation images.



**It's looking at those who we are serving, who we're fighting for. Those are the innocent children that we see being victimized and abused in horrific formats. For technology companies to merely shut the gateway for law enforcement to get involved would be a huge, huge problem.**

John Clark



**We are saying that children don't matter. We are making a conscious decision to say that children do not matter and we are not going to protect them, it's that simple.**

**The question really is: are we prepared to sacrifice the lives, the safety, of children on the altar of adult privacy?**

Lianna McDonald

In October 2019, C3P Executive Director Lianna McDonald participated in the U.S. Department of Justice's (DOJ) summit, Lawless Spaces: Warrant-Proof Encryption and its Impact on Child Exploitation Cases. She sat on a panel with NCMCEC CEO John Clark and a mother of a CSAM survivor to discuss the impact of online child exploitation and how the adoption of end-to-end encryption would hamper the protection of children.



In November 2019, C3P Executive Director Lianna McDonald went to Lyon, France to present at the 37<sup>th</sup> meeting of the INTERPOL specialists Group on Crimes Against Children to present on our work with CSAM survivors.





From there C3P Executive Director Lianna McDonald travelled to Rome to attend the Promoting Digital Child Dignity meeting hosted by the Pontifical Academies of Sciences and Social Sciences, and **met the Pope** on the first day of meetings. She also met with Queen Silvia of Sweden, Oak Foundation staff, industry (including Facebook and Microsoft), and Dr. Hany Farid, who specializes in the analysis of digital images and developed and deployed technology for combatting the global distribution of child exploitation material.



In November 2019, Lloyd Richardson, C3P's Director of IT, participated in a panel presentation at the World Childhood Foundation AI and Child Safety Online Roundtable at the Royal Palace in Stockholm.





At the beginning of December 2019, Mark Johnston, a system and software engineer for C3P, attended the Facebook Hackathon in London, and met with Facebook to discuss the tech C3P uses in Project Arachnid's crawler.



Laura Randall (middle) of the National Society for the Prevention of Cruelty to Children (NSPCC) in the UK, spent time at C3P meeting with Directors to learn about our efforts in online child protection across Canada.



In mid-December 2019, Executive Director Lianna McDonald and Lloyd Richardson, Director of IT, travelled to Addis Ababa, Ethiopia to attend the WeProtect Global Alliance Summit on Tackling Online Child Sexual Exploitation, where representatives from more than 50 countries gathered for two full days. They also presented to the Investors Forum, a collection of funders motivated to address the issue of CSAM.





In early 2020, C3P Associate Executive Director Signy Arnason, and Cybertip.ca Director Stephen Sauer travelled to Seattle to attend the WeProtect Global Alliance event, “Preventing online child grooming: Working together for maximum impact” at Microsoft’s offices. It brought together industry, NGOs, and governments to announce Project Artemis, a tool for detecting online grooming and discuss what more industry could be doing. During their time in Seattle, they also met directly with the Australian Government Home Affairs and eSafety Commissioner to discuss the work of C3P and areas of further collaboration.



In February 2020, Cybertip.ca Director Stephen Sauer travelled to Helsinki to meet with two organizations from Finland working within Project Arachnid — Pelastakaa Lapset (Save the Children Finland) and Suojellaan Lapsia ry (Protect Children Finland). He also had the opportunity to meet with the Finnish national police, NBI Finland, to provide them with further insight into Project Arachnid and how we work with other hotlines as well as police.





Cybertip.ca Director Stephen Sauer then travelled to Brussels for a focus group meeting on AI held by the European Commission (EC) and the International Hotline Operators of Europe (INHOPE). As part of a panel during the February 11 event, C3P was invited to share how Project Arachnid utilizes AI, as well as the gaps/challenges we see with AI in combatting CSAM online.

The meeting also provided the opportunity for C3P to connect directly with officials from the EC's DG Connect office and INTERPOL. He also met with officials from the EC's DG Home Affairs – Cybercrime Unit to discuss Project Arachnid and our current strategy related to removing CSAM. The meeting provided a good opportunity to better understand the European landscape related to fighting online child sexual exploitation and explore areas to strengthen collaboration within the EU.



In March 2020, C3P Associate Executive Director Signy Arnason was in New York City at the conference hosted by the Interfaith Center on Corporate Responsibility, speaking with shareholders about work, and discussing what they must consider when it comes to tech and ethical investing.



C3P Executive Director Lianna McDonald presented about C3P's work with survivors during Lieutenant Governor Janice Filmon's Conversation and Celebrations series.

A child is sitting on a bed, looking out a window with sheer curtains. The scene is dimly lit, with light coming from the window. The cybertip.ca logo is overlaid on the image.

cybertip!ca<sup>®</sup>

REPORT & REDUCE

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Cybertip.ca is Canada's tipline for reporting child sexual abuse and exploitation on the internet, as well as offering other intervention, prevention, and education services to the Canadian public.

## A Glimpse at Cybertip.ca's 2019–20 Results

CLICK HERE TO  
**REPORT**



**1.3+ million Cybertip.ca reports processed** in conjunction with Project Arachnid

**99% of the child sexual exploitation (CSE) reports processed** were forwarded to one, or a combination of law enforcement agencies (LEAs), child welfare agencies, and/or INHOPE member hotlines, or a notice was sent to an electronic service provider.

**400,000 unique suspect images per month** were detected by Project Arachnid, adding up to almost 4.8 million unique images



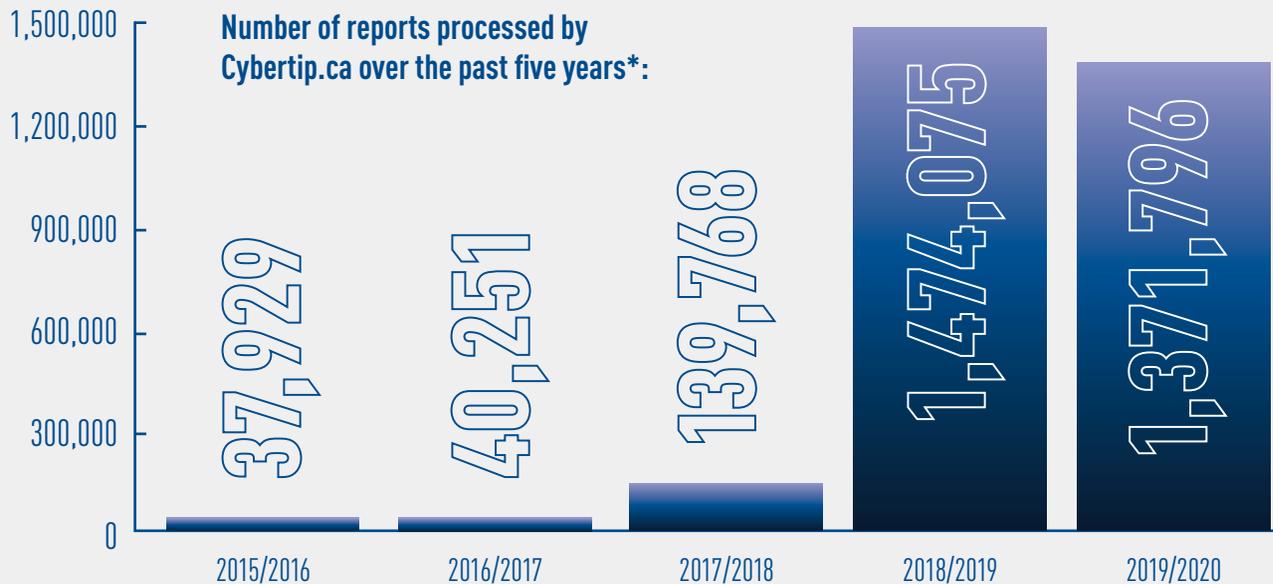
**2.4+ Million notices were issued to electronic service providers** in relation to CSAM detected on their service.



**2.4+ million images vetted** by Cybertip.ca analysts



**723,600+ website page views** on Cybertip.ca and its related sites.



\*Totals include reports processed by Project Arachnid



Since inception, Cybertip.ca has processed over 3.2 million reports in conjunction with Project Arachnid.



# Reporting Makes a Difference: Cybertip.ca Success Stories

Hundreds of children have been removed from abusive environments, and countless children both within Canada and abroad have been protected as a result of public reporting. Between April 2019 and March 2020, the tipline was notified of **16 arrests executed** by various law enforcement units across Canada. These resulted in **nine children being removed** from abusive environments. Since inception, Cybertip.ca is aware of 562 arrests executed by LEAs and at least 520 children removed from abusive environments in connection with reports submitted to the tipline by the Canadian public.





## Sample Arrests involving Cybertip.ca Reports

**!** In April 2018, Cybertip.ca received a report from a concerned parent regarding an individual who was communicating online with at least two boys under the age of 14 and representing themselves as a similar aged female peer. In the report it was alleged the individual had sent sexual images to one of the boys and had made plans to meet with the two boys in person at a local community centre. The report was processed by Cybertip.ca and forwarded to the Durham Regional Police Service, who initiated an investigation.

In August 2018, a 19-year-old male was arrested on luring charges. Upon completion of the investigation, a total of nine victims were identified by police, including a child whom the male had direct access to.

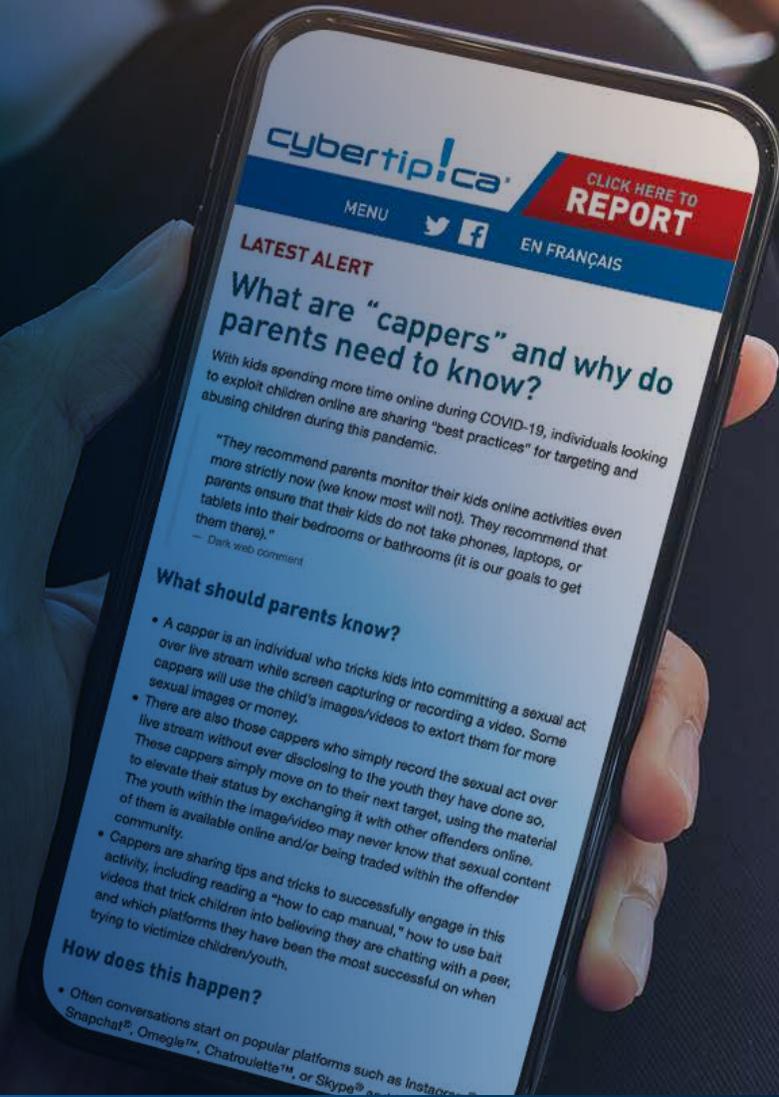
In March 2020, the male plead guilty to four of the offences which included Making and Possessing Child Pornography, Luring a Child, and Sexual Assault. He received a sentence of four and a half years.



# Cybertip.ca ALERTS !

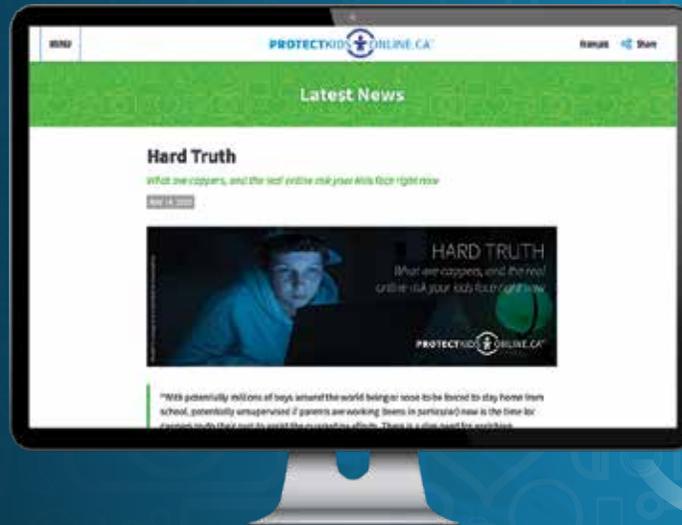
Cybertip.ca Alerts™ are notifications sent out to inform the public of concerning technology trends and new resources designed to increase children's personal safety. Cybertip.ca issued an alert after the COVID-19 pandemic shut down schools, meaning more children were at home and likely spending more time online. The alert urged families to have conversations about internet safety and to work together to implement strategies that ensure everyone's digital well-being.

The alert was issued based on the increasing chatter the tipline was seeing on the dark web amongst child sex offenders, namely the capper community, who saw this as an unprecedented time to mobilize and share "best practices" for targeting and abusing children.





The alert generated instant media response across the country, and Cybertip.ca Director Stephen Sauer sat down for five interviews to discuss some of the risks we're seeing through the tipline, and what parents can do to help keep their kids safe during this unprecedented time.

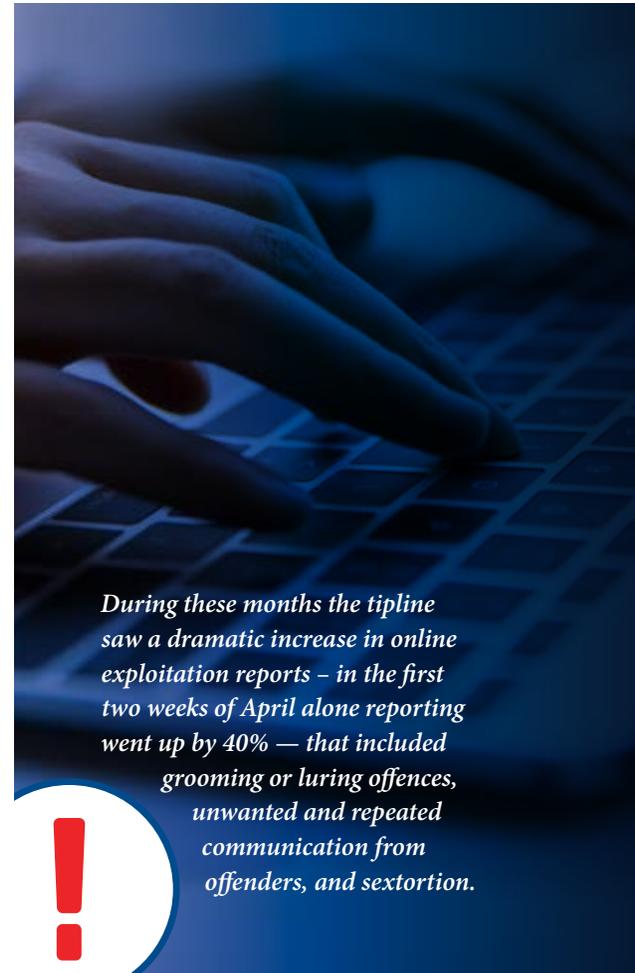


The alert also spawned a blog post on ProtectKidsOnline.ca that provided parents with similar tips, and was supported by a social media campaign that generated over 200,000 impressions and 5,400+ clicks to the site.



*C3P continued to provide families, schools, and child-serving organizations with information and resources tied to online safety during the continued shutdown of schools in April<sup>4</sup> and beyond. This included developing a dedicated resource page on [protectchildren.ca](https://protectchildren.ca), as well as supporting the Government of Canada’s public awareness campaign *Safe at Home, Safe Online*, which was adopted by the Five Eyes Ministerial countries.*

<sup>4</sup> April 1, 2020 is the start of the Canadian Centre’s 2020-21 fiscal year, and as such, information beyond that will be discussed further in the *2020-2021 Social Value Report*.

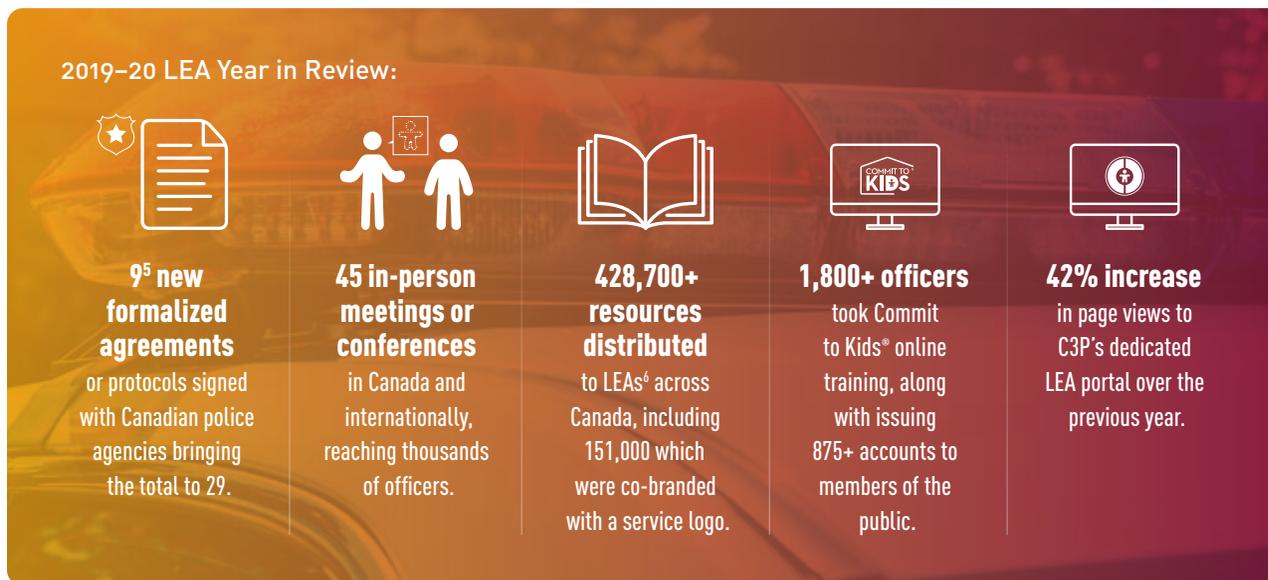


*During these months the tipline saw a dramatic increase in online exploitation reports – in the first two weeks of April alone reporting went up by 40% — that included grooming or luring offences, unwanted and repeated communication from offenders, and sextortion.*



## Working with Law Enforcement Agencies (LEAs)

The support of LEA partners has been paramount to our work in reducing child victimization and better protecting children. Formalizing protocols with LEAs not only strengthens the visibility of this resolve within the community, but also helps to create continuity across all divisions and members.



<sup>5</sup> Total of 29 agreements; the agencies have agreements addressing different areas. Agreements include licensing, Memorandums of Understanding (MOUs) and Formalized Protocols.

<sup>6</sup> LEA includes CBSA, military police, police-based victim services and community policing centres, as well as law enforcement posted within child and youth advocacy centres.

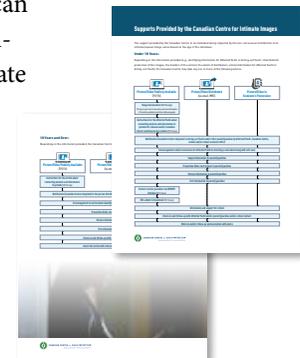


Lindsay Lobb, C3P Police Liaison, travelled with the RCMP Divisional Missing Persons Unit to Thompson to meet with local RCMP, child welfare, and group homes to discuss the issue of child sexual exploitation. While there they also presented at training for new taxi drivers to raise awareness about sexual exploitation and how they can assist in better protecting children by reporting concerning information to RCMP.

## Education and Public Awareness

LEAs are on the frontlines of protecting children and as such are in the perfect position to help share C3P resources, whether it be by directly working with schools and families, or through their social media channels. In 2019–2020, we provided LEAs across Canada with education and prevention resources, as well as providing the medium and message to promote public awareness. Highlights include:

- Expanding our reach within the law enforcement community to those working with the Canadian Armed Forces, meeting with both Military Police at CFB Winnipeg and CFB Edmonton. As a result, 45 officers were provided access to C3P's online training resources.
- In collaboration with the Government of Saskatchewan Victim Services, C3P created a resource sheet outlining the ways in which we can provide supports related the non-consensual distribution of intimate images under Saskatchewan's *Privacy Act*. The resources was subsequently modified and made available to victim services workers across Canada.





- Edmonton Police Service officers working within the Zebra Child Protection Centre, will receive C3P's Commit to Kids program as a mandatory part of training for all existing detectives and any new members joining the team in future.
- Winnipeg Police Service new recruits will receive access to the Commit to Kids as a part of their training. Additionally, any members of the Winnipeg Police Child Abuse Unit or those interested in applying to the unit will be required to complete the Commit to Kids Child online training and will receive the Expert Series upon completion.
- Officers from across Manitoba who attended the Police Studies Program offered by Assiniboine Community College are provided access to both the Commit to Kids Program and the Expert Series for law enforcement officers.
- RCMP "K" Division Serious Crimes Branch provided access for 70 investigators across the province to both the Commit to Kids Program and the Expert Series for law enforcement officers.



With the addition of new bilingual staff members, C3P continues to build relationships with law enforcement in Quebec. In 2019–20, a total of **125,700+ resources** were sent to LEAs in Quebec, which was an increase of over **15,000+ pieces** sent to municipal services from the last fiscal.



The OPP, in partnership with Circle K® convenience stores, provided **80,000** Positive Ticketing cards to youth across the province which included safety messaging from C3P's *Be Smart, Strong and Safe* activity booklet, as well as an addition set of tickets featuring new safety messaging from C3P's Billy Brings his Buddies program.



Cybertip.ca Director Stephen Sauer participated in a press conference with the Winnipeg Police Service regarding their proactive Project Hook initiative, which targeted individuals luring children under the age of 14 for a sexual purpose. As a result, eight people were arrested and charged with luring. The project also served to direct the public to Cybertip.ca for safety information and how to report online exploitation concerns.

## Human Trafficking Prevention

Working with the OPP's Anti-Human Trafficking Investigation Coordination Team, C3P created a series of four posters to help raise awareness and encourage public reporting to Ontario's Human Trafficking Hotline. Over 6,000 copies of these posters were distributed to detachments across the province.

Additionally C3P began a pilot in collaboration with the Kenora Sexual Assault Centre (KSAC) and the local OPP to address the issue of human trafficking in Northwestern Ontario. In the future, C3P will provide training and educational resources to schools and group homes to heighten the awareness of staff and create a safer environment for the youth.





missing**kids**.ca™

EVOLUTION TO SUPPORT FAMILIES

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## How We Helped in 2019–20:



**85 new cases** came into MissingKids.ca, and **70 of these cases have been closed.**



**76 cases** received in previous years where the children remain missing are being supported by MissingKids.ca.



**277 families** were provided support and guidance related to concerns about a child, such as referral to other missing children organizations, concerns regarding abuse and children at risk, custody and access cases, and those cases which concern a missing child but where the situation did not elevate to a full intake.



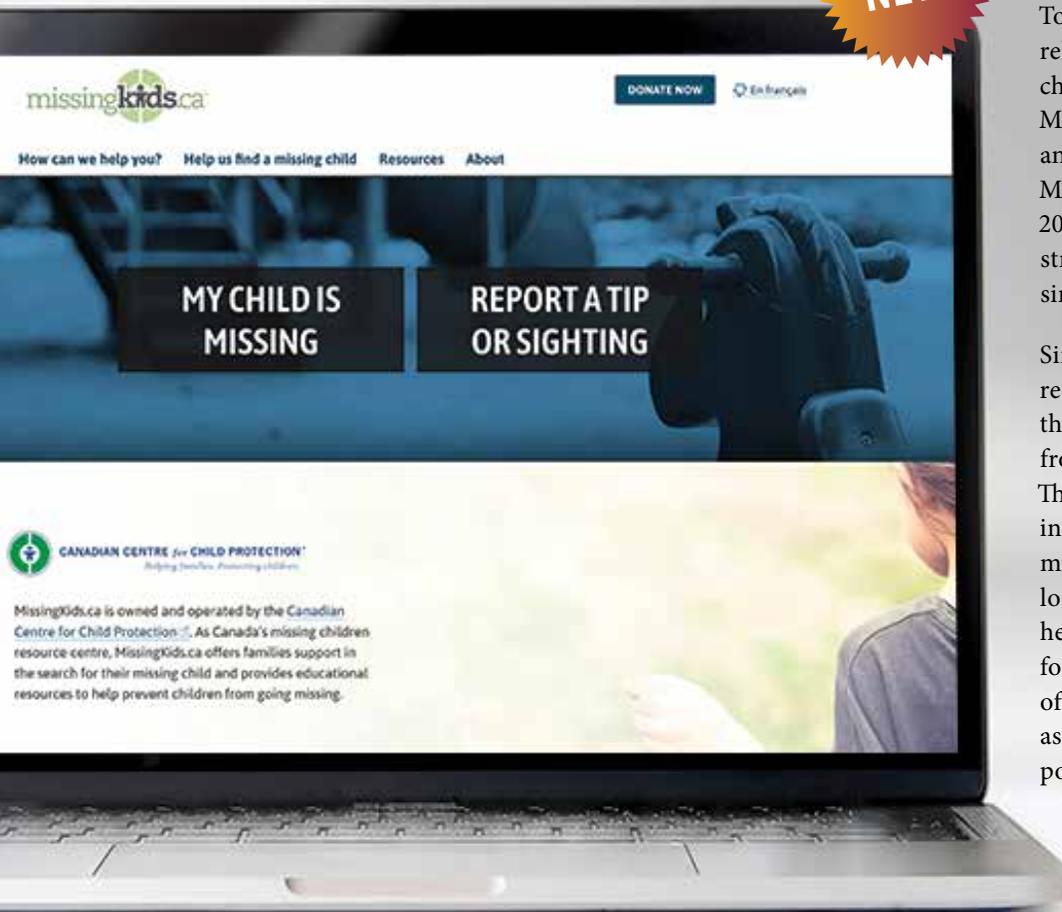
**192 inquiries** were answered in relation to the MissingKids.ca program or other programs associated to missing children (e.g., AMBER Alert, MissingKidsALERT™).



**18 MissingKidsALERTS** were sent out, and all but two children have since been located.

For 35 years, C3P has adapted to meet evolving challenges in order to keep Canadian families and children safe. This year we underwent a review of our missing children services, gaining feedback from the families we have served, as well as those mandated in the search for missing children to ensure that we are offering the right services and support for each case.



 NEW


To ensure that we continue to provide relevant information and meet ever changing needs of families, the MissingKids.ca website was redefined and launched in conjunction with Missing Children's Month in May 2019. Families will now find more streamlined information including a simpler intake process.

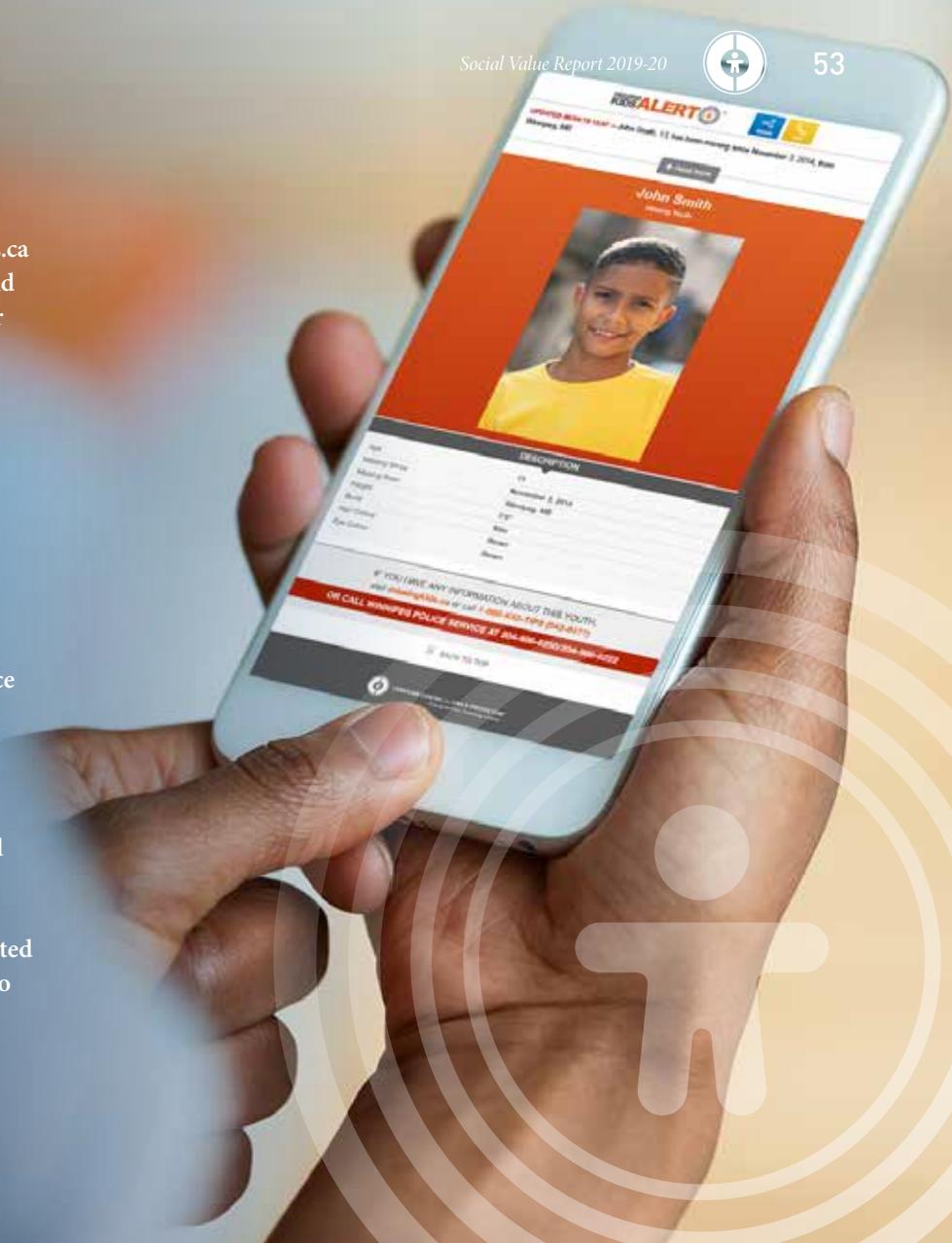
Since the re-launch, the site has received almost **463,000 page views**, the majority of these coming directly from the missing children's database. The database contains photos and information related to nearly 70 missing children who have yet to be located. Keeping a profile on these cases helps ensure that these children are not forgotten and also provides members of the public with a tangible way to assist in the search – each missing child posted has a MissingKidsALERT profile that can be shared on social media platforms.



## MissingKids.ca Case Study

During the early spring of 2019, MissingKids.ca became involved in the search of a 17-year-old youth who had been missing since December 2018. She was last seen leaving her home and there were concerns about her health. After consultation with police, it was determined that public awareness assistance from MissingKids.ca would be beneficial.

To assist in the search efforts, a MissingKidsALERT distributed within the local area and surrounding cities. A MissingKids.ca caseworker worked collaboratively with her guardian and police to ensure information on the case was current. As new information was provided to MissingKids.ca, a targeted distribution of her MissingKidsALERT was done. Within minutes of the most recent targeted distribution, MissingKids.ca received a sighting of the youth from a public library. Local police were contacted and safely located the youth. Follow-up support was offered to the youth's guardian.





## Top of Mind: Public Awareness

Numerous children have been safely located by citizens recognizing the face of a missing child from posters, ads, or social media campaigns. Keeping those faces in the public eye is imperative to helping bring kids home. In addition to MissingKidsALERTS, MissingKids.ca, with the support of many allies, raised awareness about missing children this year. Some examples include:



The Canada Border Services Agency (CBSA) at Winnipeg's James Armstrong Richardson International Airport began featuring long-term missing children cases on their digital screens.



Peak of the Market (a Manitoba produce company) featured MissingKids.ca case in their twice-weekly emails.



Yonge-Dundas Square digital billboards in Toronto featured MissingKids.ca cases



Along with other public notification systems, MissingKidsALERT is used in support of provincial AMBER Alert programs. In 2019, AMBER Alert stories dominated the conversation surrounding missing children and were met with mixed responses from the public and increased visits to the MissingKids.ca site. The AMBER Alert page on the MissingKids.ca website received over 32,000 visits this past year and caseworks responded to nearly 200 inquiries related to the program, speaking to the importance of educating the public about the purpose, criteria, and benefits of the AMBER Alert Program.

### In The Face of Safety: Pictures2Protect®

Something as simple as an up-to-date, high-quality picture of a missing child can make all the difference in a situation where every moment matters. Every year MissingKids.ca works with Lifetouch Canada to provide parents with a free, current photo card of their child through Lifetouch's Pictures2Protect program. In 2019-20, 1.77+ million Pictures2Protect cards were produced for parents of kindergarten to high school children regardless of whether they purchased photos or not.





STANDING UP:  
LEGAL ADVOCACY IN  
SUPPORT OF VICTIMS



## Submissions to Government

### **C3P appears before Standing Committee on Justice and Human Rights on Bill C-5**

In March 2020, C3P provided testimony to the Standing Committee on Justice and Human Rights (House of Commons) relating to Bill C-5, *An Act to amend the Judges Act and the Criminal Code*. Bill C-5, which would require new judges to take training on sexual assault law and social context, is intended to reduce the influence of myths and stereotypes in sexual assault cases in Canada. C3P also provided the Committee with suggested topics for the training, including grooming, offender behaviour, the role of technology, and the age of protection.



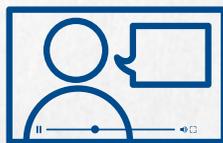
### **C3P appears before the Manitoba Commission on Kindergarten to Grade 12 Education**

In May 2019, C3P's Legal and Education departments jointly prepared and filed a written submission as part of the public consultations by the Manitoba Commission on kindergarten to Grade 12 Education, and then appeared in person to present to the Commission. C3P's submission focused on personal safety, covering topics such as student education, teacher education, and the need for greater transparency and accountability throughout the education system, including in situations involving alleged misconduct by school personnel.





## Presentations to Crowns and Other Legal Professionals



During 2019–2020, C3P’s legal department continued building strong working relationships with Crown Attorneys across Canada. Members of the legal department gave a number of in-person and webinar presentations to Crown Attorneys in Quebec (June 2019), Ottawa (September 2019), Saskatoon (November 2019), and British Columbia (December 2019). The presentations provided a brief introduction to C3P and highlighted many of its recent and ongoing initiatives, including the *International Survivors’ Survey*, and the filing of victim and community impact statements in criminal court proceedings across Canada.



In November 2019, C3P’s General Counsel, Monique St. Germain, and Associate Counsel, Debra Danco, were presenters at the 2019 Canadian Violence Link Conference hosted by Humane Canada™ (also known as the Canadian Federation of Humane Societies). Attended by more than 200 professionals from various fields attended the conference, the presentation highlighted the major findings from the paper *“Bestiality” as reflected in Canadian case law* published by C3P in 2018, as well as case law reported after the paper’s publication.



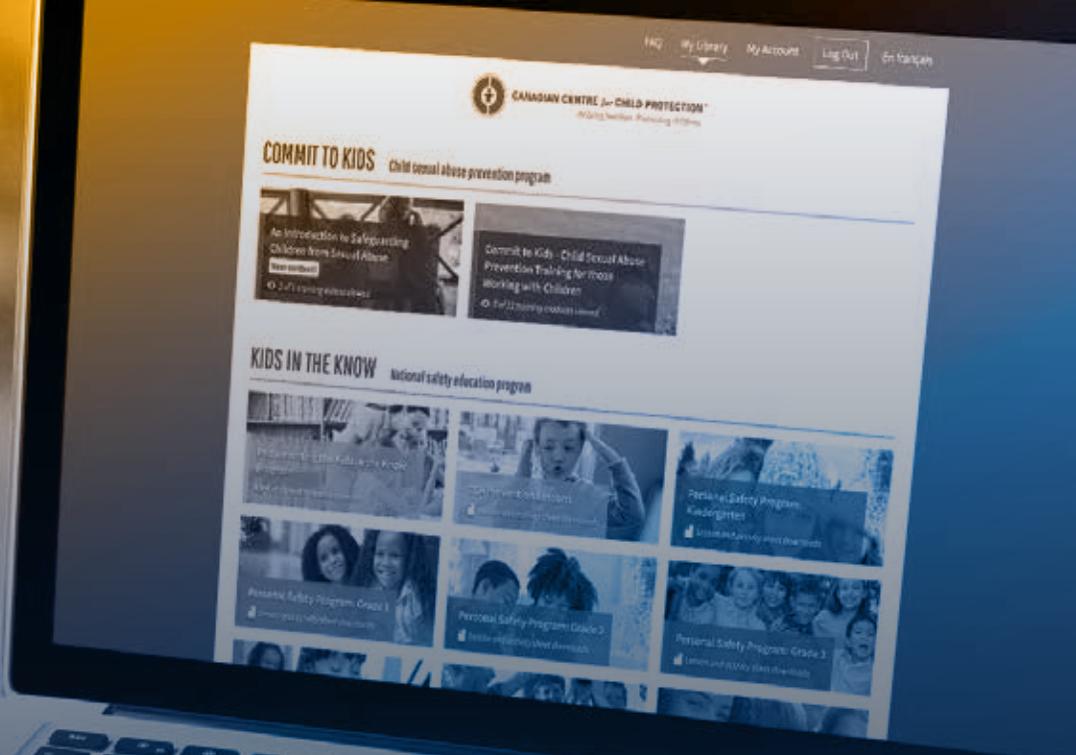
## Court Interventions

In 2019, C3P successfully intervened in a criminal case before the Quebec Superior Court, marking the first time C3P has ever intervened in a case at the trial level. The intervention focused on the need for the court to take into account the safety and security rights of unidentified victims within a collection of CSAM the accused was alleged to have possessed.



### **\$50,000 legal research grant from the Canadian Bar Association**

In July 2019, C3P was awarded a \$50,000 legal research grant from the Canadian Bar Association's Law for the Future Fund (LFFF), which provides financial support for innovative and timely Canadian research projects. The grant is being used towards a study of reported Canadian legal decisions and media articles related to the offence of "making" or "producing" child sexual abuse material. The study will cover the time period from the issuance of the Supreme Court of Canada's 2001 decision in *R v Sharpe* to the end of July 2019. The goal of this study is to provide an in-depth look at how and in what circumstances child sexual abuse material is being made in Canada, and to examine the legal and other barriers that Canadian victims may face as a result of this crime.



# NEW WAY OF THINKING: EDUCATION AND PREVENTION INITIATIVES



**2019–20 Education and Prevention by the Numbers:**



**715,000+ pieces** of education and prevention print material was distributed across Canada



**116,200+ licenses** issued for users to take Commit to Kids — Child Sexual Abuse Prevention online training<sup>7</sup>



**97,600+ educators, school board administrators, and law enforcement officials** across Canada were issued licenses to our digital Kids in the Know® (KIK) lessons



**3,600+ people**, including parents, professionals, and youth, were reached with in-person training



Old Navy hosted their annual Safety Days which provides shoppers with free C3P resources, as well as collecting donations for C3P. The 2019 drive brought in over \$93,000, making it Old Navy Canada's biggest Safety Days donation yet.

<sup>7</sup> This includes Commit to Kids: An Introduction to Safeguarding Children From Sexual Abuse, Commit to Kids for Coaches, and Commit to Kids.



kids in the know<sup>®</sup>

SCHOOL'S IN:  
KIDS IN THE KNOW

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C3P recognizes the important role of educators to build students' confidence and competence around personal safety. The Kids in the Know (KIK) program fosters a systems change approach, engaging children, educators and parents to help build safe communities. The reach of this important program continues to grow across the country. Some of the 2019–20 highlights include:

- In October 2019, the Honorable Zach Churchill, Minister, Education & Early Childhood Development of Nova Scotia spoke in the legislature in response to a bill that would amend the *Education Act* to include instruction on the dangers of human trafficking and sexual exploitation for students in grades 7 to 9. In his remarks he noted the 15 year history of working with C3P, and the value of KIK at addressing human trafficking and sexual exploitation before committing \$70,000 of funding to provide updated KIK to every school in the province.  
  
In February and into March 2020 KIK kits were sent to all 371 schools in the province, and 37,100 accounts for digital access and professional development training were created for full program roll-out in 2020–21.
- Through funding from the *Ontario Provincial Strategy*, 187 schools, 16,270 teachers, and other school staff members will have digital access KIK, as well as professional development training opportunities with Commit to Kids online training, to implement personal safety lessons in their classrooms.

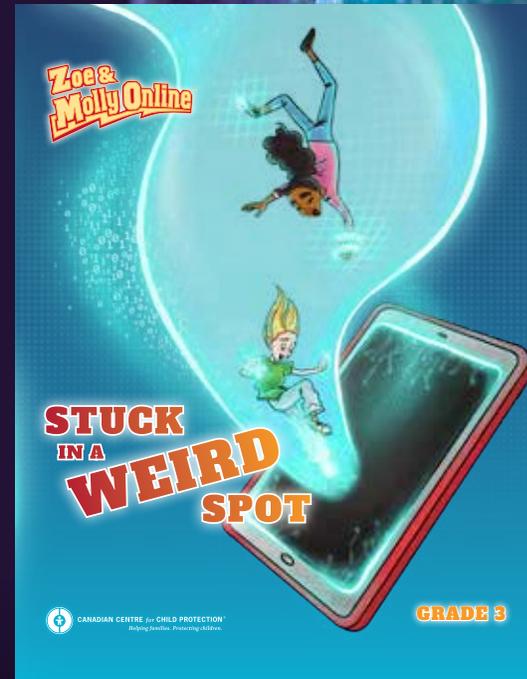




- As part of Manitoba Justice's criminal forfeiture proceeds program funds, the River East Transcona School Division and Seine River School Division — 57 schools in total — were provided with Commit to Kids online training, KIK digital resources and materials for a comprehensive approach to safeguarding children in their care.



Manitoba's St. James-Assiniboia School Division, who was the previous recipient of the same grant, continued with their systems-change approach to child protection by issuing 800 C2K online training accounts to substitute teachers.



Zoe and Molly got a fresh new look in their updated comic, *Zoe & Molly Online: Stuck in a Weird Spot*, which helps kids in Grade 3 understand some content online can be inappropriate, and it's okay to talk to a safe adult when they see something weird.



### Everyone's Right to Be Safe

On World Children's Day (November 20 2019), C3P released several new, free downloadable KIK-based lessons for teachers to use in kindergarten to grade 9 classrooms in order to help children better understand what constitutes abuse. This age-appropriate material can help children identify safe/healthy and unsafe/unhealthy behaviours, along with how to get help.

### Universal Language

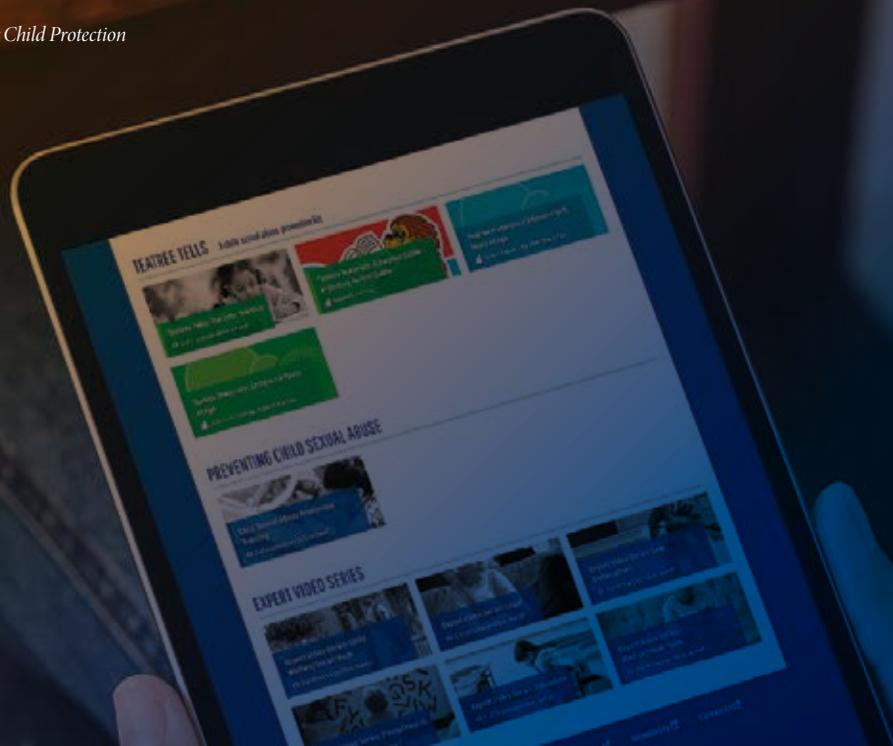
Since its launch in 2018, *Big Feelings Come and Go*, C3P's storybook about the concepts of freeze, flight, and fight, has been one of the most ordered and downloaded products in recent years thanks to its mindful message that transcends age and applications. In 2019-20 alone over 3,400 print copies were distributed, while 2,300+ digital books have been downloaded.



As part of an early years coalition, the Family Services of Central Alberta purchased 1,000 *Big Feelings Come and Go* storybooks to be given to each child entering kindergarten in Red Deer in fall 2020.



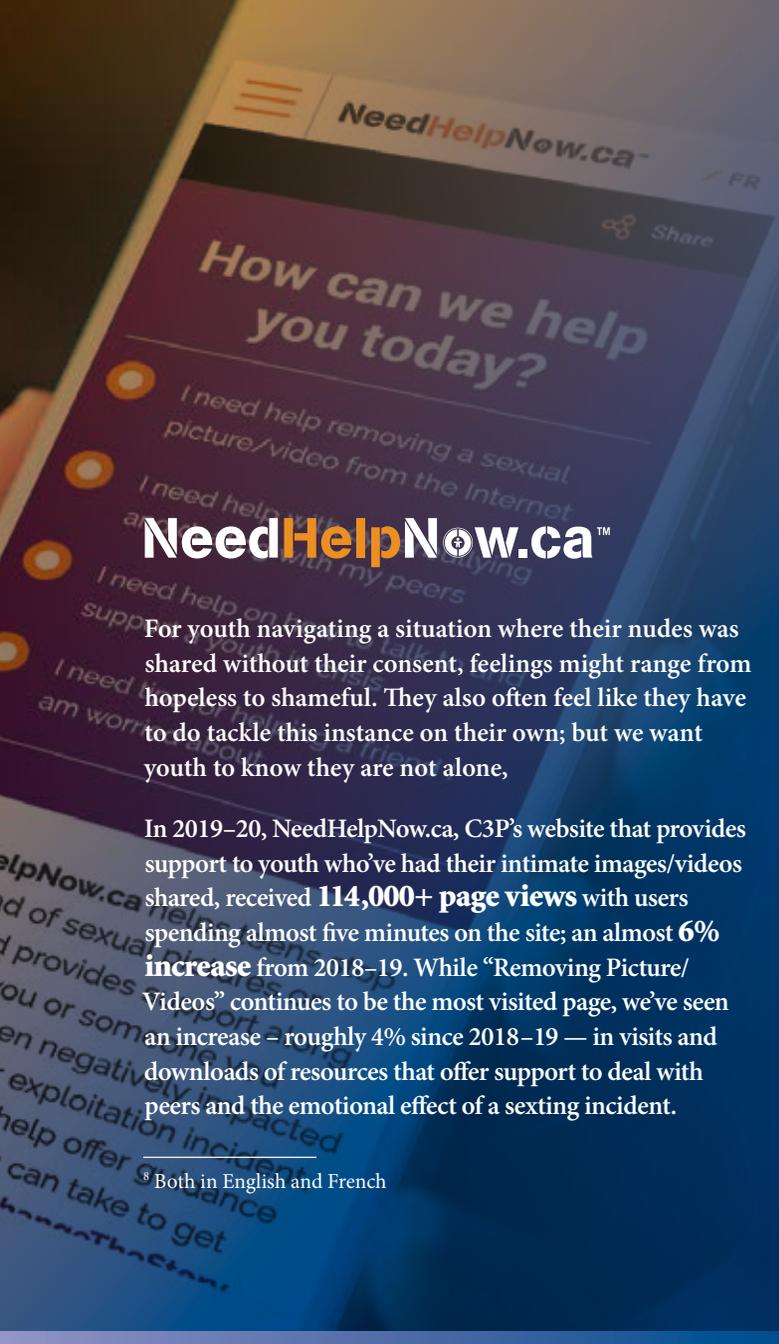
The need for this important resource has moved beyond Canada's borders and official languages, and over the course of the year the book has been translated into Swedish, Arabic, and Swahili, with Finnish, Farsi, Somali, Cree and Ojibway versions on the way.



## Early Education

In 2019, the Treetree Child Sexual Abuse Prevention Kit was adapted to a digital format, which includes an educator and parent guide, age-appropriate lessons and activities for children ranging from 4 to 6, and a training video that helps teachers implement the program in their classroom.

Since moving online, over 2,400 licenses for the kit were issued to early childhood educators and schools across Canada.



As such, much of this year’s social media surrounding NHN focused on not only dealing with the negative effects of sexting, but also how to help a friend who might be going through an instance.

In the same vein, C3P’s Self/Peer Exploitation (SPEX) guides continue to be an important resource for families, schools, child-serving organizations, and LEAs across Canada who are dealing with sexting instances. In the 2019–20 fiscal year alone over **20,600 copies** of the SPEX guides were distributed and downloaded.<sup>8</sup>



For youth navigating a situation where their nudes was shared without their consent, feelings might range from hopeless to shameful. They also often feel like they have to do tackle this instance on their own; but we want youth to know they are not alone,

In 2019–20, NeedHelpNow.ca, C3P’s website that provides support to youth who’ve had their intimate images/videos shared, received **114,000+ page views** with users spending almost five minutes on the site; an almost **6% increase** from 2018–19. While “Removing Picture/Videos” continues to be the most visited page, we’ve seen an increase – roughly 4% since 2018–19 — in visits and downloads of resources that offer support to deal with peers and the emotional effect of a sexting incident.

<sup>8</sup> Both in English and French





## Parents in the Know:

**PROTECTKIDS**  **ONLINE.CA™**

Through the operation of Cybertip.ca, C3P has a unique lens into the risks facing kids online, and in turn can share this information with families along with tips to keep kids safe. ProtectKidsOnline.ca (PKO) brings together not only timely blogs detailing what we're seeing through the tipline but tangible talking points that help parents better understand the digital world their kids are engaging in.

In 2019–2020, the tipline saw a concerning trend with youth being extorted through live streaming, which is practically available on every app, website, and platform these days. As such, PKO outlined two of the biggest live streaming apps kids are currently on—Twitch®, and TikTok®.



These blogs, along with updated safety tips surrounding live streaming, drove PKO's page views up by 83% over the previous year, as well as generating media attention.

Additionally, during the COVID-19 pandemic, PKO served as a one-stop internet safety website for families who would be facing more time online meaning increased risk for children. In tandem with the release of a CyberTip.ca Alert, PKO featured a detailed post that brought together multiple sources of C3P safety resources for families, as well as a homeschool blog that would help parents safely navigate the new digital education their children were engaging in.





Yvon Métras of the Diocese of Saint-Jean-Longueuil visited C3P and met with the education team to learn more about Commit to Kids and possible opportunities to enhance child protection across Diocese and parishes in Quebec.

## Everyone Has a Role in Protection: Commit to Kids



Child-serving organizations, whether they be childcare centres or sport programs, are well placed to help combat the problem of child sexual victimization by incorporating a systems change approach to safeguarding children in their care. The Commit to Kids (C2K) program helps to build a sustainable culture of child protection — one where people's actions and behaviour are no longer reactive, but become responsive and proactive. Over the course of 2019–20 our education team has been helping to facilitate the implementation of C2K with hundreds of organizations, new and old, big and small, volunteer based and full time staff. Highlights include:

- Throughout 2019–20 C3P continued to support ongoing work with the Ottawa Carleton District School Board (OCDSB). On October 10 and 11, the OCDSB held mandatory C2K training sessions for all their staff at 148 schools (with **more than 7,000 online users**), via group viewings of the C2K online training. This was the first large scale facilitated C2K online training ever run.



- As part of their continued investment in staff and enhancing education and awareness for program leaders with C3P, 4-H Canada made 2,500 C2K online accounts available to leaders in all provinces and territories in Canada.
- Association des Scouts du Canada continued their commitment to prioritize children's safety by acquiring 900 accounts for all leaders, while Boys and Girls Clubs across Canada provided their organization with more than 500 accounts across nine provinces and territories.
- The Department of Defence's Canadian Cadets organizations continues to require C2K training for leaders as part of operation Honour. In 2019–20, 440 leaders took the C2K training.
- To equip professionals with child sexual abuse prevention information, C3P worked with colleges and universities to provide professional development to students prior to entering the workforce. In 2019–20, post-secondary institutions across Canada used C2K online training as part of their Faculty of Education programming.





CANADIAN CENTRE  
CHILD PROTECTION

Marie-Claude Asselin, CEO of Sport Dispute Resolution Centre of Canada (left), which runs the Canadian Sport Helpline which offers assistance to victims or witnesses of harassment, abuse and discrimination and refers them to the appropriate resources, met with Associate Executive Director Signy Arnason and Director of Education Noni Classen to learn more about the tools, resources, and support C3P offers sport organizations.

## Safety in Sport

Interest in the tailored C2K training for coaches and sports organizations is outpacing all other areas and in 2019–20 the education department continued to provide resources to keep kids safe at the reactionary level to professional athletes:

- During the 2019 Canada Games in Red Deer, C3P provided information to all coaches about the Commit to Kids for Coaches online training — offering it for free to Canada Games coaches for a limited time. Following the games, 110 people acquired training accounts through the offer.



- In 2019, the Canadian Sport Centre Atlantic (CSCA) launched the Vip Coaching Program to recognize the contribution of coaches in communities across Nova Scotia. Vip is not a certification or requirement, but rather a proactive opportunity for coaches to continue to excel in ethical leadership. In 2019–2020, CSCA acquired 100 Commit to Kids for Coaches online training accounts for coaches that are part of their program in addition to the 100+ accounts from previous years.
- In 2019, C3P and Athletics Canada teamed up to provide a coaching clinic on mitigating the risk of child sexual abuse in sport. To enhance safe sport initiatives, the Commit to Kids program kit and Commit to Kids for Coaches online training was provided to each of their provincial branches in Canada.
- C3P continued to work closely with Canada Soccer and their member clubs, with the Commit to Kids for Coaches online training being a requirement for clubs to achieve Soccer’s National Youth Club License status. In 2019–20, 360+ soccer club staff and coaches received access to the Commit to Kids for Coaches online training, while 40 Commit to Kids program kits were provided to soccer clubs, alongside various coach and parents resources.
- Canada Soccer continued their commitment to safe sport, and was issued 360 C2K training licenses for clubs or staff across Canada.



Commit to Kids - Child Sexual Abuse Prevention Training for Youth Working with Children

### Module 4: Disclosure

It is very difficult for children to disclose child sexual abuse.

The majority of child sexual abuse is not reported to authorities.

Disclosure is often more of a process than an event.

commitokids.ca

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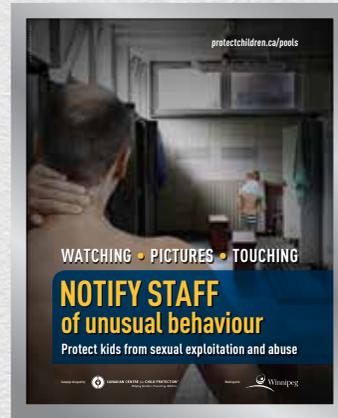
*“Very helpful and powerful to hear first-hand stories from survivors. I will use [the Commit to Kids] training in many aspects of my life — not just as a sport coach, but also as an aware and observant member of the public. Thank you!”*

– Commit to Kids online training user



## Protection in Public Spaces

With the support of C3P, cities and municipalities across Canada are working to enhance children’s safety at city-run facilities, such as pools, libraries, and recreation centres. In 2019, the City of New Westminster enlisted C3P to help implement C2K across their city parks and recreation departments. C3P Director of Education Noni Classen completed training 200 city employees in person, while another 400 accounts were issued for staff to complete the C2K online training.



The initiative also targets facility users through printed media that encourages people to notify staff of unusual behaviour, such as taking pictures of children without permission, phones/cameras in change rooms, or other actions that make a reasonable observer uncomfortable.

Along with taking actions of its own, the city’s parks and recreation department will also be liaising with community organizations, including arts and minor sports groups, to convey the program benefits and to seek their participation by adopting C2K and having their staff or volunteers complete the online training program.





### **New Training: Commit to Kids: An Introduction to Safeguarding Children from Sexual Abuse**

C3P is committed to making professional development accessible to as many people working with and caring for children as possible — whether it's providing flexible formats or varying levels of information.

In fall 2019, we launched **Commit to Kids: An Introduction to Safeguarding Children from Sexual Abuse**. This brief online training is for individuals who work with children looking for introductory level information on child sexual abuse, or those looking to refresh their knowledge on the topic. Parents who have children in child-serving organizations may also find the content relevant.

Since its release, 8,000+ accounts for 225+ organizations were ordered/issued.

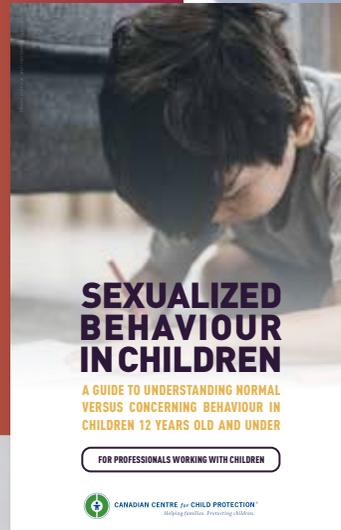




## New Resource: Sexualized Behaviour in Children

In consultation with Dr. Åsa Kastbom, who works in the Department of Child and Adolescent Psychiatry at University Hospital Linköping, Sweden, C3P developed a new resource called, *Sexualized Behaviour in Children: A guide to understanding normal versus concerning behaviour in children 12 years old and under.*

This resource is intended to help adults who work with children understand the range of sexualized behaviours in children, and aid them in responding appropriately to situations where children are demonstrating sexualized behaviour.





## Missing & Exploited Children Training Conference: Professional Development for Protecting Children



Much can be achieved when allies in protecting children come together and work towards a common goal. The annual Missing & Exploited Children Training Conference (MECC)

has grown into one of the leading education opportunities for those working on the front lines of child protection. In 2019–20, we had our highest attendance ever with more than 400 registrants participating in the three days of incredible knowledge and collaboration between protection professionals.





The conference kicked off with impassioned remarks from Dr. Hany Farid, who worked with Microsoft to develop Photo DNA technology, Dr. Michael Salter, and C3P's Executive Director Lianna McDonald. All three underscored how we can no longer let industry be non-compliant or complicit in the removal of CSAM online, and policies need to put in place that address the protection, rights, and safety of children, not adults need for privacy.

The need for this was further emphasized as a brave mother of a CSAM survivor spoke about her family's experience and the traumatic affect it's had on all their lives.

The presentations and case studies covered a wide-breadth of topics such as how CSAM has changed what we know about disclosure of abuse, utilizing a trauma informed approach to witness management, combatting trafficking in rural areas, and more which armed attendees with information to better their plan of action with children.

*"This was my first MECC and I was blown away at the wealth of information and amazing presenters. Please keep up the great work. This event is so important."*

– MECC 2019 attendee

A photograph of two young boys. The boy on the left is leaning in and whispering into the ear of the boy on the right. The boy on the right is smiling slightly. The image has a blue color cast and a semi-transparent dark blue overlay at the bottom. The text "LET IT BE KNOWN: PUBLIC AWARENESS" is centered in white, outlined font. A thin white vertical line is positioned below the text.

LET IT BE KNOWN:  
PUBLIC AWARENESS



If you don't know you can't understand. Public awareness is not only critical to ensure Canadian families are aware of C3P's resources and programs, but to also generate a better understanding around the issues of CSAM, what that means for victims and survivors, and how the public can help play a role in changing the world for children.

### *Some Voices are Hard to Hear, But Should Be Heard*

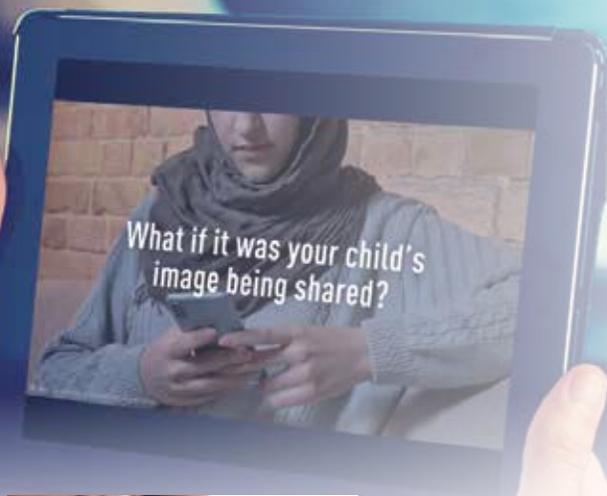
C3P supports survivors of CSAM through specialized resources, advocacy, research, and public awareness in order to find solutions to this global issue. The national campaign, *Some Voices are Hard to Hear, But Should Be Heard*, literally put CSAM survivor's voices front and centre, using their direct quotes and audio statements in this powerful print and social campaign.

C3P tapped into CBC's broad audience running both banner ads and pre-roll videos across the outlet's news websites which generated 250,000+ and 300,000+ impressions respectively.

On social media users were directed to learn more about C3P's work with survivors by going to [cybertip.ca/survivors](http://cybertip.ca/survivors). Utilizing a short, impactful audio clip from a real survivor, the social video generated over one million impressions through Instagram stories alone, with another million coming through Facebook and Twitter. The dedicated page people were directed to by social received over 23,000 **unique** page views over the course of the month-long campaign.

*The campaign also included 11 urban and rural billboards, eight half page ads in Winnipeg and rural newspapers, and 117 digital and classic in-bathroom advertising.*





### ***What if it was Your Child's Photo?***

For this campaign, Cybertip.ca decided to focus on parents and how they can talk to teens about the harm of sexting, both for themselves and the person in the image/video they're sharing.

Supporting mediums, which included bathroom ads, street-level and transit ads, movie theatre spots, and social media, directed families to a dedicated page on Cybertip.ca that covered talking points about how to start the conversation, facts for youth and families on the risks of sending nudes, both the legal and emotional consequences of sharing someone else's nude, and what to do if a teen receives a nude. It also underscored if their teen has lost control over an intimate image/video to contact Cybertip.ca for help.

Results of the campaign included generating over half a million impressions across Twitter, Facebook, and Instagram, leading to 13,700+ link clicks to Cybertip.ca's intimate images support page.

*The campaign also included five urban and rural movie theatre ads, 18 street level, and 424 transit shelter ads, and 93 digital and classic bathroom ads.*



# Annual Awareness Days

## Missing Children's Day

Every year MissingKids.ca works with too many families in Canada whose children have disappeared. During Missing Children's Month we shone a spotlight across the country, highlighting cases in the MissingKids.ca database from each province and territory in hopes that the child's story could help bring them home.

Along with social media campaigns that generated almost 1,000 shares, MissingKids.ca supporters, such as Peak of the Market, were provided with customized email signatures that featured missing children's cases from their province or territory.

MissingKids.ca caseworkers gave three media interviews, including one with the family of Waylon Smith, who has been missing from Manitoba since 2006.



Long-time supporter Pattison Outdoor provided electronic and print billboard space across the country to highlight missing children cases from each specific province and territory.

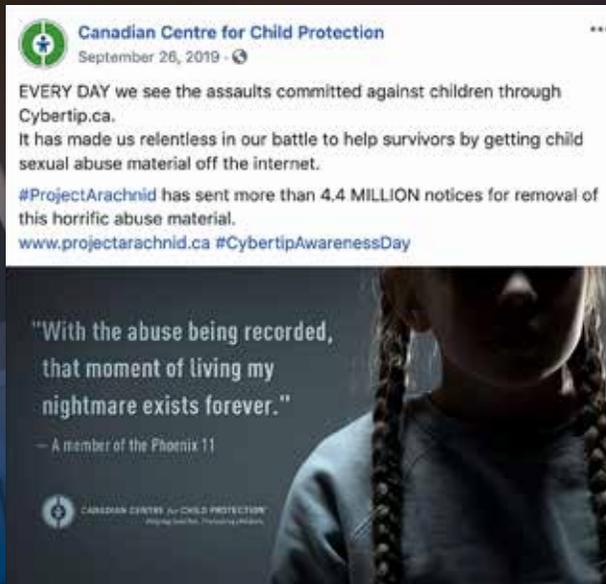




For victims of child sexual abuse material, knowing their abuse is being shared online is traumatic & unacceptable.

#ProjectArachnid helps survivors - 4.4 MILLION removal notices issued so far. This is a global fight:  
[projectarachnid.ca](http://projectarachnid.ca)  
[#CybertipAwarenessDay](https://www.facebook.com/CybertipAwarenessDay)

"When I see newspaper articles of people that have offended, I wonder if my picture is in their collection. And if they are using these pictures to groom other children to assault them in the future"



### *Cybertip.ca Awareness Day*

September 26 marks Cybertip.ca's inception date, and to recognize the anniversary each year, C3P highlights the tipline's resources with public awareness campaigns, resource launches, and other initiatives.

For Cybertip.ca Awareness Day 2019, C3P underscored the importance of Project Arachnid's role in supporting survivors by, at the time, having sent out 4.4 million notices<sup>9</sup> to providers for the removal of CSAM. It was also an opportunity to highlight the international hotlines that are working within the platform to help with this global problem.

Social posts linked to [projectarachnid.ca](http://projectarachnid.ca), generated over 23,000 impressions across Facebook and Twitter, leading to almost 700 page views on the website on September 26 alone.

<sup>9</sup> This reflects the number of notices sent out as of September 2019. As of July 21, 2020, Project Arachnid has sent out 6+ million removal notices to ESPs.



### **Safer Internet Day**

On Safer Internet Day (SID), held at the beginning of February each year, people around the world join forces to teach children and youth about using online technology in a safe and responsible way. For SID 2020 C3P urged families to talk with their tweens about the risks of live streaming after Cybertip.ca saw a **57% increase**<sup>9</sup> in reports of adults contacting children ages 8 – 12 to engage in sexual activities over live stream.

C3P sent out a press release that not only covered some of the related cases the tipline has been seeing, but also provided three tips for parents/guardians to help keep their kids safe online, along with direction to ProtectKidsOnline.ca for more age-appropriate internet safety points.

C3P staff participated in five media interviews over the course of the day, while supporting organic and paid social media, which included a video containing the three tips for parents, generated over 800,000 impressions, 200 shares, and almost 5,000 link clicks to ProtectKidsOnline.ca.

This campaign is a springboard for future initiatives including education safety lessons and public awareness surrounding the online exploitation of children ages six to 12.

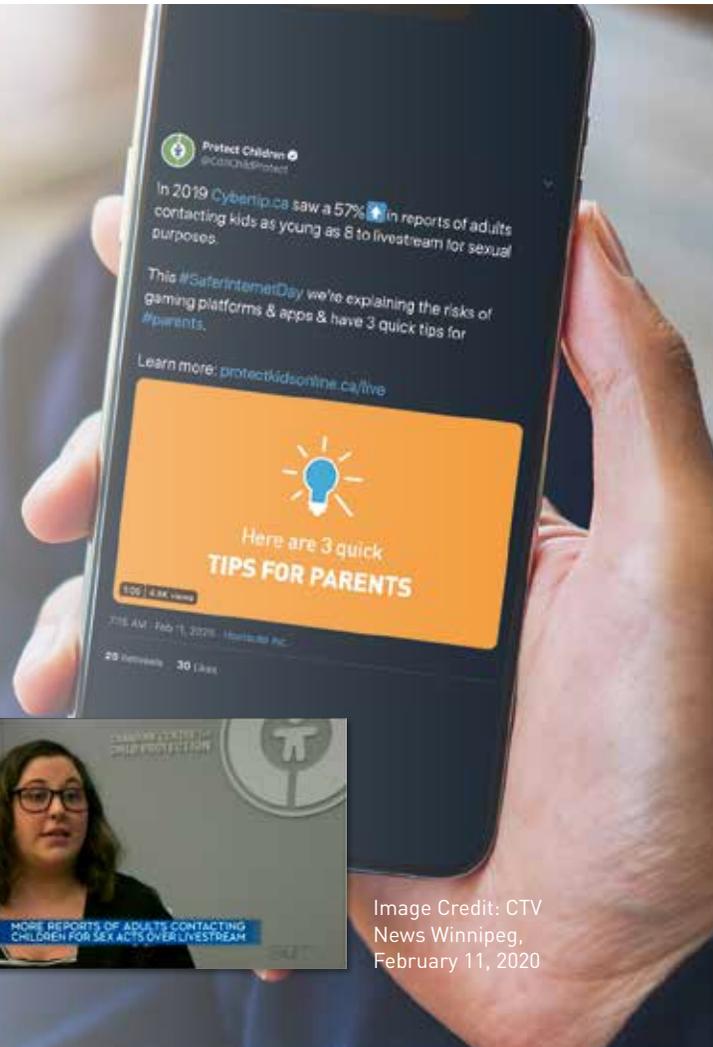


Image Credit: CTV News Winnipeg, February 11, 2020

<sup>9</sup> 68 reports in 2018 versus 107 reports in 2019.



COMMITMENT  
TO PROTECTION  
PARTNERS AND SUPPORTERS

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## Founding Partners

We would like to extend our utmost appreciation to our founding partners for their unique contributions to the protection of Canadian children.

The logo for Bell, consisting of the word "Bell" in a bold, blue, sans-serif font.

The logo for TELUS, featuring a stylized green and blue graphic element followed by the word "TELUS" in a bold, blue, sans-serif font with a registered trademark symbol.

The logo for Shaw, consisting of the word "Shaw" in a bold, blue, sans-serif font, followed by a closing parenthesis symbol.)



## Major Contributors

Our work would not be possible without support from the private and public sector. We thank all of the organizations we work with day in and day out and acknowledge their commitment to making the protection and safety of children a priority.

The logo for Bell MTS, with "Bell" in blue and "MTS" in a lighter blue.



The logo for Lifetouch Canada, Inc., with "Lifetouch" in blue and "Canada, Inc." in red below it.

The logo for cwta acts, with "cwta" in black and "acts" in black below it, separated by a vertical line and a horizontal line.

The multi-colored logo for Google.

The logo for Rogers, featuring a red circle with a white dot inside, followed by the word "ROGERS" in red.

The logo for NO FIXED ADDRESS, with the words "NO", "FIXED", and "ADDRESS" stacked vertically in black.

## Additional Supporters

The logo for SaskTel, with "SaskTel" in black and a blue and white striped graphic to the right.

The logo for Old Navy, with "OLD NAVY" in white on a dark blue oval background.



The logo for Disney, with the word "Disney" in its signature red script font.

The logo for Magnet Forensics, with a blue "M" icon and the words "MAGNET FORENSICS" in black below it.



## Government Allies



Government  
of Canada

Gouvernement  
du Canada

The generous support from the Government of Canada helps C3P raise awareness of our programs and services. Public Safety Canada's steadfast support of Cybertip.ca under the *National Strategy for the Protection of Children from Sexual Exploitation on the Internet* is essential to the success of this national service. This strategy also involves the RCMP's National Child Exploitation Crime Centre (NCECC).

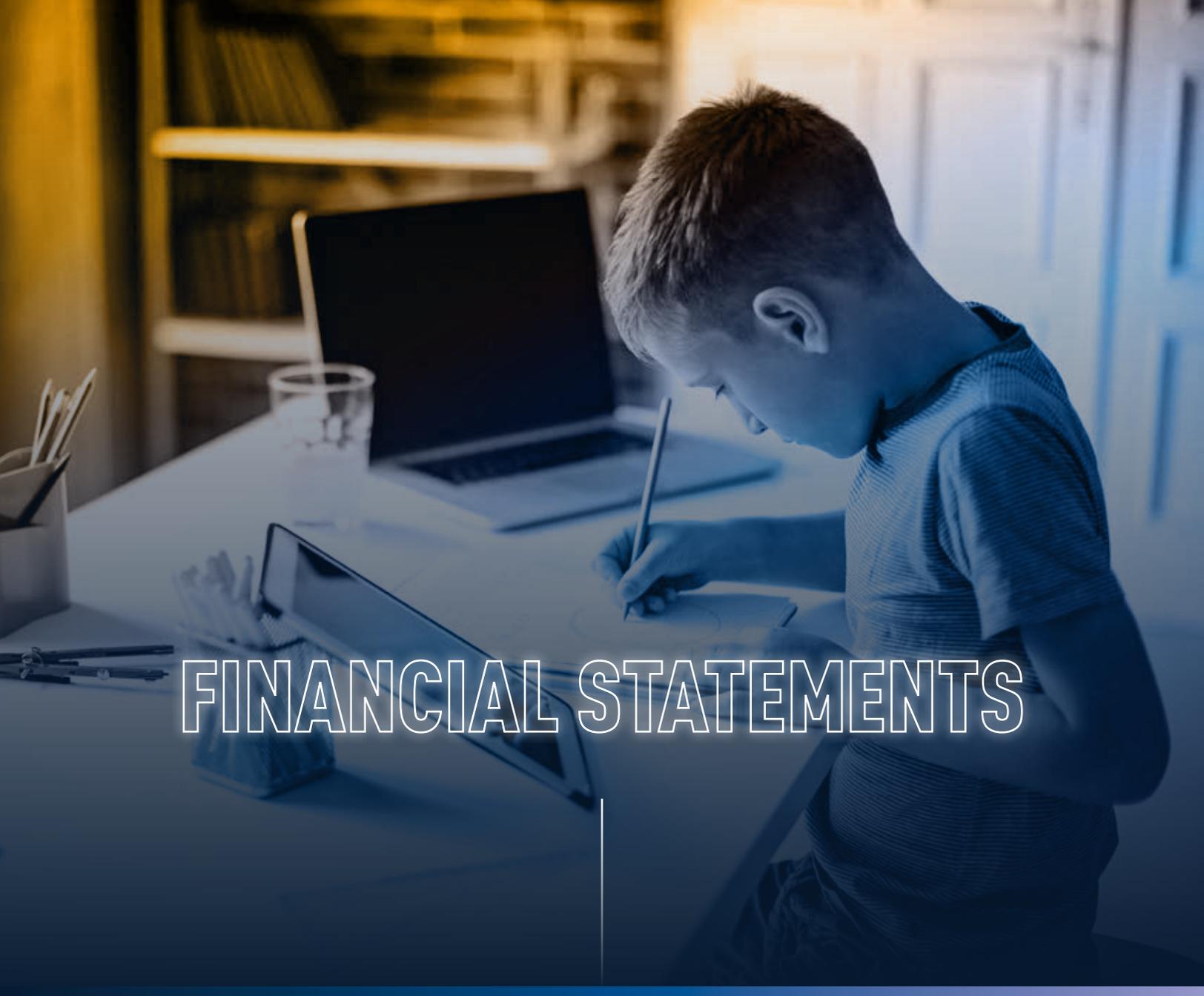


C3P also receives support from the Government of Manitoba and is a designated agency in the Province to receive reports under *The Child and Family Services Act* (Manitoba) and its regulations, as well as to receive requests for assistance and provide supports pursuant to *The Intimate Image Protection Act* (Manitoba).



Home Office

Recent enhancements to C3P's Project Arachnid initiative have been supported, in part, by the Secretary of State for the Home Department in the United Kingdom. The goal of Project Arachnid is to work in collaboration on a global scale to reduce the availability of CSAM.



# FINANCIAL STATEMENTS



**95 cents of every dollar**  
spent in 2019–2020 went towards the  
**delivery of programs and services**  
to protect children



This financial information is extracted from the 2020 consolidated financial statements audited by BDO Canada LLP. Copies of the complete audit report are available upon request.





12 Months Ending	March 31, 2020	March 31, 2019
<b>ASSETS</b>		
Current Assets	1,715,753	1,513,748
Capital Assets	74,530	101,288
	<b>1,790,283</b>	<b>1,615,036</b>
<b>LIABILITIES</b>		
Current Liabilities	357,072	246,694
Deferred Contributions	336,034	314,627
Deferred Capital Contributions	74,530	101,288
	767,636	662,609
<b>NET ASSETS</b>	1,022,647	952,427
	<b>1,790,283</b>	<b>1,615,036</b>
<b>REVENUE</b>		
Contributions	3,836,640	3,840,101
Sponsorships	872,039	842,214
Products & Services	470,906	401,412
Grants	88,704	172,731
Donations	197,072	221,122
Other Income	19,696	11,524
	<b>5,485,057</b>	<b>5,489,104</b>
<b>EXPENSES</b>		
Programs	5,127,618	5,164,531
Administration	260,461	246,685
Amortization	26,758	17,929
	<b>5,414,837</b>	<b>5,429,145</b>
<b>EXCESS OF REVENUE OVER EXPENDITURES</b>	<b>70,220</b>	<b>59,959</b>





CANADIAN CENTRE *for* CHILD PROTECTION®

*Helping families. Protecting children.*

 [protectchildren.ca](https://protectchildren.ca)

 [@CdnChildProtect](https://twitter.com/CdnChildProtect)

 [Canadian Centre for Child Protection](https://www.facebook.com/CanadianCentreforChildProtection)

 [@cdnchildprotect](https://www.instagram.com/cdnchildprotect)