

MANITOBA'S INTIMATE IMAGE PROTECTION ACT

2018/19 Annual Review **cybertip!ca**[®]





CANADIAN CENTRE *for* CHILD PROTECTION®

Helping families. Protecting children.

This annual report highlights the Canadian Centre for Child Protection's role in Manitoba's IIPA and is a summary of activities from April 1, 2018, to March 31, 2019, as required under our agreement with the Province of Manitoba.

Social Media Terminology:

Social media statistics relate to platforms such as Facebook® or Twitter® and are provided by the platform. The Canadian Centre 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).

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.

This report was published in June 2019 by the Canadian Centre for Child Protection Inc.

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The CANADIAN CENTRE FOR CHILD PROTECTION (Canadian Centre) is a national charity dedicated to the personal safety and protection of children. Our goal is to reduce the sexual abuse and exploitation of children, to assist in the location of missing children, and to prevent child victimization by providing national programs and services to the Canadian public. The Canadian Centre through its Cybertip.ca national tipline, offers assistance to youth whose intimate images have been shared without consent, and depending upon the circumstances, can assist in sending removal requests to service providers, provide guidance on other options for managing the situation, and where appropriate facilitate the transfer of the incident to police in the appropriate jurisdiction. The assistance offered by the Canadian Centre involves a comprehensive approach covering all aspects from prevention to intervention tactics and resources.

ABOUT **cybertip!ca**®

REPORTS TO CYBERTIP.CA ARE SUBMITTED BY THE PUBLIC UNDER ONE OF EIGHT CATEGORIES:



**CHILD SEXUAL ABUSE MATERIAL
(CHILD PORNOGRAPHY)**



ONLINE LURING



**CHILDREN EXPLOITED
THROUGH PROSTITUTION**



CHILD SEX TOURISM



**CHILD
TRAFFICING**



**MAKING SEXUALLY
EXPLICIT MATERIAL
AVAILABLE TO A CHILD**



**AGREEMENT OR ARRANGEMENT
WITH ANOTHER PERSON TO
COMMIT A SEXUAL OFFENCE
AGAINST A CHILD**



**NON-CONSENSUAL
DISTRIBUTION
OF INTIMATE IMAGES**

As of March 31, 2019, **1,836,457 reports** were processed by Cybertip.ca. In 2018/19, we processed **1,474,075 reports**, a **945% increase** from 2017/18. The significant increase in reports processed is attributed to Project Arachnid, which accounted for **98%** of reports processed in 2018/19.

Approximately **99%** of the child sexual exploitation (CSE) reports processed in 2018/19 were forwarded to one or a combination of the following entities: law enforcement agencies (LEAs), child welfare agencies and/or INHOPE member hotlines, or a notice was sent to an electronic service provider. As of March 31, 2019, Cybertip.ca was aware of **544+ arrests** executed by LEAs and at least **511 children** removed from abusive environments in connection with reports submitted to the tipline by the Canadian public.



2018/19 IIPA HIGHLIGHTS

On January 15, 2016, the *Intimate Image Protection Act (IIPA)* was proclaimed in Manitoba. This new legislation assists a Manitoban whose intimate/sexual images have been distributed without consent by providing resources and supports to help them remove the images from public display. It allows victims to pursue legal action and sue for damages (tort) in civil court.

Under Manitoba's *IIPA*, the Canadian Centre, through Cybertip.ca, is designated as the agency for receiving and responding to requests for information or assistance received from a resident of Manitoba who has been negatively impacted by the non-consensual distribution of an intimate/sexual image (NCDII).

The Canadian Centre has been managing self/peer exploitation reports for years now along with addressing content removal and supporting those youth affected by the sharing of sexual images among peers. Supports and resources have been enhanced by and are delivered to Manitobans in a consistent manner under the *IIPA*¹.

Cybertip.ca and Public Reporting

In 2018/19, Cybertip.ca received **465+ reports** involving concerns about the sharing of a sexual/intimate image/video. Of the 465 reports from the Canadian public, **4.9% (23) involved a Manitoban** concerned about the NCDII.

However, submission into Cybertip.ca's online report form is only one aspect of the ways in which a Manitoban can interact with the tipline and receive support if they have been negatively impacted by the sharing of an intimate images. The majority of the public's intersection with our services comes through our toll-free line, email, or through one of our contact us accounts on NeedHelpNow.ca, ProtectKidsOnline.ca, DontGetSextorted.ca, and protectchildren.ca.

The support that analysts provide through phone call, email, or the contact us pages are not always entered as a formal report within the Cybertip.ca system. The reason for this is that youth/young adults commonly request that information not be entered formally in our system, as they fear possible fallout from various systems that could be triggered or parental involvement. In 2018/19, Cybertip.ca received **16 requests for information** through the toll-free number and contact forms.

Additionally, schools and primary caregivers come to the tipline with instances of self/peer exploitation, requesting assistance on how to help support the youth involved and the need to be connected to appropriate resources. We assist with answering questions, preparing safety planning for youth, navigating reporting processes, accessing support services, and providing educational resources (to be discussed further on in this report).

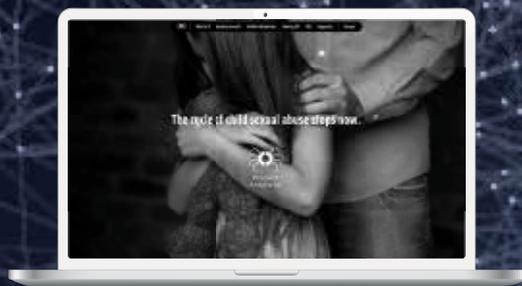
A detailed example of how Cybertip.ca and the education team helped a school in Manitoba will be discussed later in this report.

¹ The criteria used for diversion and support offered to Manitobans are specifically outlined in Appendix A.

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

Cybertip.ca receives regular updates from national and international policing databases on hashes involving youth-related exploitation. Local agencies, such as the Winnipeg Police Service (WPS) and RCMP D Division contribute to the submission of these hashes into those databases, which in turn are added to Project Arachnid. For Cybertip.ca reports where there is information indicating that intimate images/videos involving an alleged Manitoba youth are publicly posted online, Cybertip.ca assesses the material. Senior management from the tipline then work with the child exploitation units in Manitoba to verify age for material involving post-pubescent youth. Once this has been confirmed, the hashes are added into Project Arachnid for the purpose of issuing notices to electronic service providers and requesting removal of the material when detected. For images/videos involving early pubescent youth, who are easily identified as being under the age of 18 based on visual assessment of sexual maturation, the hashes are added into Project Arachnid without consultation with police for the same purpose of issuing notices as outlined above.

In Project Arachnid's initial phase, the criteria for sending notices for removal of child sexual abuse material (CSAM) was very narrow and only involved images and videos of prepubescent children. This was expanded in 2018 to send notices on additional material that involved pubescent children (identified and unidentified). In the 2017/18 fiscal year, the system recorded 141,788 confirmed CSAM votes in Project Arachnid. The expansion resulted in a 223% increase in 2018/19, with 458,211 CSAM votes. In 2018/19, 1,172,312 notices were issued to electronic service providers in relation to CSAM detected on their service. This total number of notices would also include images tied to youth-related exploitation involving early pubescent youth in Manitoba that were submitted to the national database by WPS or RCMP D. The expansion also included triggering notices for identified post-pubescent victims, which resulted in 1,386 distinct URLs being removed in 2018/19, some of which involved Manitoba youth.



Education and Prevention Resources

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

Information gleaned from the tipline also helps guide and update our printed and downloadable education and prevention resources which are distributed to child-serving organizations, families, law enforcement agencies, and schools. In 2018/19, from Manitoba there were:



14,819 page views on the Cybertip.ca site with information related to non-consensual distribution of intimate images.



1,482 visits to NeedHelpNow.ca, a website that guides teens on how to stop the spread of sexual images or videos and provides support along the way.



57,500+ pieces of material related to the non-consensual distribution of intimate images were distributed to professionals within Manitoba.



592 pieces of material downloaded from someone within Manitoba related to the non-consensual distribution of intimate images.



Model in image. Intended as illustrative.

Cybertip.ca and Training Professionals in Manitoba

Professionals that intersect with children in Manitoba regularly connect with the tipline asking analysts to walk through how to manage the sharing of intimate images and our role under the *IIPA*. This information is then in turn shared within the organizations to better educate professionals on the issue and steps they can take to manage such situations.

This past year, the Canadian Centre offered **30 training sessions** (approximately **245 professionals within education, 130 parents/guardians, and 450 youth** were reached) related to youth and online exploitation, which included discussions about the non-consensual distribution of intimate images and the fact that this law now exists along with Manitoba's *IIPA* and its implications. Training in this area involves a few departments within the Canadian Centre, including the Cybertip.ca team, legal department and the education department.



Models i image. Intended as illustrative.

Public Awareness Campaigns

The Canadian Centre executed a number of public awareness campaigns designed to raise awareness about the non-consensual distribution of intimate images to people within Manitoba. Showcased over social media and other spaces frequented by youth and young adults, these campaigns generated over **527,000 impressions across Facebook and Twitter and 3,200+ direct link clicks to Canadian Centre websites that provide help and resources with NDCII and sextortion.**

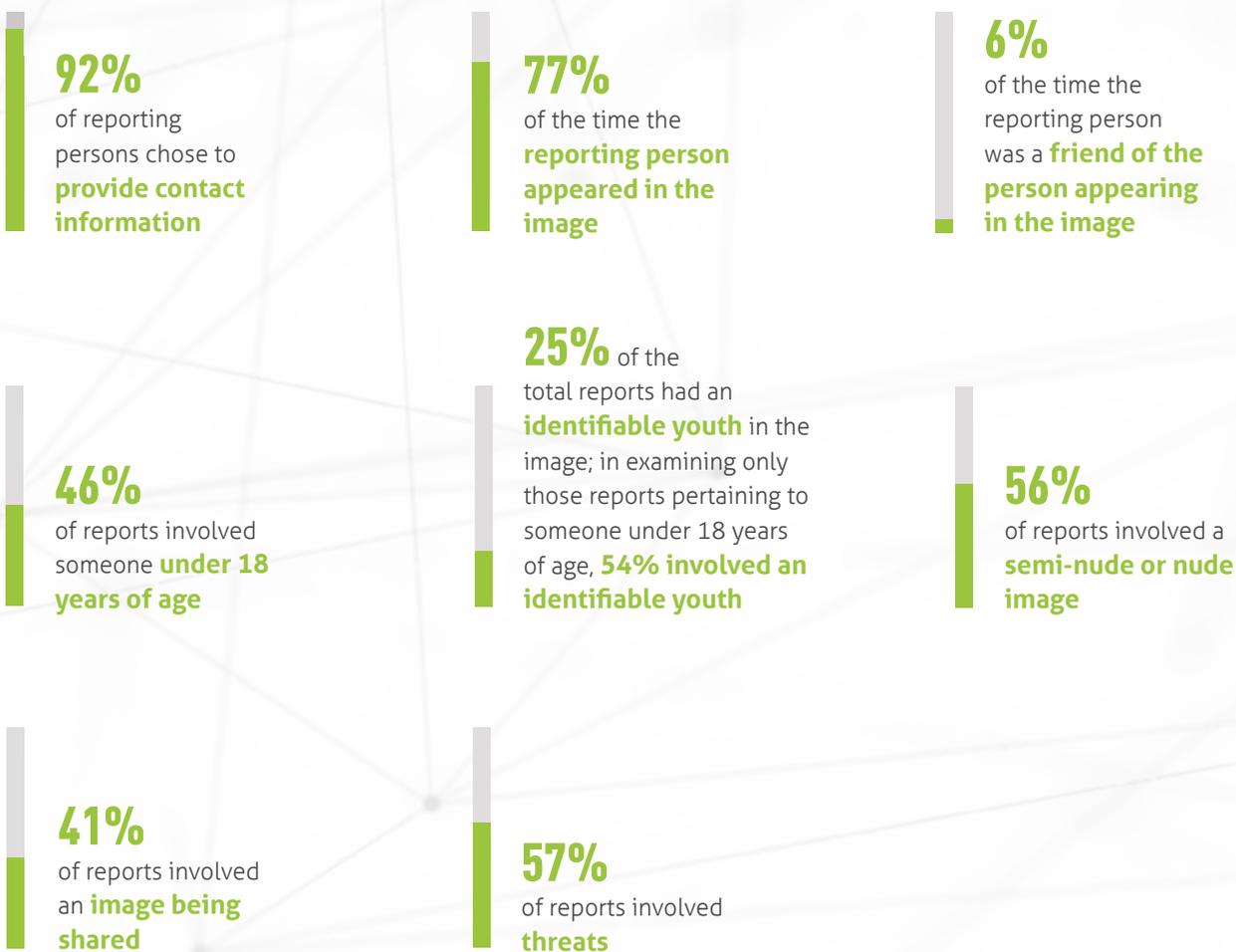


NCDII REPORTS SUBMITTED TO CYBERTIP.CA

*On March 9, 2015, the offence of non-consensual distribution of intimate images (NCDII) came into force under the Criminal Code of Canada. If someone has an intimate/sexual image of a person that was created in private circumstances, and knowingly **posts it online or shares** it with someone else knowing that that person would not consent to that (or being reckless about whether the person in the image would consent to it), the person who shared/posted the image could be charged. In essence, an intimate image is one that involves nudity or sexual activity; was taken in a private place/under private circumstances; and is still private at the time it is distributed (e.g., the person in the image did not post online).*

Total NCDII Reports Submitted to Cybertip.ca

In 2018/19, Cybertip.ca received **465+ reports** under the reporting category of NCDII:





NCDII Reported to Cybertip.ca from Manitoba

When Cybertip.ca receives a report into its secure system, a child protection analyst first assesses whether there may be a child at risk and raises the priority level for processing where child victim and/or suspect information is included. Once an initial priority has been assigned, the child protection analyst breaks the report into its component parts based on the number of incidents in a report. For example, one public report may contain information about a website and a chatroom. This would be considered two separate incidents and are analyzed independently².

² Each incident is assigned a secondary (Cybertip.ca) classification by a child protection analyst based on the *Criminal Code* (Canada). This is either a confirmation or correction of the reporting person's classification.

BETWEEN APRIL 1, 2018, AND MARCH 31, 2019:

- **23 reports** were submitted by individuals within Manitoba under the category of NCDII and **16 inquiries** were received from adults within Manitoba via our toll-free phone line or contact us email form for assistance dealing with situations involving the non-consensual distribution of intimate images. In each situation involving an inquiry, the individual did not wish to submit a report.
- All 23 reports were submitted via Cybertip.ca's online reporting form (*cybertip.ca/report*).
- One individual reporting chose not to provide any contact information³; 22 provided a phone number and/or email address.
- 39% of the reported incidents (9) involved content being publicly shared on a website; 26% (6) pertained to content being shared through mobile devices; 13% (3) involved an incident in a chat room or on instant messaging; and 22% (5) via other.
- 39% (9) of reports related to youth between the ages of 14 and 17; 44% (10) of reports related to an adult reporting NCDII; 13% (3) of reports involved a child under the age of 14; 4% (1) report was related to a situation that did not pertain to the non-consensual distribution of intimate images.
- In relation to the youth in the images of concern:
 - 42% (5) involved the youth reporting concerns related to their own intimate image
 - 33% (4) involved the parent/guardian of the youth reporting the concerns
 - One of the remaining three reports was submitted by another family member of the youth in the image; a second of the remaining reports was submitted by a teacher/school administrator and the third was submitted by a social worker
- Where the reported situation pertained to an adult concerned about NCDII, 70% (7) were reported by the adult themselves.
- Following assessment by an analyst, the secondary classifications break down as follows:
 - 61% (14) incidents were classified as "Non-Consensual Distribution of Intimate Images"
 - 13% (3) incidents were classified as "Not enough information"
 - 8% (2) incidents were classified as "Child Pornography"
 - 17% (4) incidents were classified as other

³ When submitting a report to Cybertip.ca, an individual has the option to provide identifying information; the only information requested is the reporting person's age. When the report is submitted (by phone or online), the reporting person is provided with a confirmation number. In the event they choose to remain anonymous, this number could be used to confirm they reported their concerns.



Cybertip.ca forwarded 12 of the 23 reports to law enforcement and/or child welfare. Feedback from law enforcement as of June 13, 2019, indicates that:

- **5 reports** involved an educational approach, where, at the request of law enforcement, Cybertip.ca assisted by providing additional outreach to the reporting person and/or victim, sharing information and resources to help them manage the situation and regain control of a sexual image/video.
- **1 report** involved connecting with a school resource officer to ensure the affected school was responding to the matter appropriately.
- **1 report** resulted in a suspect being identified out of the Philippines and the complainant was updated.
- **1 report** was concluded without any further details.
- **1 incident** saw that multiple law enforcement agencies had received similar reports involving the same individuals and at least 1 agency was planning to move forward with issuing a warrant for one individual's arrest.
- **3 reports** did not include any feedback from law enforcement.



For those reports, phone calls, and contact us inquiries that related to adults impacted by the NCDII, guidance was provided to the reporting person on next steps they should take in dealing with the situation. This may include:

- Information about contacting websites and what information to provide
- Encouragement surrounding involving a support person(s) and importance of self-care
- Prevention order information
- Tort information

Sample of Outcomes From Reports/Inquiries Received Under NCDII/IIPA

15-YEAR-OLD ALLEGEDLY IN SEXUAL IMAGES SHARED ONLINE BY THEIR FORMER PARTNER

- The reporting person knew the two youth involved.
- The reporting person was referred to Cybertip.ca by local law enforcement.
- The victim's former partner reportedly shared sexual images of the youth, publicly, on a social networking service after their relationship ended.
- The reporting person came across the post online and subsequently reached out to local law enforcement, who, in turn, referred them to Cybertip.ca for further assistance.
- The sexual images continued to be publicly available on the social networking service at the time the reporting person contacted Cybertip.ca.
- According to the reporting person, a referral was also made to Child and Family All Nations Coordinated Response Network (ANCR) and the victim's social worker had been informed.
- Based on the information provided within the report, Cybertip.ca classified the report as "Non-Consensual Distribution of Intimate Images."
- The report was sent to Winnipeg Police Service (WPS) and ANCR. WPS forwarded the report to Brandon Police Service (BPS) as it involved a youth located in Brandon.
- In consultation with WPS and BPS, Cybertip.ca assessed the images and submitted them into Project Arachnid.
- Cybertip.ca followed up with the reporting person to provide steps in having the material removed from the social networking service. The images were removed as a result. To date, Project Arachnid has not detected any further distribution of the images.
- Cybertip.ca followed up with WPS, BPS and ANCR regarding the outcome of the images being removed.



17-YEAR-OLD ALLEGEDLY IN SEXUAL IMAGE(S) DISTRIBUTED BY SOMEONE DATING THEIR FORMER PARTNER

- The reporting person was the victim in the image(s) being shared.
- The image(s) was reportedly shared via social media with peers.
- The youth in possession of the image(s) reportedly threatened to share the victim's image(s) further, including with their parents.
- According to the reported information, the victim was experiencing harassment and bullying online in connection with the image(s).
- The report was classified as "Non-Consensual Distribution of Intimate Images."
- The report was sent to the WPS and ANCR.
- Cybertip.ca connected with the victim to provide support and offer them guidance at which time, the victim confirmed they were doing well and the matter had been resolved.
- The victim had reached out to a safe adult at their school for support and guidance and was provided with Cybertip.ca resources by the safe adult at the school.
- The victim spoke to their former partner about what was occurring, requested the image(s) be deleted, and the individual's new partner stop posting about them online. The individual complied and harassment reportedly ceased.
- The victim confirmed the image(s) were deleted, the threats stopped, and the image(s) had not resurfaced.
- In the days following, Cybertip.ca reconnected with the victim to check in.
- Cybertip.ca updated both WPS and ANCR regarding the outcome.

19-YEAR-OLD RECEIVING THREATS FROM ANOTHER PERSON TIED TO A SEXUAL VIDEO

- The reporting person attended the Canadian Centre for Child Protection office for assistance.
 - The reporting person was the victim in the sexual video.
 - The reporting person received threats from another person in possession of the video, that the video would be posted online and sent to family members/friends if they did not pay a sum of money.
 - The reporting person was sent a link to the video, which was privately posted to a video hosting website.
 - The reporting person requested not to have police or their family knowing of what happened.
 - The reporting person provided Cybertip.ca with information related to the person in possession of the video and the list of services the person was using to communicate with the reporting person.
 - The reporting person also provided Cybertip.ca with the link that they were sent which displayed the sexual video.
- Cybertip.ca provided the reporting person with guidance on next steps, including information on *IIPA*, assisted her/him with identifying a support person, as well as information on how to request the removal of the video from the video hosting website and/or other services if the video was further distributed.
 - Cybertip.ca also advised the reporting person of the outreach that would occur with the service providers involved in the situation in regards to the information provided about the person in possession of the video.
 - Cybertip.ca followed up with the person via email to provide the information that was discussed about next steps, removal requests, options available through *IIPA*, as well as information about deleting accounts that were used to communicate, and creating new ones while ensuring proper security measures were enabled.
 - Cybertip.ca reached out and had on-going follow up with four separate service providers involved in the situation. Cybertip.ca received confirmation from these service providers that the video was removed and accounts were suspended.
 - Cybertip.ca then followed up two additional times with the reporting person to check in and provide updates.

17-YEAR-OLD MALE REQUESTING AND RECEIVING SEXUAL IMAGES AND VIDEOS OF FEMALE PEERS

- In April 2018, a school social worker who served a number of communities in Manitoba contacted Cybertip.ca and provided information about a situation where a 17-year-old male was in possession of sexual images of a female student at a different school within the same division.
- The school social work indicated the male and female were previously in a relationship, which had ended. The male allegedly had access to one of the female's social media accounts, accessed the female's account, and sent out her sexual images to all of the contact list in her phone.
- The social worker noted that some of the users on the female's contact list, who had received the sexual images, took screenshots of the images.
- The school social worker had also reached out to RCMP D Division and child welfare.
- The school social worker was provided with step-by-step guidance on managing self-peer exploitation incidents by Cybertip.ca, as well as being given steps how to involve the two schools, information on addressing the situation with the students and their parents/guardians, and a discussion was had in relation to managing the situation with the male youth who initially sent out the images with his parents/guardians present.
- A SPEX guide for schools was sent to the school social worker by courier on the same day and a digital copy of the guide for families was sent via email.
- The Canadian Centre's Director of Education completed multiple follow-up calls with the school division's social workers, as well as the principals to provide direct guidance in managing the incident.
- In the months following, the Canadian Centre Education team organized and delivered a training session specifically related to responding to incidents of self-peer exploitation. This training was delivered to all school and support staff in the division. Printed resources were provided to staff for future reference and parent resources were made available as handouts.
- The discussions and follow-up with the school and support staff, as well as the training session took place over the course of six months, which involved staff in Cybertip.ca and the Canadian Centre Education department.
- In October 2018, a principal from a school within the same division contacted Cybertip.ca indicating the same 17-year-old male youth, who had recently graduated and was soon becoming a young adult (18), was found to be communicating with a 13-year-old female student. The male allegedly asked the female to send him sexual images, to which she complied.
- The principal explained that a meeting was called with the female youth and her parents and that the youth's parents had reported the incident to the police. A meeting with the police was scheduled for later that day.
- The principal confirmed that there was no indication that the sexual images were being further distributed. A discussion took place between Cybertip.ca and the principal surrounding how to manage any distribution of the images amongst students and was provided with steps on making requests to service providers should the images be found to have been posted online. The principal was advised to contact Cybertip.ca should the images be posted online to assist with removal and the principal was encouraged to discuss the situation with police later that day.
- Cybertip.ca completed a follow up call with the school principal with the assistance of the Canadian Centre's Director of Education. Additionally, a member of the Cybertip.ca senior management team followed up with police to suggest if any of the sexual images were found to prioritize submitting them to the national database so they could be added to Project Arachnid.

INTERVENTION ACTIVITIES

SPEX Guides and NeedHelpNow.ca

Help and hope are the cornerstones of the Canadian Centre's education and prevention material resources to support families and protect children. Our Self/Peer Exploitation (SPEX) guides were developed in response to increased reports to the tipline regarding sexting incidents.

The SPEX guides continue to be an important resource for families, schools, child-serving organizations, and law enforcement agencies (LEAs). In the 2018-19 fiscal year:



2,218 copies of the SPEX guides (1,397 copies of the guide for families, 730 copies of guide for schools) were distributed and downloaded across Manitoba



168 SPEX and NCDII safety sheets were downloaded from Cybertip.ca, NeedHelpNow.ca, and Protectchildren.ca by someone within Manitoba

Searching for Support

While the SPEX guides provide guidance to schools and parents dealing with a self/peer exploitation incident, the teens that are caught in the midst often feel like they have nowhere to turn. That's where NeedHelpNow.ca comes in. With this important website youth have a resource that can help them stop the spread of sexual images/videos and receive support along the way.

In 2018/19, NeedHelpNow.ca received **close to 1,500 unique visits from users within Manitoba** with users spending almost six minutes on the site.

While "Removing Picture/Videos" continues to be the most visited page, **we've seen an increase** in visits and downloads of resources that offer support to deal with peers and the emotional effects of a sexting incident.



Don'tGetSextorted.ca

Since its launch in 2017, the Don't Get Sextorted, Send a Naked Mole Rat campaign continues to be some of the most engaging social media posts the Canadian Centre runs. The unconventional character helps us cut through the clutter to convey an important message about teens protecting themselves from the very real threat of sextortion.

Well over half a million of our naked mole rat memes and gifs downloaded from the supporting website — dontgetsextorted.ca — have been shared worldwide, and continues to keep this issue top of mind with teens.

Fun aside, the website also features additional tips to help teens prevent sextortion and a lesson plan about sextortion for educators and law enforcement. In 2018/19 the lesson plan was **downloaded 200+ times with numerous PDFs being downloaded in Manitoba.**



PREVENTION ACTIVITIES

Training and Education

The Canadian Centre executed **30 training sessions** within Manitoba, all of which included discussion related to NCDII. Approximately **245 professionals within education**, **130 parents/guardians**, and **450 youth** were reached through these presentations.

The Canadian Centre remains up-to-date on issues involving young people and sexual images as a result of operating Cybertip.ca.

The Canadian Centre also monitors reported NCDII cases that may include child pornography charges (and related constitutional challenges) that involve a person under 18 as the person charged, and cases that involve NCDII charges against a person over 18. The information is used in ongoing training of our staff, as well as in educating other professionals working in this space, such as Crown Attorneys.

From time to time, the Canadian Centre's legal department is contacted by Crown Attorneys for background information on the NCDII offence for case law information and to facilitate discussions with Crowns in other jurisdictions dealing with similar situations.

Prevention and Early Intervention Resources

57,521 pieces of material related to the non-consensual distribution of intimate images were distributed within Manitoba to law enforcement, educators, and child welfare agencies, including:

- *A Resource Guide for Schools: Addressing Self/Peer Exploitation*
- *A Resource Guide for Families: Addressing Self/Peer Exploitation*
- *Parenting Tweens and Teens in the Digital World*
- NeedHelpNow.ca/NCDII posters and cards
- Kids in the Know Grade 7, 8 and 9 kits
- *What's the Deal* activity book
- *It is a Big Deal* activity book





14,819 page views on the Cybertip.ca site with information related to non-consensual distribution of intimate images by someone within Manitoba (section on Intimate Images).



592 pieces of material downloaded from someone within Manitoba related to the non-consensual distribution of intimate images, including:

- NCDII safety sheets
- NCDII posters
- *Parenting Tweens and Teens in the Digital World* booklet
- *What's the Big Deal?* activity booklet
- *It is a Big Deal* activity book
- SPEX safety sheet



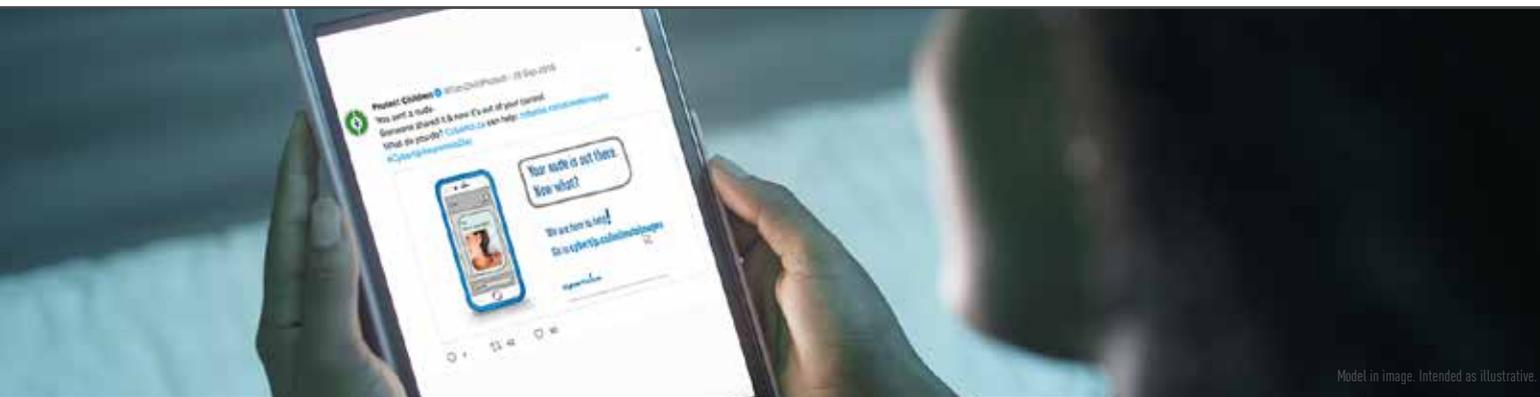
Public Awareness

Your Nude is Out There. Now What?

On Cybertip.ca Awareness Day the Canadian Centre and the WPS teamed up to launch the campaign Your Nude is Out There. Now What? to let youth know that if their nude is being shared without their consent, help is available.

The campaign offered a three-pronged approach to support:

1. To visit cybertip.ca/intimateimages to learn the steps to take if your image(s)/video(s) are being shared and what to do if you're being blackmailed;
2. WPS School Resource Officers presented age-appropriate information and resources from the Canadian Centre to middle and high school classrooms across the city on the sharing of intimate images;
3. A social media push to help spread the message that there is help if you've lost control of your nude.



Model in image. Intended as illustrative.

Results on Cybertip.ca Awareness Day alone included:



21,596 page views of cybertip.ca/intimateimages



10 interviews conducted with Cybertip.ca and the WPS



+4,000% increase in views to Cybertip.ca over the previous year



1,200 link clicks to cybertip.ca/intimateimages through paid social campaigns



NCDII Cell Phones 2.0

In March 2019, we brought back 2017's animated cell phones for another campaign on the consequences of sharing someone else's nudes without their consent, and directed viewers to cybertip.ca/intimateimages to learn more about how to gain back control if their image/video has been shared.

The campaign reached thousands of Manitobans through social media, bus stop ads, in-mall videos, as well as a pre-show video on 16 Landmark® movie screens across Manitoba. Results included:



27,700+ page views of cybertip.ca/intimateimages



5 reports of sexting incidents to Cybertip.ca in one week



2,700,000 impressions through two paid Snapchat ads⁵



660,000+ impressions across Facebook and Twitter with 2,700+ direct link clicks to cybertip.ca/intimateimages from Manitoba



14,329,615 impressions generated by street level/transit shelters ads in Winnipeg and Brandon



602,000 impressions through bathroom ads, which included placement in restaurants, bars, and university/college campuses



56,680 impressions generated through movie theatre pre-roll videos



Models in image. Intended as illustrative.



Model in image. Intended as illustrative.

⁵ Across Canada; data not available for Manitoba



Blog Posts for ProtectKidsOnline.ca

ProtectKidsOnline.ca is the Canadian Centre's a one-stop website where parents of kids, tweens, and teens can get free cyber safety advice from internet safety and childhood education experts. The site features age-specific online interests, the risks associated with those interests and ways parents can keep their kids safe; emerging online issues and trends that parents need to be aware of; safety resources; and a blog with all the latest information on new apps, quick tips for parents and thoughts on parenting in a digital age.

In 2018/19, the Canadian Centre post 2 blogs that touched on sexting and sextortion:



“Why We Don’t Just Say Don’t Send Nudes”

highlighted that simply saying “don’t send nudes” and expecting teens to listen is not realistic. However, what we can do is educate teens on why they **SHOULDN'T** send and ask for nudes.



In **“Risk on the Rise”** Cybertip.ca analysts weighed in on the increase of sextortion and how teens are being targeted.



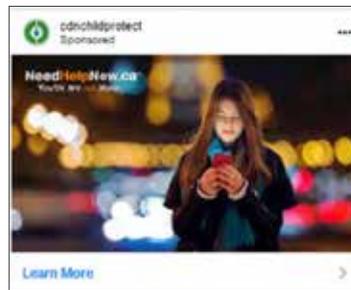
Model in image. Intended as illustrative.

Social Media

Social media ultimately plays the biggest role in reaching the Canadian Centre’s target audience for help with instances of self/peer exploitation. In 2018/19 we ran 8 paid campaigns, and 60+ organic posts, across multiple platforms addressing sexting, sextortion, and how to get help. Some examples include:



This **two-week summer** campaign directed users to NeedHelpNow.ca for help with removing intimate images, and resulted in +1,600 link clicks to the site, with just over 100 coming in from Manitoba.



With the understanding users were looking for emotional support after a sexting incident, we ran a campaign highlighting the site’s mental health resources. **In just two weeks, the campaign generated +4,400 link clicks with +200 link clicks from Manitoba.**



We marked Valentine’s Day with a campaign featuring our extremely popular naked mole rat, who urges teens to send a pic or gif of this hairless wonder instead of a nude. **Over the two-week running period, over 4,000 impressions were generated in Manitoba with 50 direct link clicks to dontgetsexorted.ca.**

Media Interviews

In 2018/19 Canadian Centre staff participated in approximately 34 media interviews related to self/peer exploration, sextortion, and NCDII-related issues that could have been viewed in Manitoba.



MOVING FORWARD

The Canadian Centre, through its [Cybertip.ca](https://www.cybertip.ca) program, will continue to offer support to those Manitobans impacted by the NCDII in the year ahead. We will also actively pursue the following objectives:

Increase Public Reporting to [Cybertip.ca](https://www.cybertip.ca) Through Engagement with Law Enforcement

The WPS Child Exploitation Unit and Domestic Violence Unit continue to refer incidents to [Cybertip.ca](https://www.cybertip.ca) related to the *IIPA*. Increased awareness of the comprehensive supports we offer, combined with these units being overwhelmed with cases involving the non-consensual distribution of intimate images has resulted in a large increase in youth/young adults being referred to us for support.

Utilize Project Arachnid for Notices Dealing with Pubescent Children

[Cybertip.ca](https://www.cybertip.ca) will further develop the methods by which it is tackling youth generated content that ends up being detected by Project Arachnid on a variety of platforms and sites. Law enforcement will continue to play a major role in the age verification process, which in turn allowed for action to be taken on the material in question.

We will also continue our efforts in issuing notices for images of child sexual abuse material involving already identified post-pubescent victims.

Run Public Awareness Campaigns About How To Get Help with NCDII Instances and the Consequences of Sharing Intimate Images Without Consent

Since we noticed an increased interest in the "getting help" and "mental health" pages of [NeedHelpNow.ca](https://www.needhelpnow.ca), in 2018/19, the Canadian Centre will be executing a provincial campaign on how youth can get help with instances of NCDII; directing users to both [NeedHelpNow.ca](https://www.needhelpnow.ca) and [Cybertip.ca](https://www.cybertip.ca) for resources.

Additionally, campaigns will also educate youth on the seriousness of sharing intimate images on the affected youth from a psychological perspective. We know through our experience in operating Project Arachnid that images involving post-pubescent teens can often appear on adult-related sites. These images/videos are often not removed unless the victim is identified given that older teens often appear fully sexually mature from a visual assessment.

Training for Professionals on the NCDII

School divisions/boards, school resource officers, family services and others continue to request training on the issue of NCDII and how to manage the influx of cases involving youth and the sharing of intimate images.

The Canadian Centre will offer more training on addressing the NCDII in 2019/20 and the various support services offered by our organization. This includes assistance with content removal, Project Arachnid's capabilities in supporting those impacted by this issue, educational resources, as well as victim support referral for those teens (and adults) struggling with the sharing of an intimate image or video.

Education and Prevention Material

Cybertip.ca's education and prevention material complements the tipline's intervention services, and provides a full spectrum of support for Manitobans. Through information gleaned from Cybertip.ca, the education team, the legal team, and professionals the Canadian Centre intersects with, education and prevention material will continue to be updated to reflect current trends and issues surrounding *IIPA*.

Continued promotion of Cybertip.ca's education and prevention materials through school mail outs and social media will ensure more Manitobans know about, and have access to these important resources.

APPENDIX A:

Criteria For Diversion

It was necessary to determine what criteria would be considered in order for a request to result in diversion. In doing so, a distinction was made based on the age of the individual being impacted by the non-consensual distribution of an intimate/sexual image (under 18 years versus over 18 years).



Under 18 Years:

- Situation (includes image/description of image, circumstance of creation and expectation of privacy) appears to meet *Criminal Code* definition of an intimate image
- Law enforcement/child welfare do not flag any concern after receipt of FYI copy (no additional information on Acting-out Youth/Affected Youth in their systems that would warrant a different response from diversion)
- Affected Youth and Acting-out Youth aged 13-17 years old or contact made by the parent/guardian of youth
- One youth aged 13-15 years old, other older but within close-in-age exceptions
- No indication of abuse, extortion, harassment, suicidal ideation, etc.
- Affected Youth and Acting-out Youth know one another offline (or through a peer)



18 Years and Over:

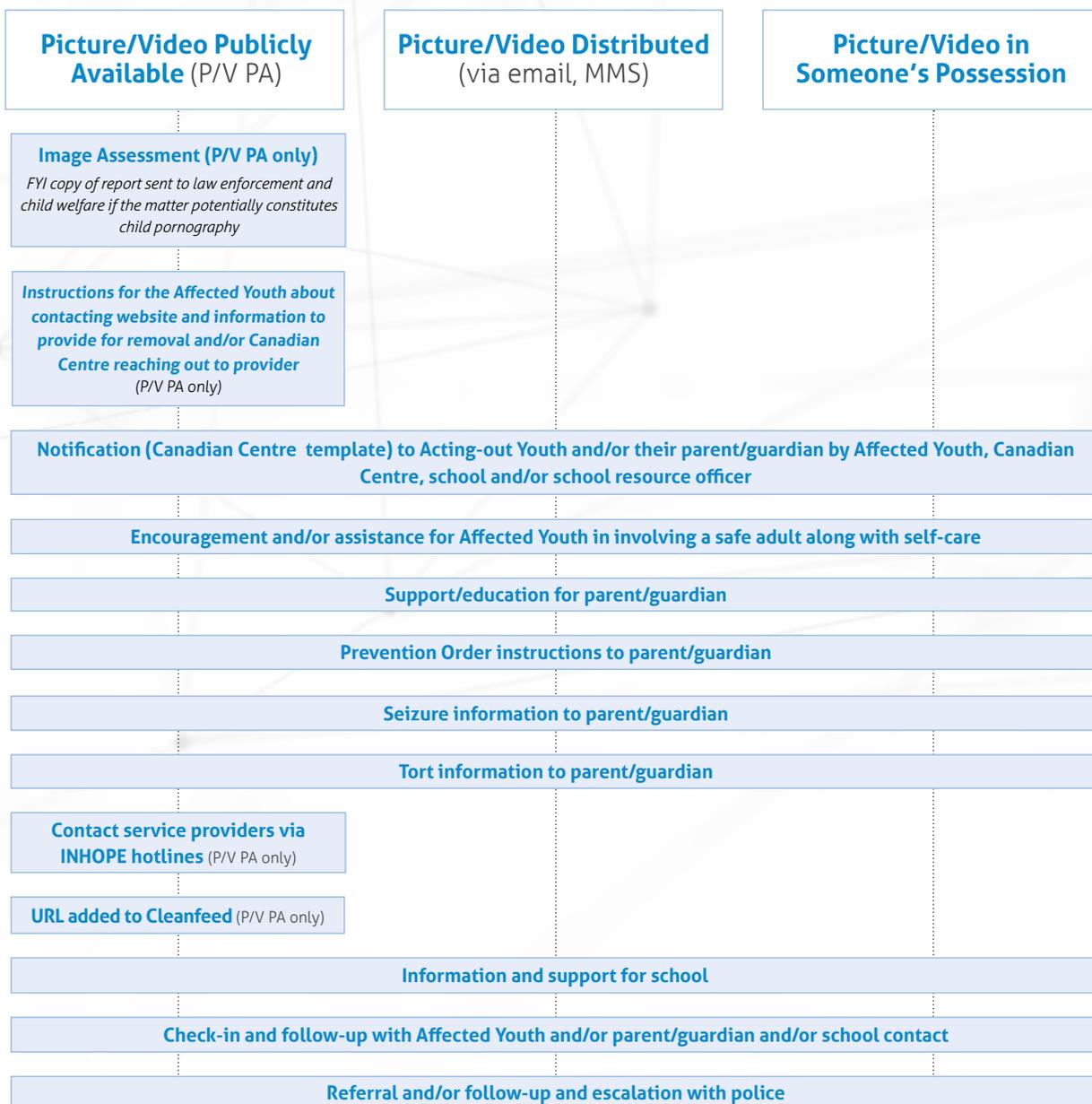
- Situation (includes image/description of image, circumstance of creation and expectation of privacy) appears to meet *Criminal Code* definition of an intimate image
- Victim age 18+ years (note: for victims 18-23 years of age, the Canadian Centre may provide more direct support)
- Person posting/distributing/possessing is 18 or older

Supports Provided by the Canadian Centre

The support provided by the Canadian Centre to an individual being impacted by the non-consensual distribution of an intimate/sexual image varies based on the age of the individual.

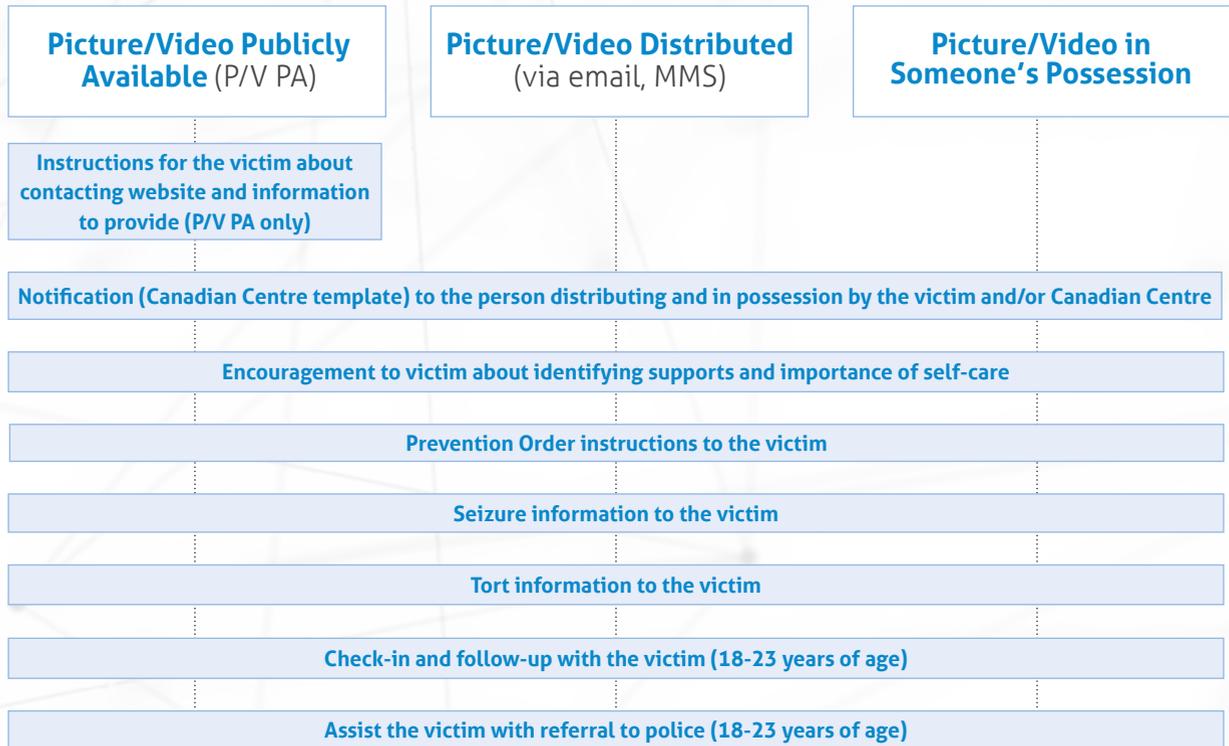
Under 18 Years:

Depending on the information provided (e.g., identifying information for Affected Youth or Acting-out Youth, intent behind production of the images, the location of the content, the extent of distribution, school information for Affected Youth or Acting-out Youth), the Canadian Centre may take any one or more of the following actions:



18 Years and Over:

Depending on the information provided, the Canadian Centre may take any one or more of the following actions:



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Helping families. Protecting children.

