

NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN

Online Safety Education for Kids

June 8, 2020

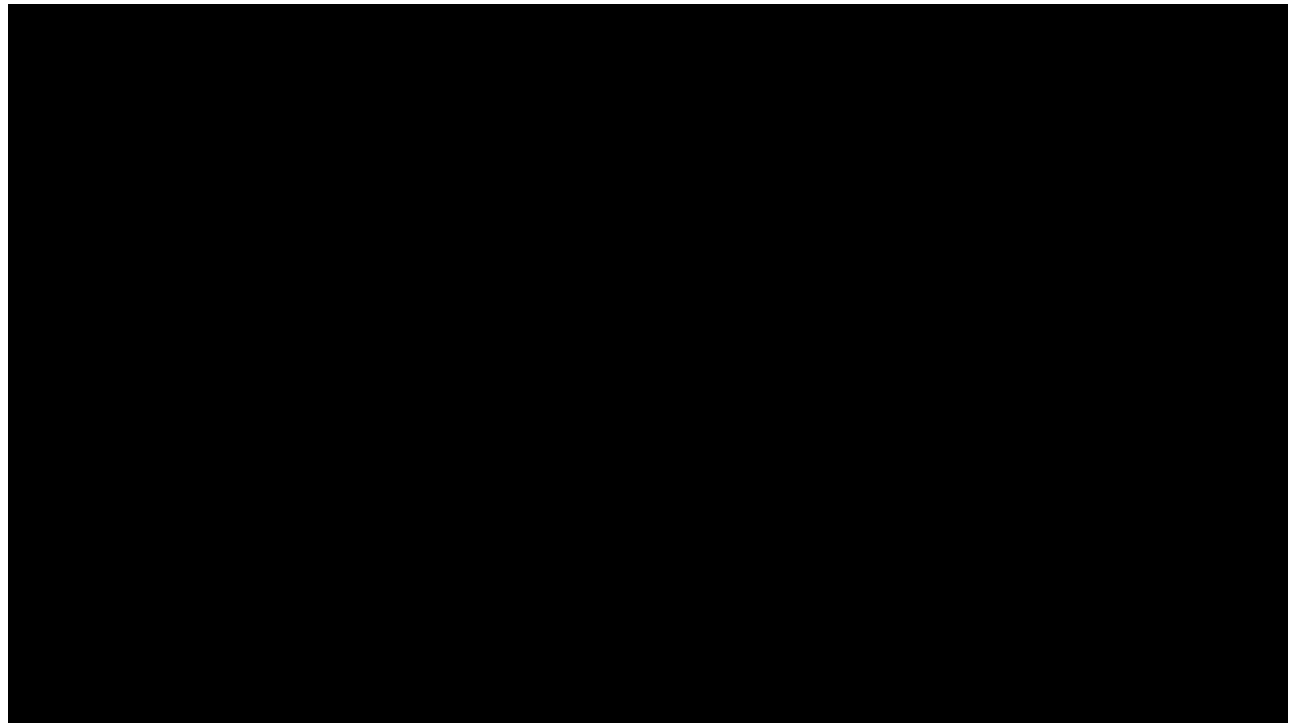
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Senior Outreach Manager



Presentation Outline

- NCMEC Data & Trends
- Helping Survivors
- Prevention Education Best Practices
- NCMEC Online Safety Resources





WHO WE ARE

- Founded in 1984
- Nonprofit, non-governmental organization
- Congressionally funded in part to operate 15 programs related to missing and exploited children
- National resource center for families, law enforcement and other professionals



OUR MISSION

Find Missing Children


Reduce Child Sexual Exploitation

Prevent Future Victimization

Hope is why we're here.



Finding Missing Children



We are a lifeline for families
in their moment of crisis.
NCMEC's national toll-free hotline,
1-800-THE-LOST®
has received more than
4.9 million calls.



1 in **6** children reported missing
to NCMEC were likely child sex
trafficking victims, of the nearly
26,300 runaways reported to NCMEC in 2019





Reducing Child Sexual Exploitation

Child Sexual Abuse Materials (CSAM)

CyberTipline has
received over
65 million reports

312 million
images & videos
reviewed by CVIP

18,900+ victims
identified by law
enforcement

As of May 2020



Online Exploitation: Concerns in Current Environment

Schools closed

Less supervision

Kids at home

Access
Opportunity

Relationships
shifting online

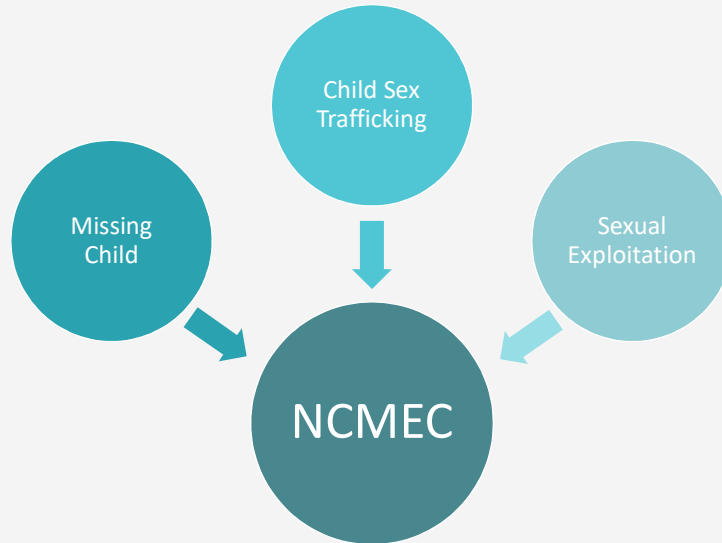
Self-production content
Sextortion
Cyberbullying/Harassment



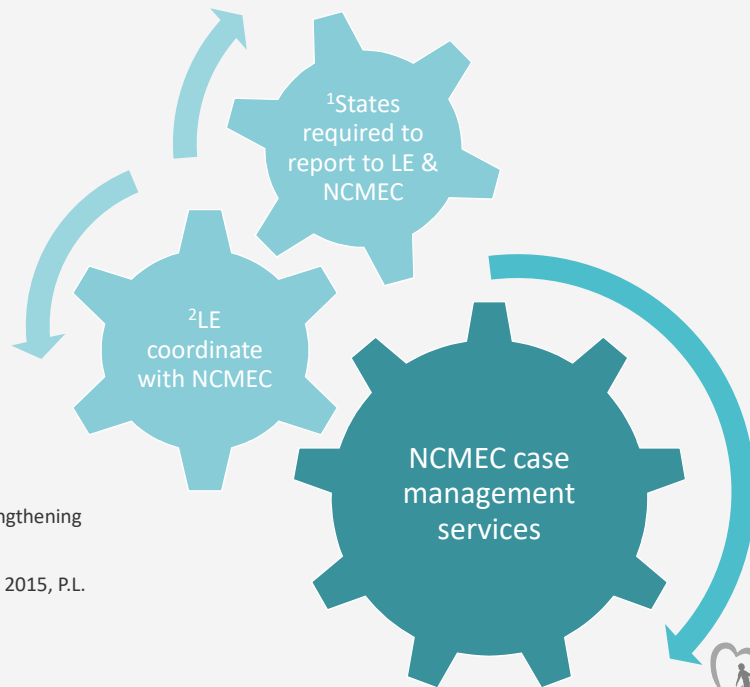
SUPPORTING SURVIVORS & FAMILIES



Report to NCMEC



Reporting Children Missing from Care (CMFC)

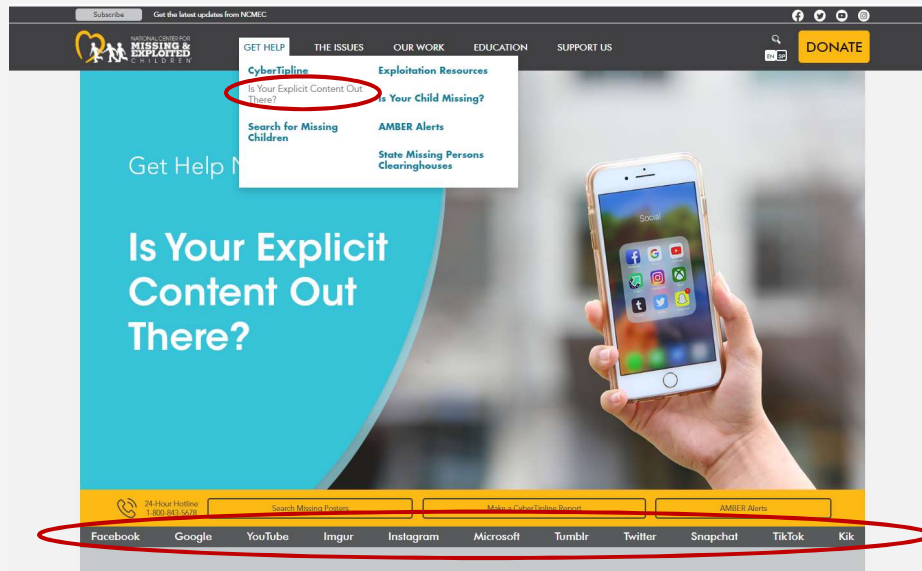


¹2014 Preventing Sex Trafficking & Strengthening Families Act, P.L. 113-183 (H.R. 4980)

²Bringing Missing Children Home Act of 2015, P.L. 114-22



Removing Sexually Explicit Content



Family Advocacy


- Crisis Intervention
- Team HOPE – Peer support network
- Family Advocacy Outreach Network (FAON) – Mental health & community support referrals
- Reunification Assistance
- Referrals for Legal Services
- Long-term support
- Prevention strategies



All services are FREE. Families do not have to have an active case to be eligible.




RECONNECTING WITH YOUR CHILD



**Building Relationships
After Suspected
Sexual Exploitation**

A Guide for Parents and Other Caregivers

DISCOVER, UNRAVEL, LEARN:	UNDERSTAND, ACKNOWLEDGE, GROW:	SUPPORT, ACT, CARE:
<p>WHAT DO I NEED TO KNOW? Educate yourself about what can make children vulnerable to sexual exploitation. MissingKids.org is a good place to start. Our Team HOPE peer support volunteers who have been through similar situations, can help you move forward. Call 1-866-305-HOPE (4673) to reach them.</p> <p>What is sexual exploitation? Sexual exploitation is the sexual abuse of a child and may include child sexual molestation, online enticement of children for sexual acts, the creation of child sexual abuse material, or the exchange of sex for something like food, shelter, or drugs.</p> <p>What is the connection between sexual exploitation and children running away from home? We see that when a child goes missing or runs away they are at greater risk for many things, to include sexual exploitation, self-harm, gang recruitment, child sex trafficking, and substance abuse.</p> <p>How does this happen? Manipulation happens while kids seek love, affection and acceptance. Children are vulnerable due to their age and dependency on others to have basic needs met. They are also naturally curious to meet new people and try new things. For older youth this curiosity comes with a desire for more independence. Those looking to sexually exploit children take advantage of these vulnerabilities.</p> <p>What should I expect from my child? Your child may struggle in different ways within your family and with peers. Children who have been sexually exploited may react with extreme emotion, a sudden change in behavior, or in a way that is completely different than from before their trauma. Work with a professional to re-evaluate setting boundaries for appropriate behaviors within your home.</p>	<p>HOW DO I ACCEPT THE SITUATION? Surround your child and family with people focused on support of your child's progress from victim to survivor.</p> <p>Who is there for our family to rely on? Coping with the trauma of having a missing or sexually exploited child demands courage and determination from all involved. NCMEC provides a range of support services for survivor families including peer support, reunification assistance, and mental health referrals. To learn more, call 1-800-843-5678.</p> <p>How do I connect with my child again? Try not to rush or force moments of connection. Be ready to listen, learn and love unconditionally.</p> <p>What if I feel lost in disappointment or shock about what happened? Expect that you will and be honest with yourself about what you need. Focusing on the "right now" will help you keep moving forward.</p> <p>How do I help my child feel better when I'm devastated? Managing your own emotions and of those around you isn't easy. Take good care of yourself during this time as well so you can be fully present and better able to help your child. Try seeking mental health services to process your own reactions. Show compassion and certainty that your family will get through this and forgive yourself and others.</p>	<p>HOW DO I HELP MY CHILD? Advocate for what your child needs, knowing these needs may change. Be honest about your limitations as you search for the right support. Keep telling him/her that they matter, and know you are not alone. Rely on trained professionals to help your family identify the best path forward. For help with where to start, contact NCMEC at MissingKids.org/ourwork/support.</p> <p>What do I do when my child needs specialized help? A child's response to trauma may include behaviors that could be harmful. Negative coping mechanisms (also called maladaptive behaviors) may include increased substance abuse, anger, frustration, or self-harm (i.e., cutting). Awareness of this and identifying local specialized, professional treatment is key.</p> <p>What if I still don't know fully what happened? Your child will need more support as pieces of the experience come to light. Being proactive and positive aids healing.</p> <p>What if my child refuses to open up or accept the help that's being offered? Be the person that offers unconditional love and hope. Model what you want for your child.</p> <p>What can we do together? Fight to overcome, persevere and heal. Draw close to your child. You are important to your child's healing and recovery.</p>



Free Online Trainings

Welcome to NCMEC Connect

Your virtual gateway to trainings, resources and best practices related to missing and exploited children. Build your knowledge set around these issues to better protect children in your community

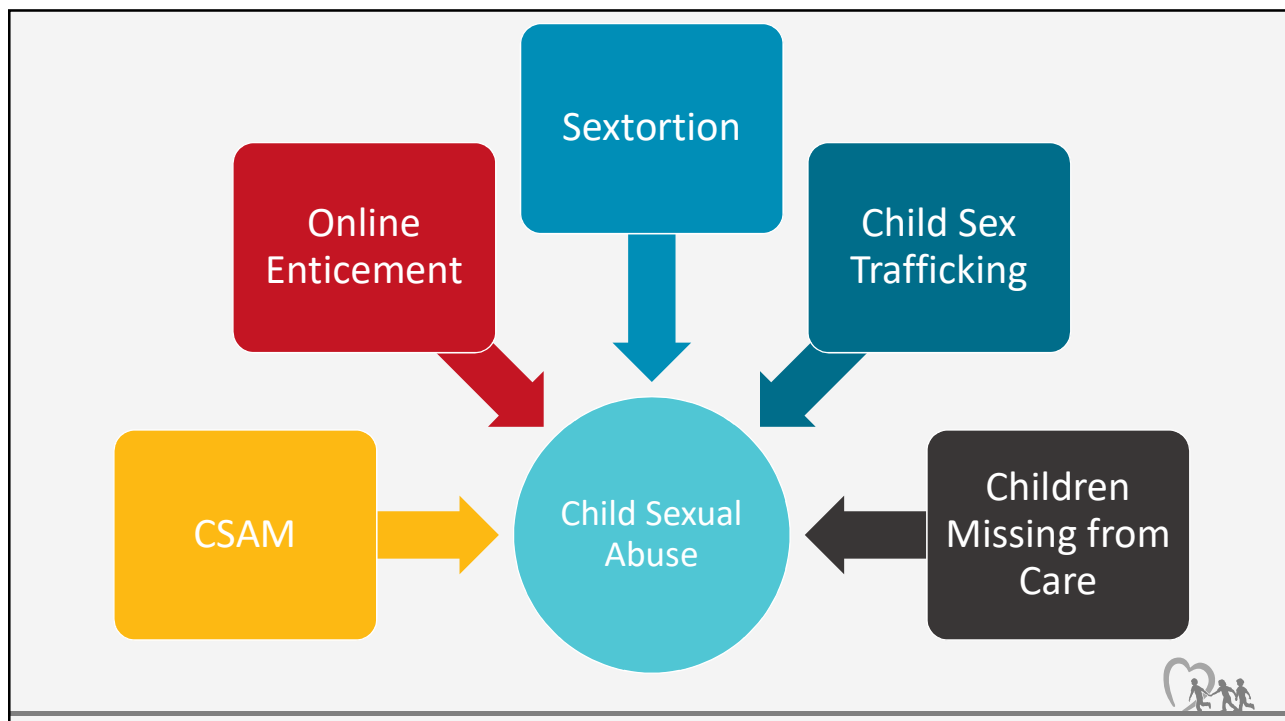


On-demand trainings, resources and best practices related to missing and exploited children.





Preventing Future Victimization



Online Sexual Exploitation



- ✓ Online Enticement
- ✓ Sextortion
- ✓ Child Sexual Abuse Imagery (CSAI)

These crimes are **child sexual abuse** facilitated by the internet.

To prevent online exploitation of children, we must prevent child sexual abuse



What is prevention education?

Programming aimed at:

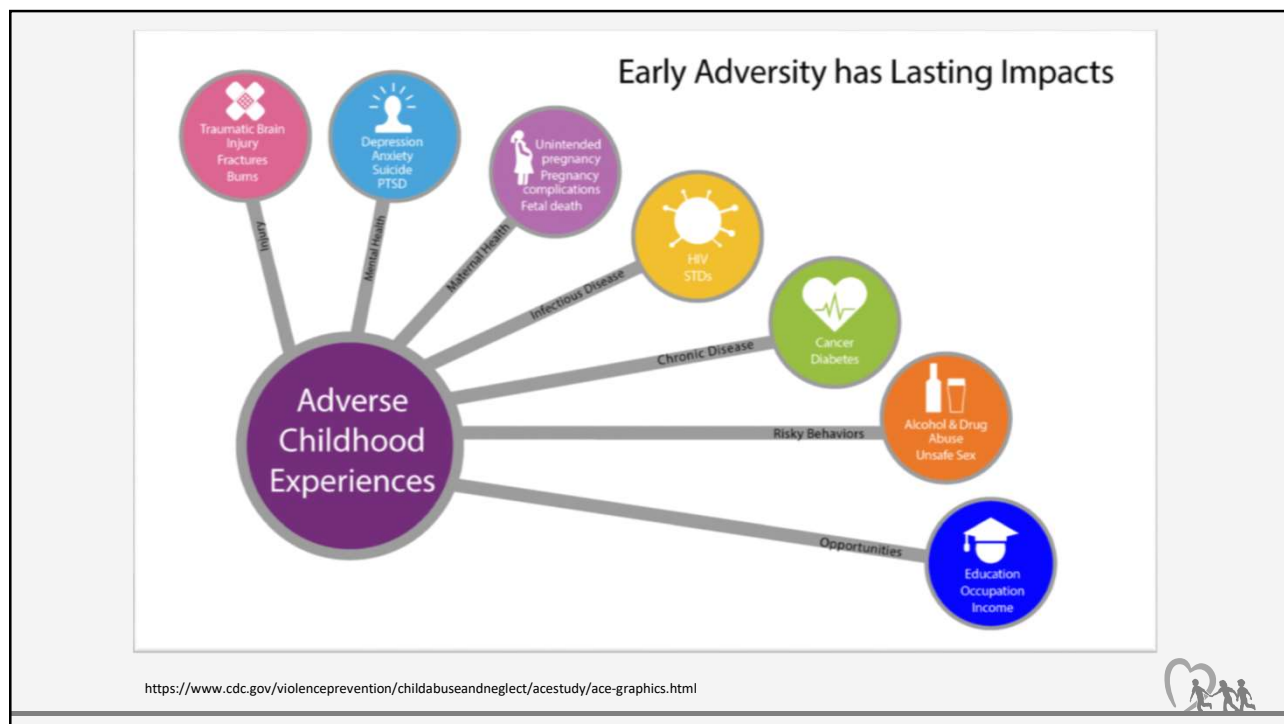
- Increasing awareness
- Empowering through skill building
- Expanding community capacity
- Reducing risk

Data & Trends



Content & Format





Who is responsible for preventing child sexual abuse?

Preventing child sexual abuse is an adult responsibility.

Adults Must Take the Lead

Preventing child sexual abuse/
runaway
behavior is an
adult
responsibility.

Empower
children by
teaching them
about protective
behaviors.

Children are **not**
responsible for
their own
protection

Abuse is **NEVER**
the child's fault.



Strategies for Successful Implementation



- Know your audience
- Get comfortable with the topic
- Age-appropriate content and format
- Consider shared experiences/recent events
- Promote skill-building
- Reinforce positive behavior
- Avoid fear-based materials/scare tactics





Collaborate!

- Child Advocacy Centers
- Local Task Forces
- Domestic Violence/
Sexual Assault Centers
- Youth Serving Organizations
- Health Department

PREVENTION RESOURCES

Free, interactive
Age-appropriate content & format
Data-informed
Customizable

Point-in-time delivery
Training & technical assistance available
Spanish-language materials available



NetSmartz®

Online safety program for children and families in grades K-12

Designed to help children and parents:

Understand online safety risks

Learn and build digital citizenship skills

Feel empowered to report inappropriate behavior online

MissingKids.org/NetSmartz



NetSmartz Tools

Presentations

Discussion guides

Activities

Tip sheets

Videos

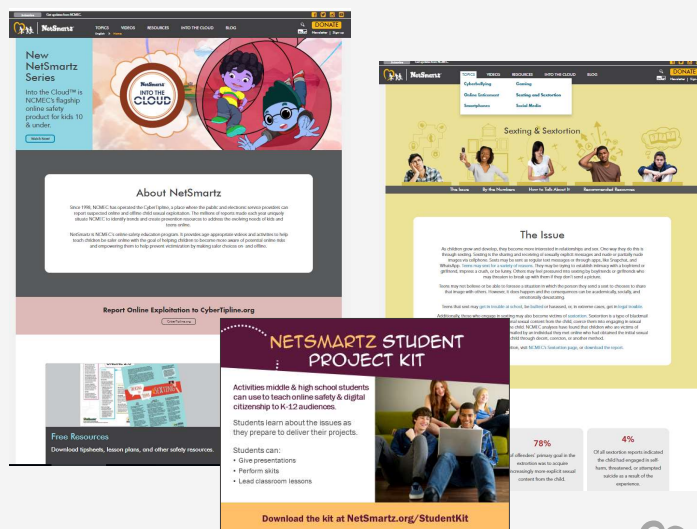
Games

E-Books*

Coloring Books*

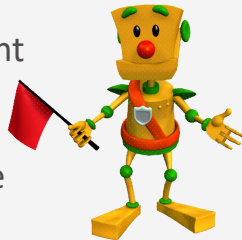
Posters*

Student Project Kit

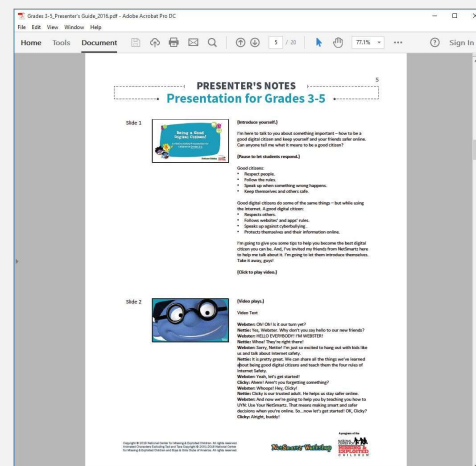


NetSmartz Content Areas

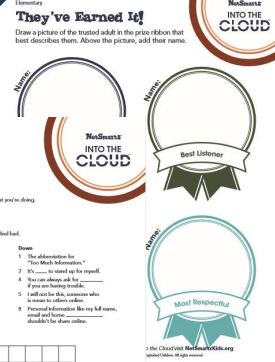
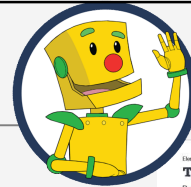
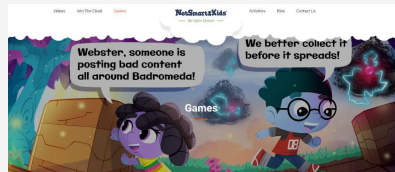
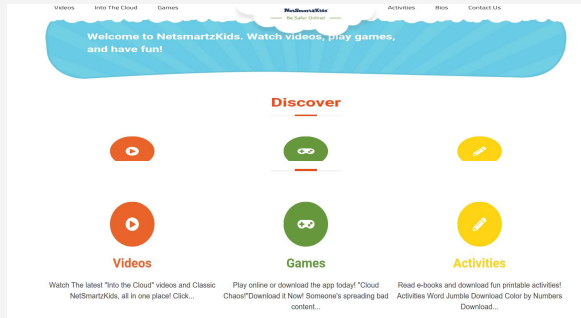
- Digital Citizenship
- Inappropriate Content
- Online Enticement
- Cyberbullying
- Reporting Unsafe Behavior
- Misleading Information
- Online Privacy
- Sexting
- Gaming
- Social Media
- Sextortion
- Anonymous Chats



NetSmartz Presentations



NetSmartzKids.org





NetSmartz Introduces...

NetSmartz® INTO THE CLOUD

**A NEW
SERIES!**

An age-appropriate six-part web adventure for children ages 12 and under.

Online safety topics include:

- » Keeping personal information private
- » Recognizing and reporting unsafe interactions and content
- » Strategies to handle negative interactions, including cyberbullying

Resources include:

- » Episode discussion guides
- » Group activities
- » "Cloud Chaos!" online game and app
- » Scribblez





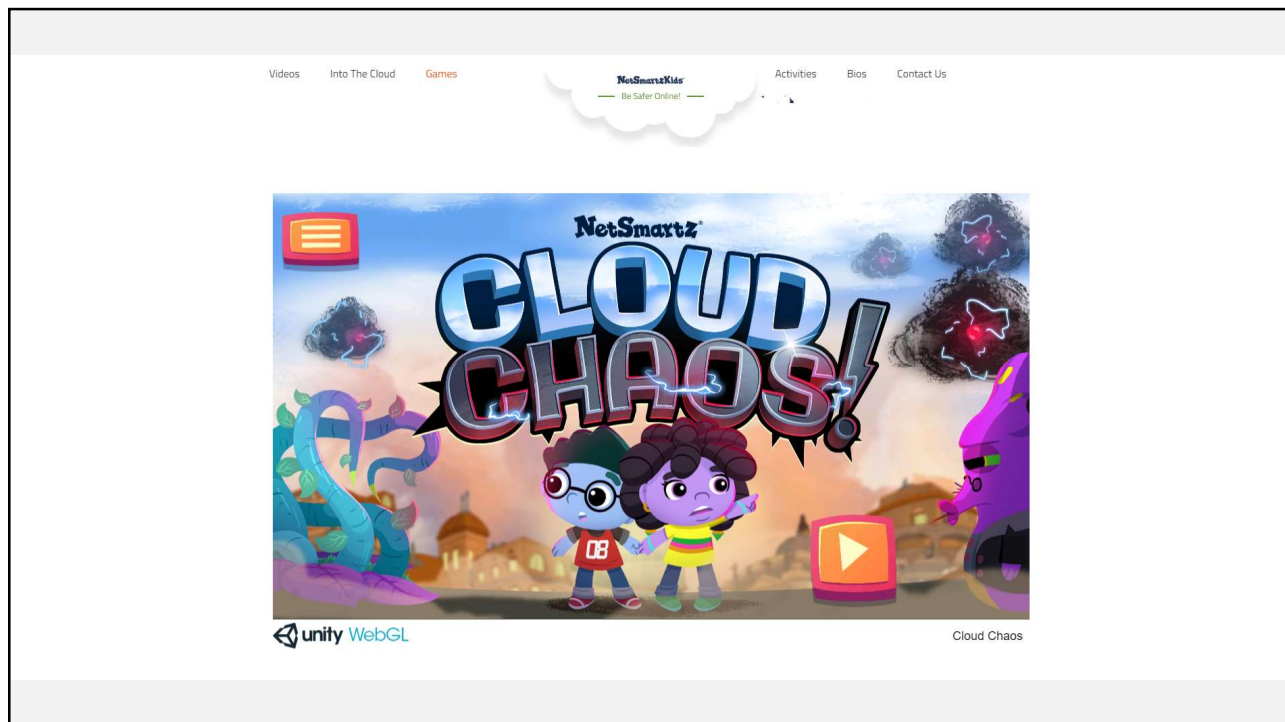



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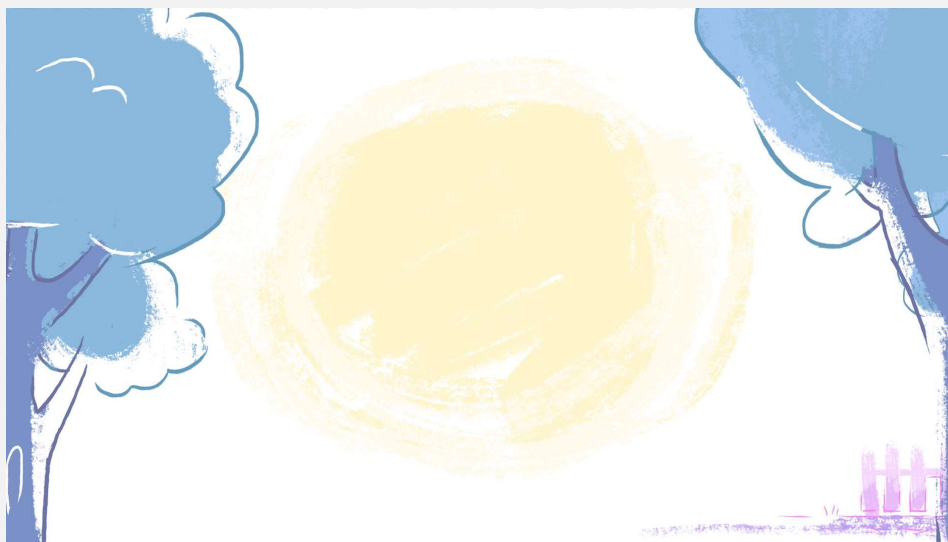


**NATIONAL CENTER FOR
MISSING &
EXPLOITED
CHILDREN**





NetSmartz Video: Your Photo Fate



Source: <https://www.netsmartz.org/RealLifeStories/YourPhotoFate>



Tip Sheets: Youth

NetSmartz Workshop

YOUR NETSMARTZ

CYBERBULLYING

AVOID GOSSIP
Everyone's bound to get a rumor started by passing on something. However, spreading rumors can hurt someone's feelings and reputation. Don't spread rumors.

DON'T FEED THE CYBERBULLIES
If you think you're being cyberbullied, report it to the website or to a trusted adult. Don't respond to the bully.

BYSTANDERS ARE GUILTY, TOO
If you think you're cyberbullying someone, stop it now. You can't turn back time.

RECOGNIZE THE DIFFERENCE BETWEEN CUTE AND CREEPY
Think about it: an online guy who wants to date someone your age is just creepy. It's not charming. It's just creepy. So don't accept their friendship. And don't meet them offline.

DON'T JUST SIT THERE - REPORT!
If you're someone who's been bullied by someone, you need to tell someone. Tell them to the police and CyberTipline.

DO YOU USE YOUR NETSMARTZ?

SHARING TOO MUCH

INITIATE OPERATION PROTECT YOURSELF
Send your image of yourself, your personal information, and things you've posted online to a trusted adult. You might think it's safe, but the Internet is not always what it seems. Don't send anything that you don't want to be seen by everyone.

STOP THINK: PUT YOUR CLOTHES BACK ON
You know those pictures or videos you've posted online? Think about them. You might think it's safe, but the Internet is not always what it seems. Don't send anything that you don't want to be seen by everyone.

PROTECT YOUR SPACE
Use privacy settings and don't accept anyone who doesn't know you. Do some investigating - who are they? Why would you hang out with them?

TRUSTED ADULTS

TALK TO YOUR PARENTS OR GUARDIANS. THEY'RE NOT AS UPTIGHT AS YOU THINK.
Sometimes adults don't tell you about what you're doing online because you never tell them anything. Keep them in the loop so they know that you're safe.

NO MATTER WHY YOU DECIDED TO SEKT, YOU PROBABLY THOUGHT THAT IT WOULD STAY PRIVATE.

ONLY IT DIDN'T.

YOU SENT A SEKT. NOW WHAT?

AND YOU DON'T KNOW WHAT TO DO.

YOU MAY BE WOODED THAT "SEKS" WHO SEE IT WILL "JUDGE" AND BULLY YOU.

DO THAT YOUR FAMILY WILL BE ANGRY AND DISAPPOINTED.

YOU MAY FEEL LIKE THERE'S NOTHING YOU CAN DO TO ESCAPE THIS SITUATION, BUT THAT'S NOT TRUE!

WHILE YOU CAN'T GET YOUR IMAGE BACK, YOU CAN TAKE STEPS TO:

- GET IT REMOVED FROM WEBSITES.
- HELP STOP IT FROM SPREADING.
- GET EMOTIONAL SUPPORT.
- DEAL WITH BULLIES.

NetSmartz Workshop
NETSMARTZ.ORG/TIPSHEETS

Tip Sheets: Parents/Caregivers & Professionals

CONNECT

Set some ground rules.
Establish clear guidelines for what types of sites kids can visit, apps they can download, and when they can have access to electronics. Consider "tech-free" periods that require discussion.

Research before you buy.
It's important to learn about a device's capabilities before you buy. Will it allow unknown people to communicate with my child? Will this allow children to make unauthorized purchases?

Go beyond safeguards.
Installing monitoring software doesn't guarantee your child will be safe online. Time, attention, and active conversation are the best tools to protect them.

REPORT
If your kids are dealing with cyberbullying or potential online harassment, report it to the website, cell phone provider, law enforcement, or CyberTipline.org.

Spot the Red Flag
A child who is experiencing online harassment may show signs of:

- Spending more time alone
- Getting upset when not allowed on the phone
- Taking extra steps to hide what they are doing
- Receiving gifts to shut them down

NetSmartz
For more resources visit www.netmartz.org or www.netmartz.org/resources.
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PROTECTING YOUR KIDS ONLINE 2.0

LEARN

Know the risks
Online harassment across all platforms of the sites, games, and apps your children frequent to know you have to be proactive.

Be proactive.
Teach your kids to think used by only to NCMEC. CyberTipline is the most common website a child visits.

Engaging the child
• Engaging the child in conversations about online safety.
• Directly asking the child about their online activities, or indirectly asking through friends and other trusted adults.
• Developing a relationship through time and other trusted adults.
• Sending ongoing explicit images.
• Pretending to be someone else.
• Offering incentives for explicit content.

THE RISKS

- Teens who take, send or forward explicit images may face:
- Embarrassment if their pictures are shown to family, friends, classmates and even strangers.
- Bullying or harassment from peers who judge them for sexting.
- Trouble at school if they have violated a school policy. Some schools have been forced to off-campus, suspend or suspended from school.
- Future consequences if the images follow them for a long time. It may be seen by college admissions officers or even potential employers.
- Trouble with the police. In some cases, kids can be charged for sending or forwarding explicit images of minors.

HOW TO TALK ABOUT IT

- Ask questions to make it clear you're comfortable discussing it. "Has anyone ever asked or pressured you to send them a picture you're not ready to share?"
- Discuss what characterizes a healthy relationship. "Is your person pressuring you to send them a picture you're not ready to share?"
- Explain how quickly images can spread online. "Once the picture is sent, it's out of your control."
- Emphasize the importance of not forwarding explicit images. "You do not have the right to decide who should see someone else's body. Forwarding images is a major violation of trust and respects the person in the picture to potential victims. Imagine how you would feel if someone betrayed your trust by sharing a nude photo of you?"

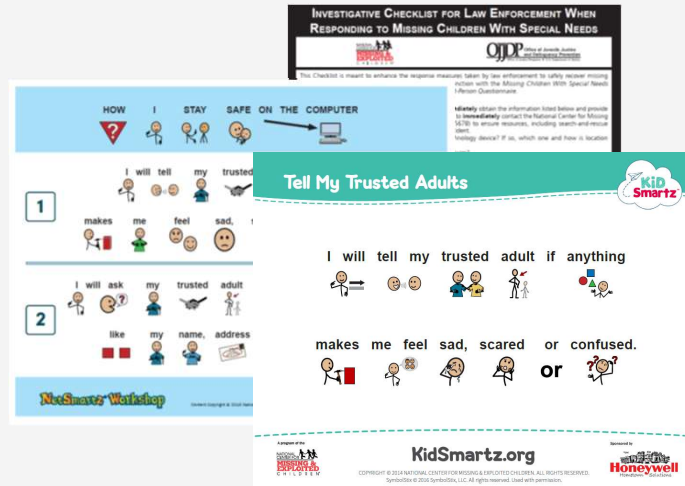
IF YOUR CHILD'S IMAGE IS ALREADY OUT THERE

- Help them report it to CyberTipline.org, then visit www.netmartz.org to learn about contacting various websites/apps to request removal of the explicit content.
- Talk to school officials so they can help limit the spread of the image and stop any harassment that may be happening.
- Contact the police if your child is being blackmailed, harassed or if they're an adult.
- Above all, offer support. Consider seeking professional counseling if they need help coping.

NetSmartz
CyberTipline
1-800-843-5872

Autism & Sensory Friendly Resources

- Search protocols
- Interactions/safety measures
- Teaching tools



How to Use NCMEC Resources

- Free webinar - NCMEC Connect: Teaching Online Safety
- Facilitate a NetSmartz (virtually or in person) with students & parents
- Use tip sheets and videos in group
- Training for all school staff
- Report missing children to NCMEC
- Report sexual exploitation and trafficking to CyberTipline
- Refer students to NCMEC for help taking down sexually explicit content
- Refer families to NCMEC for support at anytime before, during, or after the missing or exploitation incident
- Keep Scribblez activity books and NetSmartz e-books on hand
- Join the Family Advocacy Outreach Network (FAON)



June is Internet Safety Month

@MissingKids

@NetSmartz

Join us in making the internet safe and fun for all with these free resources from **NetSmartz**.

#IntoTheCloud

#InternetSafetyMonth



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To request outreach materials, contact Outreach@NCMEC.org

For more resources please visit
MissingKids.org



@MissingKids

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