



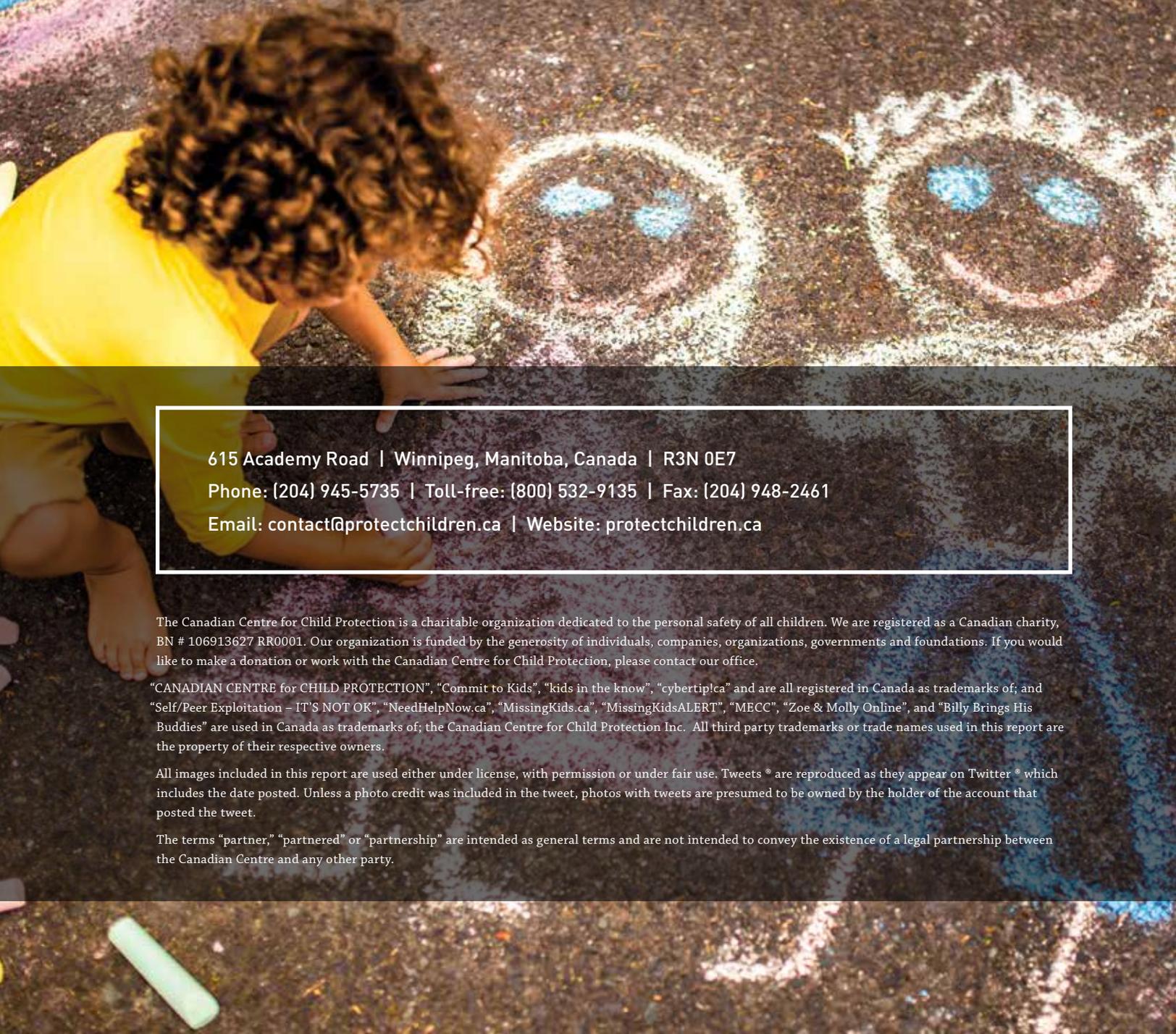
Protect We Will

SOCIAL VALUE REPORT 2016-2017



CANADIAN CENTRE for CHILD PROTECTION®

Helping families. Protecting children.



615 Academy Road | Winnipeg, Manitoba, Canada | R3N 0E7

Phone: (204) 945-5735 | Toll-free: (800) 532-9135 | Fax: (204) 948-2461

Email: contact@protectchildren.ca | Website: protectchildren.ca

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CANADIAN CENTRE *for* **CHILD PROTECTION**®

Helping families. Protecting children.

Who We Are

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.

The Canadian Centre operates Cybertip.ca — Canada's national tipline for reporting child sexual abuse and exploitation on the Internet, as well as other prevention and intervention services to the Canadian public.

Our Mission

REDUCE the incidence of missing and sexually exploited children

EDUCATE the public on child personal safety and sexual exploitation

ASSIST in the location of missing children

ADVOCATE for and increase awareness about issues relating to missing and sexually exploited children

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Table of Contents

Foreword	2
A Year of Firsts <i>Highlights from 2016-17</i>	6
We Stand on the Front Lines <i>Protecting children from online victimization</i>	10
An Outstretched Hand <i>Supporting families that have nowhere to turn</i>	20
Awakening Hearts, Starting a Movement <i>Generating public awareness</i>	32
Prevention and Intervention <i>Educating the public to better protect children</i>	40
Allies in Arms <i>We are all warriors for children</i>	50
Financial Statements	60
Our Results	64



Foreword

The future of child protection depends on forward-thinking organizations, ready to solve the world's most challenging problems.

This requires urgent action, innovation and determination. In 2016-17, the Canadian Centre for Child Protection (Canadian Centre) challenged the status quo through first-of-its-kind research and reports, ground-breaking technology and key partnerships, making a global impact on the protection of children and support of survivors of abuse.

Last year we took stock of how we are tackling child sexual abuse materials online and created a victim-centric support strategy to address the unique needs of survivors whose child sexual abuse was shared online. Over the past 12 months, we have made incredible strides in tackling this horrendous issue through two major initiatives.

Earlier this year the Canadian Centre released the preliminary results of our International Survivors' Survey,

a firsthand account from survivors from around the world whose child sexual abuse was recorded and distributed online. We listened to their voices and what we heard is there is an urgent need to re-think how we meet the specialized needs of these survivors. Our goal is to assure survivors that we are listening and that the outcome of the survey will result in tailored practices, innovation and support. As one survey participant stated, "This survey has left me with hope and relief that healing can be a little easier for myself and others."

We are already putting that promise into action. At the beginning of 2017, we took a huge step forward in the fight against child sexual abuse imagery with the launch of Project Arachnid, the other major initiative in our victim support strategy. This innovative technology not



only helps us with the removal of known images of child sexual abuse from the internet, but also provides survivors of this horrific crime with some relief in knowing the memorialization of their abuse is being curbed.

Continuing in our advocacy for victims, we worked to ensure their voices are heard in the courts and across the country. In order to help Canadians understand this dark issue, we facilitated interviews with the *Toronto Star* with three sisters who were ready to share their heart-breaking story of abuse for the first time. We also recorded victim impact statements from each of them. Ensuring prosecutors have access to victim impact statements from survivors whose imagery is included in a collection of child pornography helps to inform the public and the justice system about the lifelong challenges victims endure.

This year we also gained new perspective on abducted, then murdered children and the offenders who commit these crimes. On Missing Children's Day 2016, we released the preliminary results of *Abducted then Murdered*

Children: A Canadian Study. As the first of its kind in Canada, the study aims to educate the public and law enforcement on these tragedies in order to improve prevention and intervention strategies.

Prioritizing the establishment of formal working relationships with law enforcement agencies, we met with senior leadership across the country and, as a result, signed nine protocols with police this year. Through our dedicated efforts to build stronger relationships with law enforcement, we met with or presented to 1,700 officers in person and distributed more than 670,000 education resources to police.

Our prevention and intervention strategies are ever-evolving to address emerging trends and issues both online and offline. This year our continued education and training efforts included updates to our Kids in the Know program, a new safety booklet called *Safety Rocks*, as well as launching an online training portal for our Commit to Kids program, allowing us to reach more child-serving

organizations. Thanks to the easy-to-use option over 4,492 people took Commit to Kids online training, while 287 participated in Kids in the Know online training sessions in 2016-17 alone, to arm themselves with the knowledge they need to prevent child sexual abuse and empower kids to be safety confident and competent.

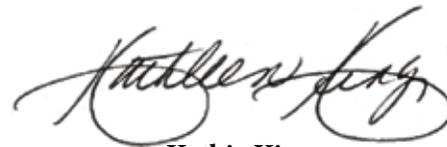
We also launched a pilot project with the City of Winnipeg to enhance safety protocols, reporting procedures and staff training at City-run pools, libraries and leisure centres to better protect children from sexual abuse and exploitation. Since its introduction, two phases of Commit to Kids training have been completed which covered nearly 400 library, 500 recreation centre and 600 aquatic staff.

The insights, innovations and programs that we've introduced over the past year has enabled our agency to transform the way we think about child protection, and the ways in which we respond. Moving forward we will continue to push against the status quo and work with the people and organizations that share our fervor for change.



Lianna McDonald

EXECUTIVE DIRECTOR
Canadian Centre for Child Protection



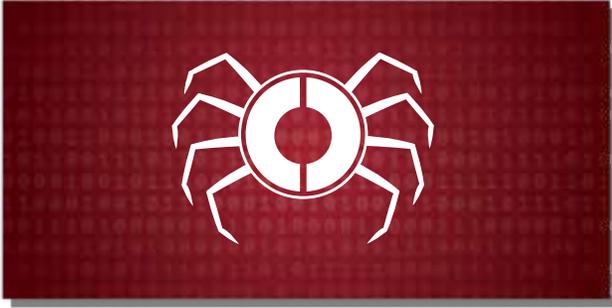
Kathie King

CHAIR
Board of Directors



A Year of Firsts

HIGHLIGHTS FROM 2016-17



THE CANADIAN CENTRE UNLEASHES PROJECT ARACHNID

The beginning of 2017 marked a milestone in the Canadian Centre's fight against child exploitation with the official launch of Project Arachnid, an innovative tool to combat the growing proliferation of child sexual abuse imagery on the Internet and break the cycle of abuse. Known to be the first of its kind in the world, Project Arachnid's web crawlers utilize photo DNA to detect child sexual abuse images and videos at a speed exponentially faster than current methods. All the technology was created in-house by the Canadian Centre's technical team.

→ SEE PAGE 15 FOR MORE INFORMATION.



INTERNATIONAL SURVIVORS' SURVEY AND SUMMIT

The Canadian Centre conducted the first-of-its-kind International Survivors' Survey, a firsthand account from survivors of recorded and distributed child sexual abuse from around the world. The Canadian Centre hosted a two-day Survivors' Survey Summit in Ottawa with our incredible international working group of experts. We also invited Canadian leaders from legal, medical, therapy, law enforcement and child advocacy fields to broaden our insight into what we heard from survivors.

For more information on the survey, its results or to participate in the study, visit protectchildren.ca/survivors_survey.

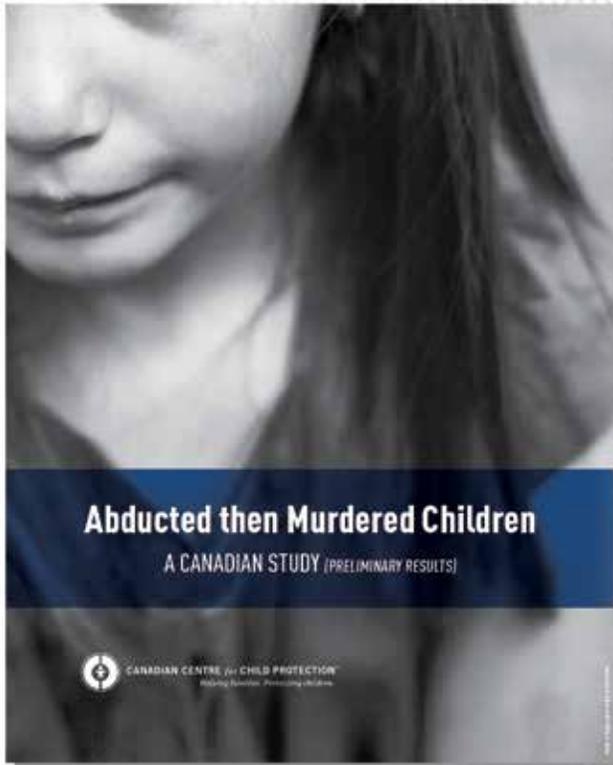
→ SEE PAGE 26 FOR MORE INFORMATION.



WORKING TO PROTECT CHILDREN AT WINNIPEG CIVIC FACILITIES

After a year of collaboration, the Canadian Centre and the City of Winnipeg launched a joint initiative to better protect children from sexual abuse and exploitation in civic run facilities, such as pools, libraries and recreation centres. The City of Winnipeg has become the **first jurisdiction in Canada** with an increased focus on preventing child sexual victimization in public facilities.

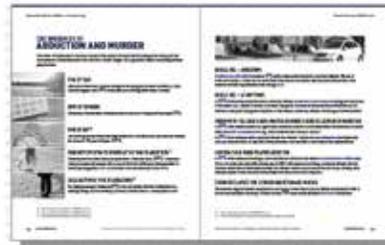
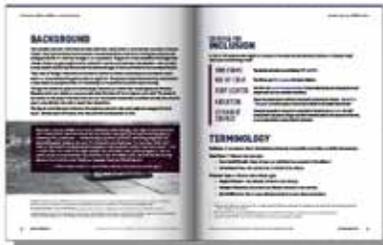
—> SEE PAGE 47 FOR MORE INFORMATION.



PRELIMINARY FINDINGS FROM ABDUCTED THEN MURDERED CHILDREN: A CANADIAN STUDY

May 2016, marked the 30th anniversary of Canada participating in International Missing Children's Day with the release of the preliminary results of *Abducted then Murdered Children: A Canadian Study*. The purpose of the study, which is the first of its kind in Canada, was to better understand the demographics of children who were abducted and subsequently murdered and to gain insights into the techniques and histories of the offenders. The objective is to help identify additional prevention and intervention strategies in the area of abducted and murdered children.

→ SEE PAGE 30 FOR MORE INFORMATION.





We Stand on the Front Lines

PROTECTING CHILDREN FROM ONLINE VICTIMIZATION

cybertip!ca[®]

Cybertip.ca is Canada's national tipline for reporting online sexual abuse and exploitation of children and is on the front lines of protecting children from online victimization.

The tipline has been in operation since September 2002, and was adopted under the Government of Canada's *National Strategy for the Protection of Children from Sexual Exploitation on the Internet* in May 2004. Since then, Cybertip.ca's mandate to protect children from online sexual exploitation has been unwavering.

2016-17 Cybertip.ca Results



40,251 reports received

(A 6% increase from 2015-16), totalling 222,614 reports to date



49% of all reports received were forwarded to law enforcement, child welfare and/or INHOPE or a notice was sent to the electronic service provider (ESP) where report related to child sexual abuse material (CSAM) hosted by a service provider in Canada or the United States



1.9 million+ direct educational material distributed



2.3 million+ website page views

Of the total number of reports received:



2% were forwarded to a Canadian law enforcement agency (LEA) and/or child welfare agency



15% were forwarded to INHOPE hotlines



2% were forwarded internationally through the NCECC



30% related to website content hosted in Canada and the United States where the ESP was notified of the content¹



21% increase in educational downloads from the Cybertip.ca site

¹ In 2014/15, Cybertip.ca began sending notices directly to a single hosting provider when Cybertip.ca became aware of content on the hosting provider's service through reports. Of note, notices are only issued where there is no additional information regarding a possible suspect or child victim.

CHILDREN PROTECTED AND OFFENDERS ARRESTED

By triaging and forwarding reports to the appropriate authorities, whether it be law enforcement, a child welfare agency or other hotlines around the world, Cybertip.ca produces tangible results. In 2016-17, Cybertip.ca was notified of eight arrests related to Cybertip.ca reports, and of two children removed from abusive environments.

Cybertip.ca Results: Battles Won

In February 2017, the Canadian Centre was notified by the Toronto Police Service that a 2015 Cybertip.ca report led to what is believed to be the largest luring and child pornography case known in Canada. Cybertip.ca had received a report from a concerned parent regarding an incident involving their child who was coerced to share sexual images with an online user who represented themselves as a teenager. The suspect subsequently threatened to distribute the images online if the youth did not comply with his demands for more images.

A Cybertip.ca analyst completed various supplemental searches and forwarded the information to the Toronto Police Service. Further investigation by the Toronto Police Service led to the suspect (an adult male) being identified, arrested and charged with over 400 luring, making and possessing child pornography and extortion charges involving multiple counts in Toronto and Quebec. The suspect pled guilty to offences against over 80 victims (some of whom were not identified), resulting in over 270 convictions.



Sam Pazzano, "Wannabe soldier preyed on young boys online", *Toronto Sun* (January 7, 2017)

Cybertip.ca is supported by both
the public and private sector

Public:



Private:

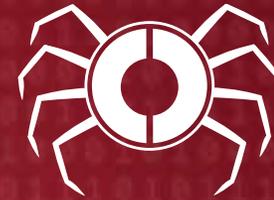


Cybertip.ca received a report regarding a Canadian suspect who allegedly had been engaging in sexual communications, via social media, with a youth in another country. The report was processed by Cybertip.ca and forwarded to the Southern Alberta Internet Child Exploitation Unit. Following a police investigation, an adult male was arrested and charged with possessing, accessing, and making child pornography, luring, and making sexually explicit material available to a child. Media coverage led to a second victim coming forward to police which resulted in further charges. According to police, the suspect subsequently pled guilty to two counts of luring, making and possessing child pornography, and breaching a court order. The individual was sentenced to four years in prison and will be subject to numerous court-ordered conditions upon release, including a 15-year ban on using social networking sites.

Cybertip.ca works to **REDUCE** the incidence of sexually exploited children on the Internet through receiving and triaging tips from the public and forwarding potentially illegal material to law enforcement.

PROJECT ARACHNID — PROACTIVE ACTION

To combat the growing proliferation of child sexual abuse material Cybertip.ca is witnessing on the Internet, the Canadian Centre developed a new tool called Project Arachnid. This automated crawler helps reduce the online availability of child sexual abuse material and break the cycle of abuse. Arachnid detects images and videos of child sexual abuse material based on confirmed digital fingerprints of illegal content and sends notices to the provider hosting the content to request its removal. This innovative tool detects child sexual abuse material at a speed exponentially faster than current methods that relies on members of the public to come across and report content.



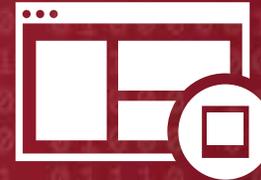
Over only a six week period, Project Arachnid:



Processed over
230 million
web pages

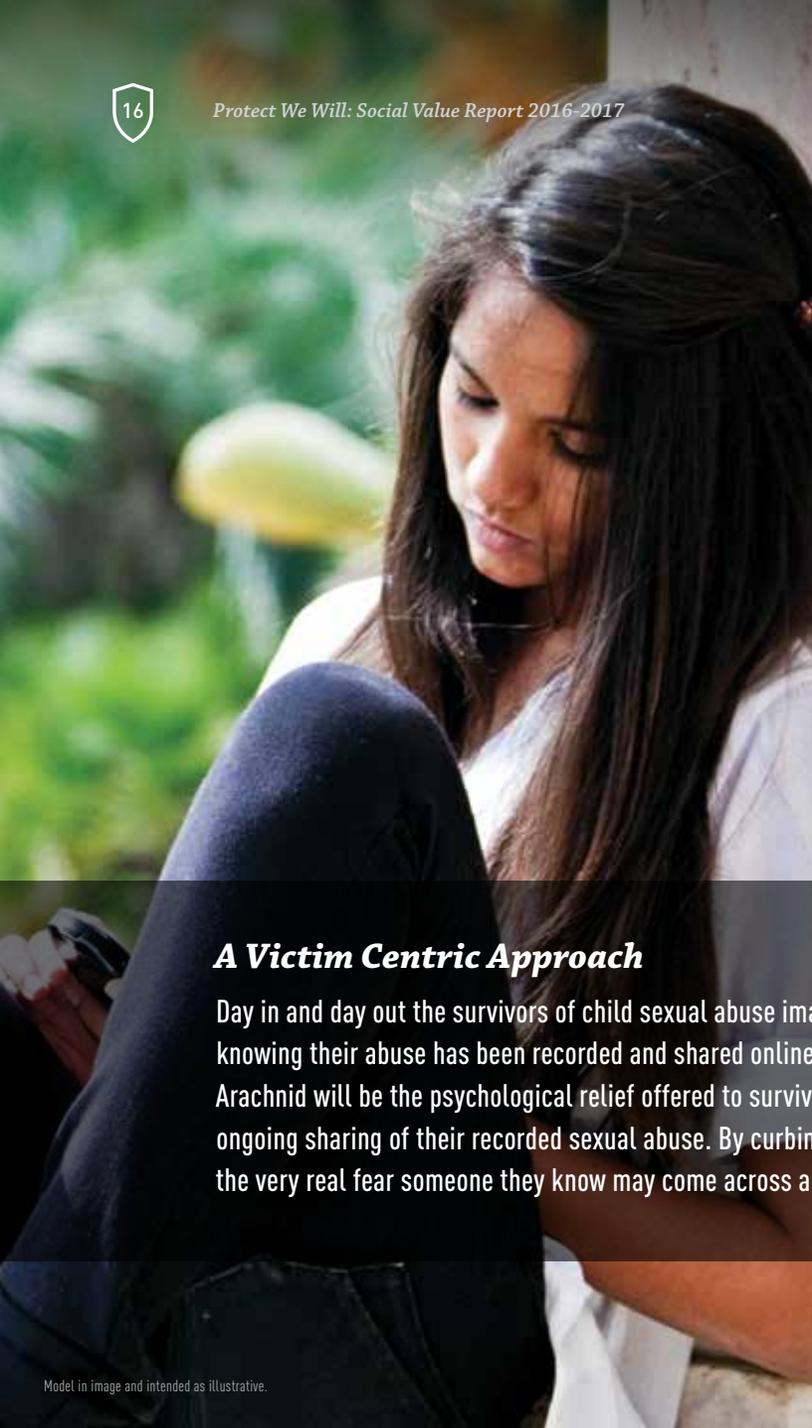


Detected over
5.1 million
unique web pages hosting
child sexual abuse material



Detected over
40,000
unique images of
child sexual abuse

Current to March 31, 2017

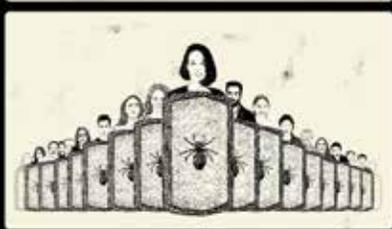
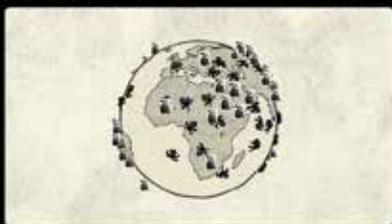
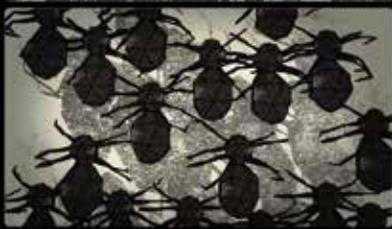


“The RCMP is proud of the work that we’ve accomplished alongside our partners at the Canadian Centre for Child Protection (C3P) through Project Arachnid and we remain committed to combatting online child sexual exploitation. Child sexual abuse and exploitation are particularly horrific crimes and the RCMP works diligently with its partners at the municipal, provincial and federal levels to increase efforts to rescue victims and help bring those to justice who misuse technology to victimize children.”

— RCMP COMMISSIONER BOB PAULSON

A Victim Centric Approach

Day in and day out the survivors of child sexual abuse imagery must manage the residual impact of this crime knowing their abuse has been recorded and shared online. We believe the most important outcome of Project Arachnid will be the psychological relief offered to survivors that have had no control over the distribution and ongoing sharing of their recorded sexual abuse. By curbing the public availability of this content, it helps to address the very real fear someone they know may come across an image of their abuse on the Internet.



Project Arachnid's Call to Canadians

The Canadian Centre can't win this fight alone. Project Arachnid was launched alongside a public awareness campaign to motivate Canadians to not turn a blind eye to online child sexual exploitation. The Canadian Centre spread this message through their very first Facebook Live broadcast during the launch press conference, as well as a social media campaign featuring a graphic novel-style video created for Project Arachnid's launch.

Canadians responded by making @CdnChildProtect a trending topic in Canada for several hours, while notable followers, such as Canadian singer Paul Brandt, Lauren Harper and RCMP Commissioner Bob Paulson, mentioned and/or retweeted about Project Arachnid.



Project Arachnid works to proactively **REDUCE** the number of child sexual abuse images on the Internet and **ASSISTS** survivors of sexual abuse by bringing them some measure of psychological relief.

Notifications to Electronic Service Providers

Cybertip.ca sends notices directly to hosting providers when information reported to the tipline involves child sexual abuse imagery. By issuing notices, providers are able to quickly remove the content from their network — a practice which can save law enforcement resources.



Cybertip.ca issued 11,697 notices to providers in 2016-17, with the average time for content to be removed being four days.²

² Total includes notices and takedowns through Project Arachnid.

Curbing the Availability of Child Sexual Abuse Material Online — Cleanfeed Canada

Cleanfeed Canada is an undertaking of the Canadian Coalition Against Internet Child Exploitation (CCAICE). It is an initiative that aims to reduce Canadians' exposure to child abuse images and create a disincentive for those who access and distribute such images by blocking customer access to non-Canadian websites that are hosting child pornography.



30,000+ total unique URLs added to the Cleanfeed list since inception (2,800+ in 2016-17).



On any given day in 2016-17, an average of **440** unique foreign hosted URLs with child sexual abuse imagery were blocked from Canadian access through Cleanfeed.



An Outstretched Hand

SUPPORTING FAMILIES THAT HAVE NOWHERE TO TURN



CANADIAN CENTRE *for* **CHILD PROTECTION**®

Helping families. Protecting children.

CHILD SAFETY AND FAMILY ADVOCACY DIVISION

The Canadian Centre's roots are based in mobilizing and supporting families when a child goes missing through our MissingKids.ca program.

Over the years, we have discovered there are times when a difficult situation does not fit within available mandated services. As a result, in 2015, we expanded our support services by creating the Child Safety and Family Advocacy Division (CSFAD). The CSFAD works with families, law enforcement and child welfare agencies to help prevent and respond to situations where a child may be at risk of going missing or being sexually exploited.

CSFAD Assists With:



Locating missing children through our MissingKids.ca program



Connecting families with child welfare or police services if a child is in need of protection



Connecting families and children with appropriate supports (e.g., counselling, law enforcement, child welfare, legal counsel)



Leveraging technology and social platforms to help respond to children, youth and families in crisis



Assisting stakeholders in coordinating service delivery to children and families in need



Helping families navigate child protection systems and advocating for systemic changes

Walking with Families

On August 19, 2016, 21-year-old Christine Wood disappeared while visiting Winnipeg. She had travelled to the city with her family from Oxford House in northern Manitoba. CSFAD staff connected with her parents as they spent eight long months searching the city for their daughter.

Tragically, in April 2017, the Winnipeg Police Service arrested an individual for Christine's murder and her body was located a few weeks later. CSFAD staff continues to walk alongside this family as they move forward in their grief and the court process.

To date, caseworkers have responded to over 5,200 inquiries from families, children, community members and law enforcement.

The CSFAD's unique structure allows caseworkers to provide immediate assistance when a crisis strikes and to continue supporting families as needed in the months and years that follow.





MissingKids.ca is supported by



A Call to Action — MissingKidsALERT

The MissingKidsALERT system was introduced in 2012, by the Canadian Centre as a part of the expanded missing children services. This public notification service is designed to provide critical information in the search for missing children. Through this service Canadians (individuals or organizations) can quickly and easily sign up to receive missing child alerts relevant to their location through a variety of electronic platforms.

In 2016, the MissingKidsALERT system was updated to a more modern system that takes advantage of social media platforms while being able to issue status updates on a missing child more quickly.

MissingKids.ca — Helping to Bring Kids Home

In December 2016, officers with RCMP “K” Division Missing Persons Unit contacted MissingKids.ca for help in locating a missing 15-year-old in Alberta. This young girl, a chronic runaway, was believed to be extremely at risk and staying in an unsafe place.

MissingKids.ca caseworkers connected with her family to provide emotional support through regular phone calls and emails during the months she was missing. MissingKids.ca sent out a targeted MissingKidsALERT to areas where she was known to frequent, notifying the public that a youth was missing in their area. Happily, she was safely located, stabilized and re-connected with her family and other community resources.



The MissingKidsALERT system is meant to complement existing provincial AMBER Alert systems, but can also be used in cases which fall outside of the AMBER Alert protocol, such as missing child situations that don't involve an abduction.

Pictures to Protect — Working with Lifetouch Canada

Every year, MissingKids.ca works with Lifetouch to provide parents with a free, up-to-date photo card of their child through Lifetouch's Pictures to Protect program. In 2016-17, an estimated 2.15 million Pictures to Protect cards were sent to parents of Kindergarten to Grade 12 children.

The CSFAD and the MissingKids.ca program step in to **ASSIST** and **ADVOCATE** for families of missing and exploited children when other support systems are not available or unable to do so.

GIVING VICTIMS A VOICE

The Canadian Centre's International Survivors' Survey

The Canadian Centre is now seeing the first generation of victims whose child sexual abuse was recorded and distributed online reach adulthood. Many of these survivors have not received adequate care or resources on their journey to healing, either because they were unable to connect with the services they needed or did not know how to begin the process.

To better understand the unique challenges faced by survivors of this terrible crime, the Canadian Centre launched an international survey in January 2016. Over the course of a year, 128 survivors from around the world completed the comprehensive survey. In October 2016, the Canadian Centre brought our international working group of experts to Ottawa, along with several members of the legal and police communities. After two days of facilitated collaboration focused on the initial survey results, we had a series of recommendations to help address the unique needs of victims of child sexual abuse imagery.



“As a victim of this most horrific form of child sexual exploitation, I have felt alone, misunderstood and helpless. It is time for the world to understand child pornography and the unimaginable impacts it has on us, the victims. We need to find our voice to help those who wish to better understand and help us.”

— SURVIVOR OF CHILD SEXUAL ABUSE IMAGERY

“Doing this survey means giving a voice not only to my own inner child but all survivors. This is a new form of abuse that only we as survivors truly understand right now. This survey allowed me a safe place to express thoughts and needs so others know how to help. This survey has left me with hope and relief that healing can be a little easier for myself and others.”

— SURVIVOR OF CHILD SEXUAL ABUSE IMAGERY

The preliminary findings of the survey were released in January 2017 and highlighted several key themes³:



73 per cent of the survivors worry about being recognized by someone because of the recording of their child sexual abuse and many report it has impacted their friendships, education and career.



60 per cent of the survivors indicated the single/primary abuser was a parent.



82 per cent of the survivors anticipate needing ongoing/future therapy.

A majority of those who told someone did so as an adult.

These results underscored an urgent need to reframe how we are tackling this issue. Existing support services are not meeting the specialized needs of survivors. The Canadian Centre is working to become a bridge between survivors and the services they may not know how to access. The International Survivors' Survey continues to be open and updated in order to better tailor the response to the victims of child sexual abuse imagery and their families, who can equally be affected.

³ Numbers are based on the report released January 17, 2017, titled *Survivors' Survey Preliminary Report* and are subject to the explanations and limitations set out in the report. Percentages are rounded to the nearest whole number. Survey respondents were able to skip questions, may have been ineligible to answer certain questions and may have provided responses that did not fit the question, so not all percentages are based on 128 responses.

**The International Survivors' Survey
ASSISTS and ADVOCATES for victims of
child sexual abuse that was recorded and
distributed online.**

BREAKING THE SILENCE

Many survivors of child sexual abuse have been silenced when they've tried to reach out. These survivors have experienced a kind of trauma that does not just go away in time.

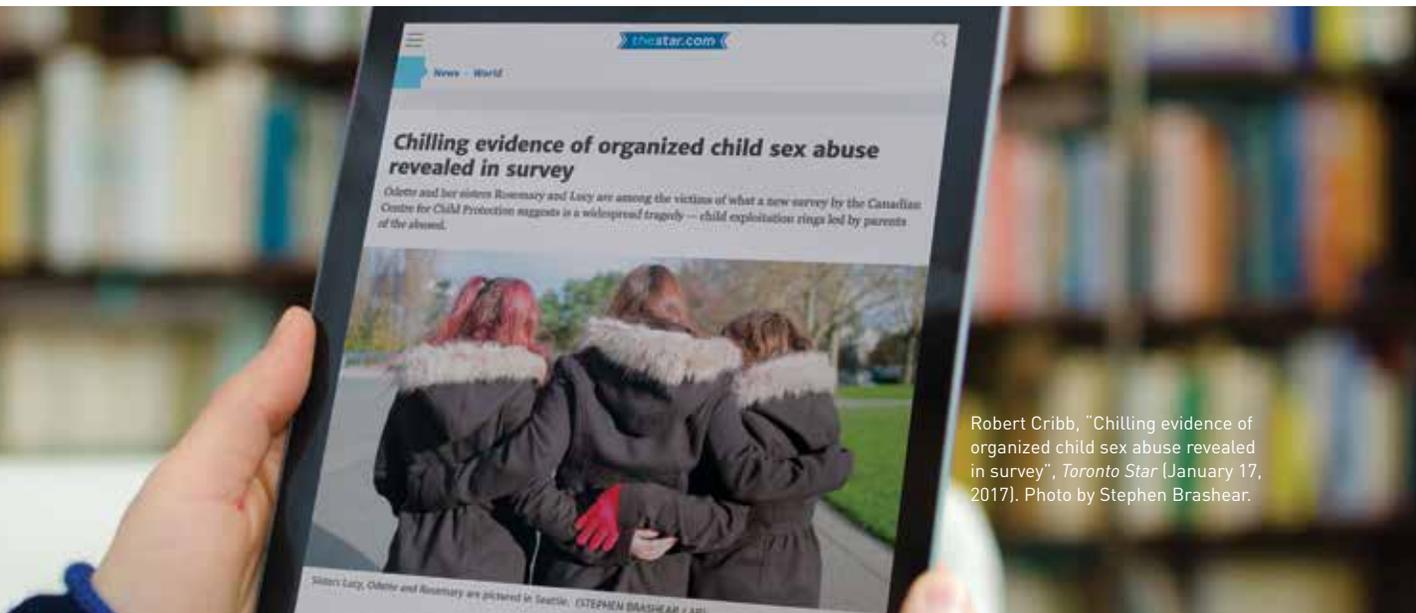
The Canadian Centre believes it is critical survivors' voices are heard. In December 2016, CSFAD caseworkers facilitated a meeting between Robert Cribb, an internationally-acclaimed investigative journalist from the *Toronto Star*, and three sisters who are survivors of child sexual abuse, to help share their story publicly for the first time.

"We just feel like we have met the right people at the right time. Everything went so great, super emotional but relieving at the same time."

— ONE SISTER ON WORKING WITH THE CANADIAN CENTRE AND SHARING HER STORY PUBLICLY FOR THE FIRST TIME

"The victims of child exploitation represent our greatest collective shame. And our most powerful call to action."

— ROBERT CRIBB, TORONTO STAR



Robert Cribb, "Chilling evidence of organized child sex abuse revealed in survey", *Toronto Star* (January 17, 2017). Photo by Stephen Brashear.



Ensuring victims are heard in court

Victims of child pornography are not typically given the opportunity to have their voices heard in court. Recognizing the importance of being heard in the criminal justice process, the Canadian Centre worked with a victim who is depicted in one of the most actively traded child pornography series. We arranged the recording of a video victim impact statement and made it available (with consent) for use in Canadian cases where images of her abuse had been located in a collection of child abuse materials. The victim impact statement was first used in July 2016 in Ontario, and has since been used on multiple occasions in other areas of the country.

This statement has helped to ensure the lifelong impact on victims is taken into account, and we are now working toward recording statements from others. The Canadian Centre is coordinating with Crowns and police to ensure that all of these statements can be used in appropriate cases going forward.

ADVOCATING FOR CHANGE FOR VICTIMS

This year, our agency continued in our efforts to create change for Canada's most vulnerable victims by:

- Making a submission to and then appearing before the Status of Women Standing Committee on Violence Against Women and Girls. Our agency was also quoted extensively in the committee's March 2017 report *Taking Action to End Violence Against Young Women and Girls in Canada*.
- Providing written submissions to Public Safety consultations on both Cybersecurity and National Security to highlight how the issue intersects with risks to children and their rights to be protected from abuse and exploitation.
- Submitting a brief on Motion M-47 on the public health effects of the ease of access and viewing of online violent and degrading sexually explicit material on children, women and men to the Standing Committee on Health and, subsequently, appearing before the committee.



We **ADVOCATE** for survivors of child sexual exploitation to ensure their voices are heard.

ABDUCTED THEN MURDERED CHILDREN: A CANADIAN STUDY

On Missing Children's Day 2016, the Canadian Centre released preliminary findings from its report *Abducted then Murdered Children: A Canadian Study*.

The study, which was the first of its kind in Canada, examined 155 child victims and 93 offenders. It involved an environmental scan and examination of instances involving the abduction and subsequent murder of a child by someone other than a parent or close relative.

The Canadian Centre's *Abducted then Murdered Children* research **EDUCATES** the public and law enforcement on these tragedies in order to devise improved prevention and intervention strategies.

Study highlights included:

Victims

84 per cent of the victims in the study were **female** (130)

Average age was 11.6 years old, with 43 per cent of victims between the ages of 14 and 16 years old

Offenders

92 per cent of the offenders were **male**

69 per cent were **under 30** years of age

55 per cent had a previous **criminal record**

Circumstances

The **motivation** for abducting the child was **determined to be sexual** in 77 per cent instances that involved a convicted offender

41 per cent of the abductions occurred in **June, July or August**

45 per cent occurred on a **Friday or Saturday**

The time between the abduction and murder of the child could be determined for 60 per cent of the victims within the study. Of those victims, **70 per cent were murdered within three hours of abduction**

Abducted then Murdered Children
A CANADIAN STUDY (PRELIMINARY RESULTS)



***Awakening Hearts,
Starting a Movement***

GENERATING PUBLIC AWARENESS



CANADIAN CENTRE *for* **CHILD PROTECTION**®

Helping families. Protecting children.

At the Canadian Centre, we do not shy away from raising awareness of the most sensitive and difficult subjects for Canadian families.

We believe that it is through opening up public dialogue about child sexual exploitation issues that we can effectively mobilize the public and make a difference in communities.

CYBERTIP.CA ALERTS

Cybertip.ca Alerts are notifications sent out to inform the public, and parents in particular, of concerning technology trends and new resources designed to increase children's personal safety.

In 2016-17, Cybertip.ca issued three alerts, including one on the wildly popular Pokémon Go® app, one featuring the live-streaming app Live.me and another on Roblox®, a multiplayer online social game for children. The

Roblox alert was triggered by reports received by Cybertip.ca describing sexually suggestive messages being sent to children under the age of 12 through the game. Along with national media coverage, the Roblox alert became one of the Canadian Centre's most engaging English Facebook posts, reaching over 63,000 people.

Model in image and intended as illustrative.



The Power of Cybertip.ca Alerts

A mother in Louisiana saw our alert on the Roblox game describing the danger of the chat function and checked her eight-year-old son's account. She discovered her son was in fact in contact with a potential sexual predator who was pretending to be another child. The mother filed a report with her local sheriff's department and handed over the family iPad to investigators.

Cybertip.ca Alerts **EDUCATE** the public on new concerning online trends affecting children and youth.

CYBERTIP.CA AWARENESS DAY

September 26, 2016, marked the Canadian Centre's fifth annual Cybertip.ca Awareness Day along with the launch of a new campaign to inform Canadians that their tips can help identify predators and protect children from sexual abuse.

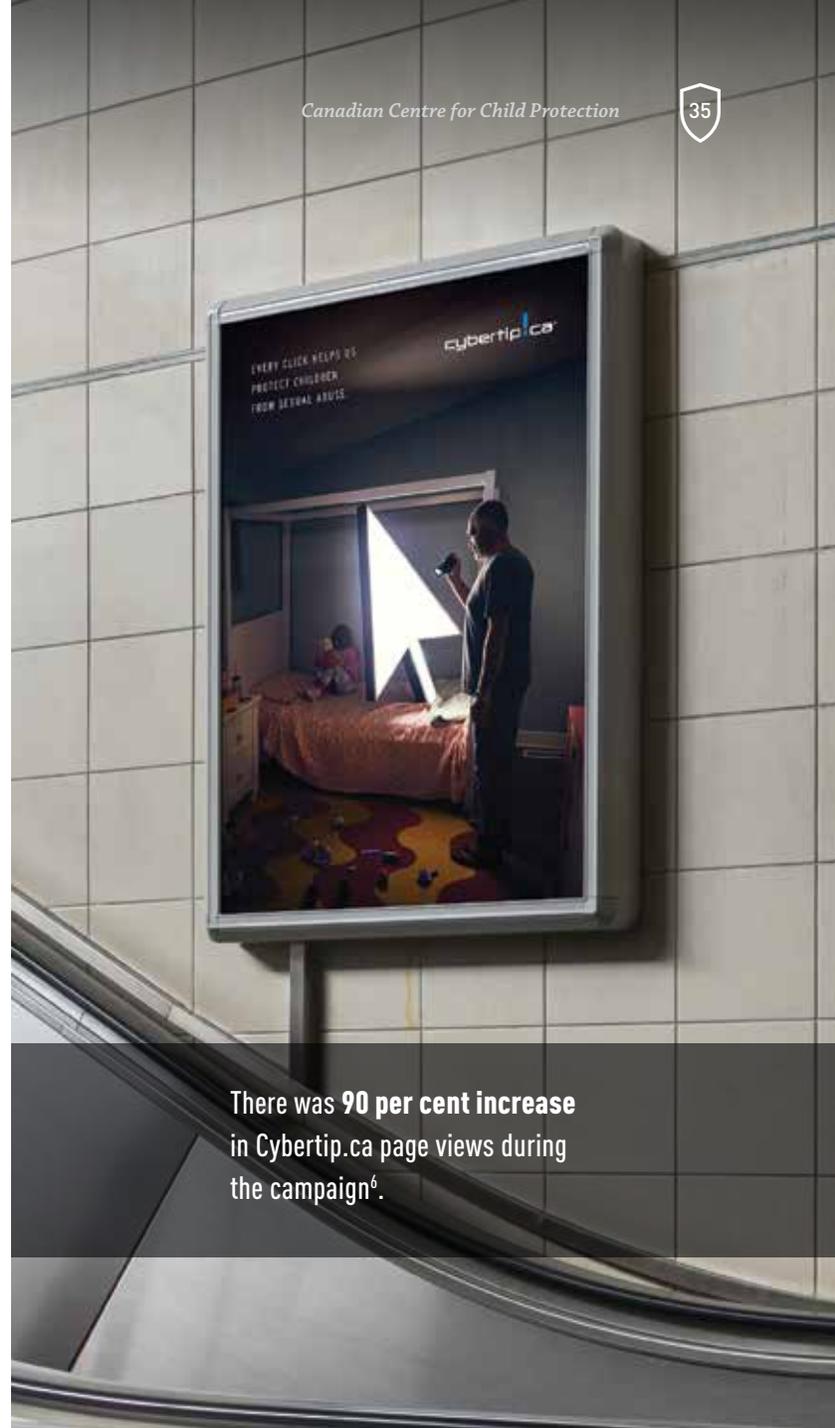
The campaign's message of how every click helps protect children reached over 600,000 people through social media⁴ and surpassed media coverage goals, generating interviews from across the country.

The campaign continued to run after Cybertip.ca Awareness Day through additional promotional materials such as interior washroom ads, transit ads and full-sized billboards across Canada, reaching millions⁵ of impressions with the message that people's cursor can pack a punch in the fight against online child sexual abuse.

⁴ Includes paid reach on both Facebook and Twitter®

⁵ Full-sized billboards, across eight cities and towns, generated a total of 10,259,116 impressions. Impressions are based on estimates by Pattison Outdoor Advertising.

⁶ In comparison with the previous 42-day period.



There was **90 per cent increase** in Cybertip.ca page views during the campaign⁶.

The Self/Peer Exploitation Guide
is supported by



The Canadian Centre's *Self/Peer Exploitation Guide* was updated taking into account the new federal and provincial laws surrounding the non-consensual distribution of intimate images. A stand-alone family guide was also developed and made available free of charge.

NON-CONSENSUAL DISTRIBUTION OF INTIMATE IMAGES CAMPAIGN

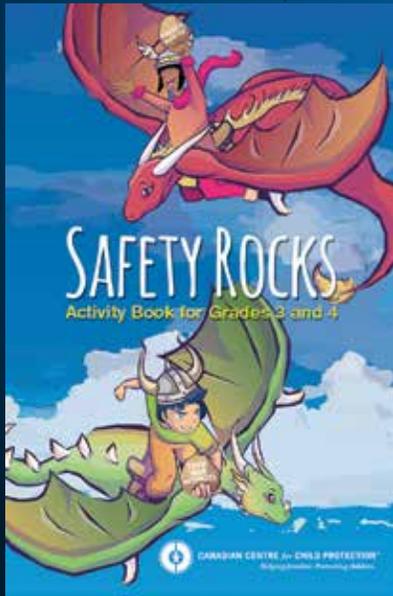
The Non-Consensual Distribution of Intimate Images campaign further built on the Canadian Centre's work with the issue of self/peer exploitation. One message highlighted that teens can turn to Cybertip.ca/sexting to get help in taking back control of their image, while the other focused on how sharing someone else's intimate image (without consent) is illegal in Canada.

The campaign reached hundreds of thousands of Canadians through two, 30-second videos, outdoor signage, washroom ads, social media campaigns, as well as posters distributed to 7,000 middle and high schools across the country.



SAFER INTERNET DAY 2017

February 7, 2017, marked Safer Internet Day — a day where people around the world join forces to teach children and youth about using online technology in a safe and responsible way. The Canadian Centre promoted this international event by launching *Safety Rocks*, a free activity book to help parents talk about online safety with their kids. The activity book aimed at children in Grades 3 and 4 follows Jack, Olivia and their dragons as they learn about important personal safety strategies that apply both offline and online.



On Safer Internet Day 2017, law enforcement ordered 33,085 pieces of additional material to **EDUCATE** the public about online and offline safety issues.



MECC
is supported by

Bell

Google

TEENS ARE NOT FOR SALE CAMPAIGN

In March 2017, with funding from the Ontario Provincial Police, the Canadian Centre launched the Teens are Not for Sale campaign, which encourages people specifically in Ontario and across Canada to report incidences of child trafficking and child sexual exploitation to Cybertip.ca.

The public awareness campaign featured street level ads, bathroom ads and was bolstered on social media, bringing this issue to light for thousands of Canadians.

A secondary campaign entitled “The Devil is in the Detail” was created to raise awareness among front-line officers on the issue of trafficking, as well as a specialized tool to assist officers in assessing indicators of child trafficking during routine calls such as traffic stops, noise complaints or truancy calls.

MECC 2016

In May 2016, the Canadian Centre hosted the annual Missing and Exploited Children Training Conference (MECC) with the highest attendance rate in 16 years. More than 300 law enforcement, social work, education, government policy, legal and medical professionals spent three days learning from experts and leaders in the field of child protection.

“Best conference I have been to, to date. Very useful. You can tell you pulled out all the stops to get great speakers who touch on all the different aspects we deal with.”

— 2016 MECC ATTENDEE

MISSING CHILDREN'S DAY 2016

The Honourable Janice C. Filmon, C.M., O.M., the Lieutenant Governor of Manitoba, graciously hosted an evening reception on May 25, 2016, at Government House for the Canadian Centre in honour of the 30th anniversary of Canada participating in Missing Children's Day. The Honorable Heather Stefanson, Deputy Premier and Minister of Justice and Attorney General of Manitoba brought remarks, and we shared the preliminary results from the *Abducted then Murdered Children: A Canadian Study*.

Leading up to this year's anniversary, the Canadian Centre increased interest throughout the month of May by posting to social media about common myths surrounding missing children, as well as other initiatives, including distributing bookmarks to Chapters/Indigo stores across Canada, and providing law enforcement and private sector partners with tailored information to help heighten the awareness of missing children and tips on what Canadians can do to make a difference.

As a result of promotion from law enforcement supporters and the Canadian Centre's own social media strategies, there was a 307 per cent increase in visits to MissingKidsALERTS.ca and a 315 per cent increase in visits to ProtectChildren.ca.⁷

⁷ From the previous year on International Missing Children's Day.



The Canadian Centre's public awareness efforts EDUCATE the public on child sexual exploitation issues and ADVOCATE for Canadians to join us in the fight.



Prevention and Intervention

EDUCATING THE PUBLIC TO BETTER PROTECT CHILDREN



Kids in the Know (KIK) is a safety education program designed to empower children from kindergarten to high school to reduce their risk of victimization.

Used by thousands of educators across Canada, children and youth are taught effective personal safety strategies in an engaging, age-appropriate and interactive way that builds resiliency skills and reduces their likelihood of victimization both online and offline.

Education by the numbers:



**665+ education professionals/
school resource officers
received in-person KIK training**



**155+ education professionals/
school resource officers
participated in self/peer
exploitation prevention training**



**483 parents participated
in various presentations**



**325 youth participated in
Internet safety presentations**



**455 individuals attended
presentations on
child sexual abuse and
Canadian Centre services**



**287 users partook in
online KIK training**

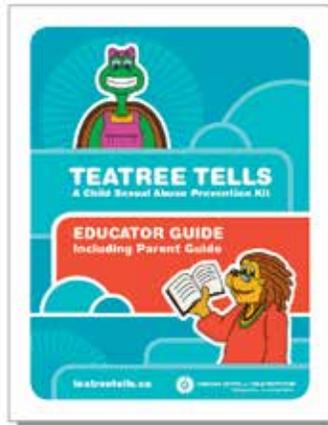
MEASURING RESULTS — TEATREE TELLS PROGRAM EVALUATION

The Canadian Centre invited Dr. Robert Renaud, Faculty of Education at the University of Manitoba, to conduct an evaluation of their *Teatree Tells: A Child Sexual Abuse Prevention Kit*. The main purpose of the evaluation was to measure the degree to which the lessons led to Kindergarten and Grade 1 students' improved knowledge of sexual abuse prevention concepts.

Overall, students' knowledge of sexual abuse prevention concepts increased significantly (mean content comprehension percentage scores for Kindergarten increased from 71 per cent to 80 per cent, while Grade 1 scores rose from 64 per cent to 77 per cent) from pre-test to post-test, and remained two months later as measured in a second post-test.

"I know that some of the problem solving skills taught in the program have been used outside the classroom to help my child with life situations. Glad it is something kids can remember and use."

— PARENT OF GRADE 1 STUDENT



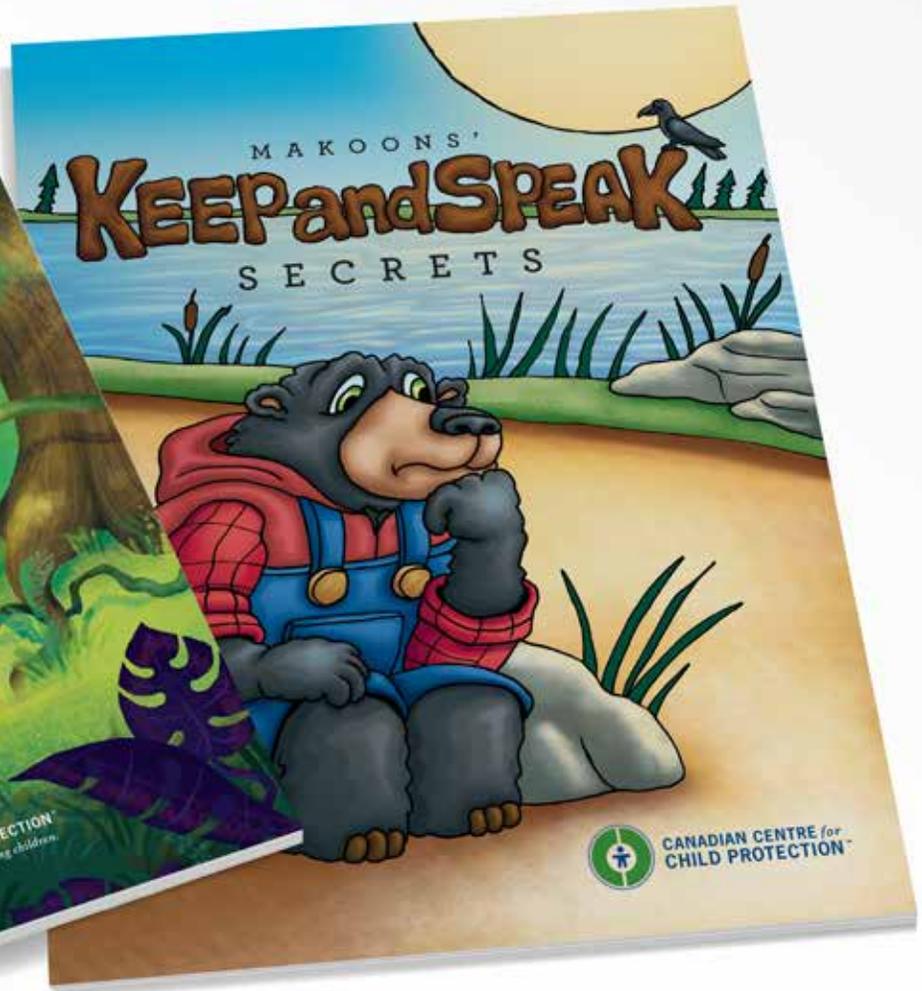
ON THE LEADING EDGE

The Canadian Centre is committed to keeping our educational material up to date using information gleaned from our Cybertip.ca program, direct engagement with stakeholders, as well as external research to identify emerging trends and risks for children and youth:



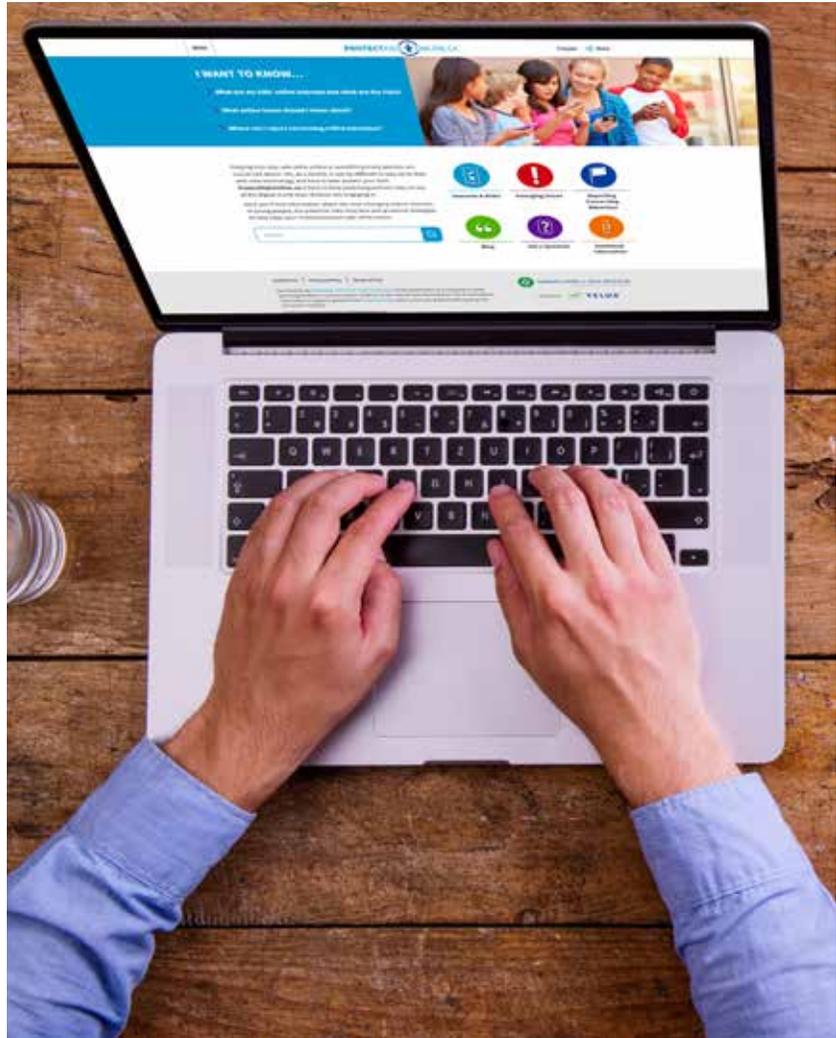
The Kids in the Know program was updated to address growing trends in child victimization. The third edition of KIK was launched for Kindergarten to Grade 6 in September 2016.

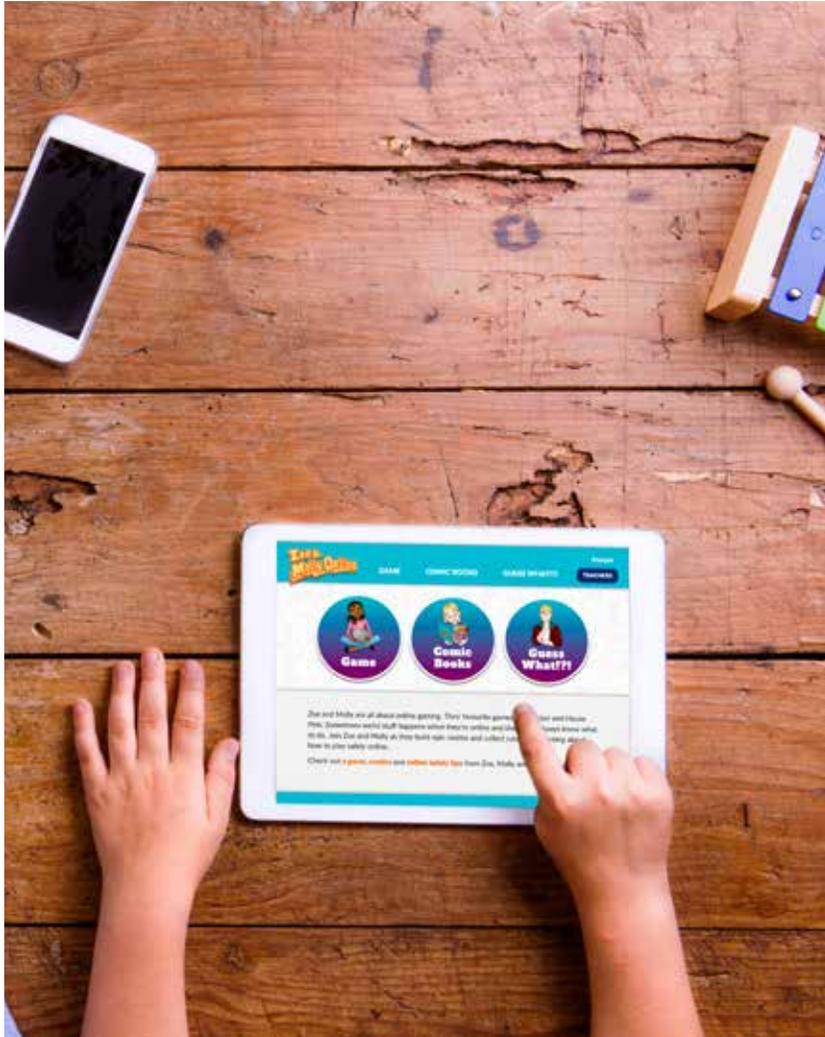
New characters and materials were added to KIK's popular children's storybooks with the introduction of Cosmo the Dog and Makoons the Bear. *Makoons' Keep and Speak Secrets* was developed in consultation with Manitoba First Nations Education Resource Centre as a tailored story for Indigenous children.



Development of a one-stop website where parents of kids, tweens and teens can get free cyber safety information gleaned from our years of experience operating Cybertip.ca and Kids in the Know was underway in 2016-17. The new website, protectkidsonline.ca, will be launched in the fall of 2017 and will feature age-specific online interests, emerging online issues and trends that parents need to be aware of.

ProtectKidsOnline.ca
is supported by





←

A re-design of ZoeandMolly.ca was underway in 2016-17, including the development of a new interactive online game. Zoe & Molly Online™ is a game and comic series for kids in Grade 3 and 4. It is an engaging springboard for conversations about how to stay safe while playing games online and the risks associated with children sharing personal information and sending pictures online.

Zoe & Molly Online
is supported by

Shaw)



The C2K online training was developed with the support of the



“This was very well put together and sensitive training on a heartbreaking and difficult subject. Thank you for providing this in such an easy to use format for companies and organizations. So much appreciated.”

— C2K ONLINE TRAINING PARTICIPANT

CREATING CHILD-SAFE ENVIRONMENTS

Commit to Kids (C2K) is a program to help organizations, such as schools, sport organizations, and community groups, create safe environments for children. It provides strategies, policies and a step-by-step plan to reduce the risk of child sexual abuse from occurring within child-serving organizations.

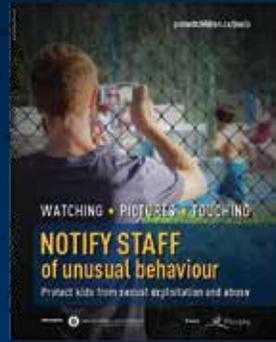
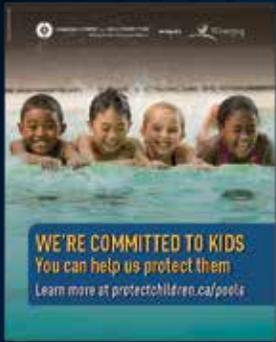
Training the Front Lines

Child-serving organizations are part of the front lines against child sexual abuse, given their extensive contact with children. However, oftentimes they lack the knowledge and empowerment to deal with intentional or unintentional boundary breaking behaviours by adults toward children. This results in adults becoming bystanders when they could be disrupting and reporting uncomfortable situations or potential sexual abuse. An online training program was launched to equip adults in child-serving organizations with the knowledge and tools to identify concerning behaviours and empower them to report it.

In March 2016, the Canadian Centre piloted the C2K online training with the support of the Ontario Provincial Police. Since then, the training has been opened up to employees and volunteers in child-serving organizations across Canada to great accolades.

“Thank you for this opportunity. It was a great way to really start talks at my school and to help me be more observant and questioning about certain situations.”

— C2K ONLINE TRAINING PARTICIPANT



First-of-its-Kind Initiative

In July 2016, the Canadian Centre and City of Winnipeg rolled out the first phase of a new child protection initiative in City pools, libraries and leisure centres. The initiative, a first-of-its-kind in Canada, examines and enhances safety protocols, reporting procedures and staff training at City-run facilities to protect children from sexual abuse and exploitation.

The Canadian Centre tailored Commit to Kids training for front-line staff and provided information for adapting procedures to mitigate identified risks for facility and staff management. As of January 2017, over 900 front-line civic staff were trained and procedures were adapted in order to better protect children in city pools, libraries and leisure centres.

The initiative also included a public awareness campaign, including ads in the City of Winnipeg's *Leisure Guide*, facility posters and information cards for parents. This campaign was developed for pool patrons to ensure they understand what constitutes unacceptable behaviour, as well as who to report to when noticing such behaviour.

In 2016-2017, 4,492 employees and volunteers were **EDUCATED** through C2K's Helping Organizations Prevent Child Sexual Abuse online training, while nearly 1,500 received in-person C2K training.



Allies in Arms

WE ARE ALL WARRIORS FOR CHILDREN



CANADIAN CENTRE *for* **CHILD PROTECTION**®

Helping families. Protecting children.

Much can be achieved when allies in child protection come together to share resources, experience and work towards a common goal.

It is through this support that the Canadian Centre is able to learn, adapt and respond to emerging trends and concerns in order to better serve Canadian families. The financial and in-kind support from allies in the public and private sectors, as well as the expertise and skills accessed through joint work with law enforcement agencies, educators, child protection experts and other like-minded organizations, make it possible for the Canadian Centre to carry out our important work.

AWARENESS DAYS IN OTTAWA

On April 13, 2016, we welcomed federal ministers, MPs, senators, industry and police supporters to a reception on Parliament Hill to raise awareness about the Canadian Centre's efforts to address the needs of survivors of child sexual abuse materials and introduce Project Arachnid. The reception was sponsored by MP Robert-Falcon Ouellette and supported by Google.



Photos courtesy of Couvrette/Ottawa

SEE WHO STOPPED BY

This year, the Canadian Centre hosted numerous guests who came to see firsthand what we do as an organization. Some of those visitors included:



Manitoba Justice Minister Heather Stefanson visited the Canadian Centre for the first time in February.



In June, Assembly of First Nations National Chief Perry Bellegarde came to learn about the work of our agency.



Manitoba Ministers Scott Fielding (Families) and Ian Wishart (Education) met with senior staff in July to discuss how we can work together.



Thorn's Brook Istook and Ruben Van Der Dussen met with our staff in March. Both agencies shared the ground-breaking ways we are using technology to fight online child sexual exploitation.



OPP Chief Superintendent John Tod travelled to Winnipeg in November to spend a full day learning about the work we are doing to protect children.



Mac's Sean Sportun and Doug Hartl stopped by the Canadian Centre in summer to present a donation, raised through in-store fundraisers and then matched by the company, to support the work of CSFAD.

THE CANADIAN CENTRE IN THE FIELD

In 2016-17, Canadian Centre directors and staff spoke at events across Canada and internationally; gave presentations to law enforcement, schools and the private sector; and held meetings with social workers, educators, prosecutors, government officials and child-serving organizations to share our expertise with interested stakeholders.





During an Ontario Provincial Strategy conference in October, Lianna met with Chief McGuire of Niagara Regional Police Service to introduce the Canadian Centre's work, and also saw Ontario Crown Allison Dellandrea, The Honourable Peter Mckay, and Peel Regional Police Cst Chris Macdonald.



In June 2016, Lianna presented to the Ontario Liberal Caucus to introduce our agency's work to approximately 80 MPs from the new government, including MP Bill Blair, above.



In April, Lianna went to Toronto to participate in a press conference with members of the Ontario Provincial Strategy to Protect Children from Sexual Abuse and Exploitation on the Internet, where 80 arrests and hundreds of charges against sexual offenders were announced following a massive, coordinated investigation by multiple law enforcement agencies.



Honouring a Legacy

In May 2016, MP Robert-Falcon Ouellette hosted a blessing ceremony at the Canadian Centre for a Private Members Bill he introduced to Parliament to establish an annual Indian Residential School Reconciliation and Memorial Day. The building, which currently serves as the Canadian Centre's office, was once home to the Assiniboia Indian Residential School, the only residential school in Winnipeg. MP Ouellette was accompanied by Maeengan Linklater, who proposed the bill, educator Rebecca Chartrand and a drum group.

FOUNDING PARTNERS

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



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.



OTHER SUPPORTERS



GOVERNMENT ALLIES

The generous support from the Government of Canada helps the Canadian Centre 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 Coordination Centre. We thank our national and provincial supporters for their continued commitment to reducing online child sexual exploitation.



**Government
of Canada**

**Gouvernement
du Canada**

The Canadian Centre also receives support from the Government of Manitoba and is a designated agency in the province to receive reports under Mandatory Reporting of Child Pornography legislation as well as the Intimate Images Protection Act.



The Government of New Brunswick has worked with the Canadian Centre over the past three years to implement all of our educational programs for children and youth in all schools across the province.





Teaming up With Law Enforcement to Reach More Canadians

The Canadian Centre continues to prioritize building relationships with policing services across the country and has done this in a number of ways including the creation of a Policing Relations Liaison position within the Canadian Centre, meeting with senior leadership in policing and setting forward on formalizing relationships with police through agreed to protocols.

Protocols are in development with all major police agencies across the country.

To date the Canadian Centre has protocols with 11 police services, nine of which were signed in 2016-17.

Centre/Service-Wide Protocols



Royal Canadian Mounted Police



VANCOUVER POLICE DEPARTMENT
Beyond the Call



VICTORIA POLICE



Specific Program/Pilot Protocols



Sûreté du Québec



Service de police
Ville de Saint-Jérôme



Niagara Regional
Police Service



Alberta Law Enforcement
Response Teams



Winnipeg Police Service



Brandon Police Service



Canada Border
Services Agency

Agence des services
frontaliers du Canada

In the past year law enforcement partners were provided with 670,000+ pieces of educational material, including:



5,893 Self/Peer Exploitation guides for schools



204 Teatree Tells child sexual abuse interview guides



32,108 pieces of MissingKids.ca resources to police across Canada



Numerous new specialized materials and services including:

Autism Awareness and Search Checklist for police

This resource was created in collaboration with law enforcement, the Gold Centre and the National Autism Association. The need for this resource came from a case of a missing youth with autism and recognizing the unique needs in prevention and searching.

Law Enforcement Agencies website

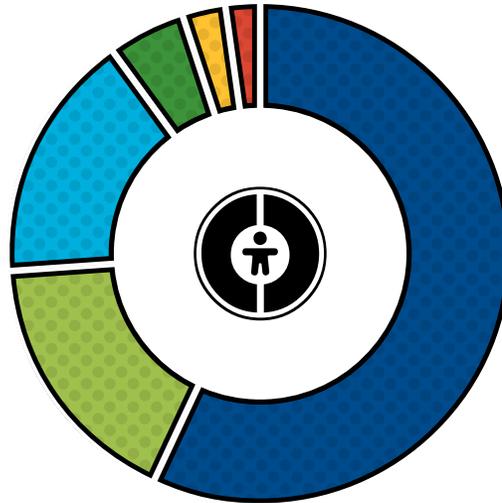
Recognizing the unique needs of our police supporters, the Canadian Centre launched a site specifically targeted at police seeking to utilize our services. The site is a one-stop-shop that includes information regarding unit specific support available, resources, training and collaboration opportunities.



Financial Statements

MAKING EVERY DOLLAR COUNT

95 cents of every dollar spent in 2016-2017 went towards the delivery of programs and services to protect children



- Case Analysis and Exploited Child Case Management (57%)
- Child Safety and Family Advocacy (16%)
- Community Outreach to Child Serving Organizations (3%)

- Public Education and Awareness (17%)
- Administration (5%)
- Training (2%)



12 Months Ending	March 31, 2017	March 31, 2016
ASSETS		
Current Assets	1,350,513	1,511,829
Capital Assets	18,833	24,593
	1,369,346	1,536,422
LIABILITIES		
Current Liabilities	89,654	271,204
Deferred Contributions	432,989	525,014
Deferred Capital Contributions	18,833	24,593
	541,476	820,811
NET ASSETS	827,870	715,611
	1,369,346	1,536,422
REVENUE		
Contributions	2,860,229	2,855,300
Sponsorships	900,227	844,394
Products & Services	386,575	480,981
Donations	378,105	100,779
Grants	265,724	247,026
Other Income	5,696	5,625
	4,796,556	4,534,105
EXPENSES		
Programs	4,437,105	4,294,065
Administration	241,432	212,618
Amortization	5,760	5,892
	4,684,297	4,512,575
EXCESS OF REVENUE OVER EXPENDITURES	112,259	21,530

SUPPORTERS \$500+

All Charities Campaign	Government of Manitoba	Pattison Outdoor Advertising
Anonymous	Greyhound Canada	Playsthatwork Inc.
Bell Canada	Halton Regional Police Service (ICE Golf Tournament)	Saliba, Jad
Brian and Susan Thomas Foundation	Jays Care Foundation	SaskTel
Brousseau, Tyler	Lee, Glen & Jean	Shaw Communications Inc.
Canada Border Service Agency	Lifetouch Inc.	Streuber, Don
Canadian Imperial Bank of Commerce	Lomond Student Union	Sun Media Commercial Print Division
Canadian Wireless Telecommunications Association	Macs Convenience Stores	T.J. Rice Family Foundation
City of Winnipeg	Magnet Forensics Inc.	TELUS Corporation
Estate of Grace Hagen	National Centre for Missing & Exploited Children	The Fort Garry Hotel, Spa and Conference Centre
Gap Inc. / Old Navy	National Leasing	The Walt Disney Company
Google Canada	Newad Media	Turnkey Networks Inc.
Government of British Columbia	Ontario Power Employee & Pension	Wawanesa
Government of Canada	Ontario Provincial Police	Winnipeg Transit (Transit Health & Wellness)
	Pallister, Brian & Esther	Xerox
	Patheon Inc.	



Our Results

APRIL 1, 2016 TO MARCH 31, 2017



230 million web pages
processed by Project Arachnid
in only a six week period



40,251 Cybertip.ca
reports received



8 arrests executed
by law enforcement in
connection with Cybertip.ca



2 children removed
from abusive environments
in connection with a
Cybertip.ca report



2.3 million+ website
page views to Cybertip.ca



670,037 pieces of
Canadian Centre resources
sent to law enforcement



5,200+ inquiries from families, children, community members and law enforcement to the Child Safety and Family Advocacy Division to date



4,492 users logged on for Commit to Kids Helping Organizations Prevent Child Sexual Abuse online training



1,465+ professionals educated in-person on child sexual abuse, as well as missing and exploited children issues through in-person Commit to Kids training



**665+ education professionals/
school resource officers**
received in-person KIK training



25+ tours given of the
Canadian Centre so people could
see our organization firsthand



1,071 quotes or references
to the Canadian Centre in
media articles



protectchildren.ca