



CANADIAN CENTRE for CHILD PROTECTION®

Helping families. Protecting children.

STORIES TO TELL

2017-18 Social Value Report



CANADIAN CENTRE for CHILD PROTECTION®

Helping families. Protecting children.

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About this Report

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

Website Traffic, Video Views, and PDF Downloads

Website “visits”, webpage “views”, and “downloads” are based on stats compiled by Canadian Centre on a daily basis. “Visits” are the number of times a website is accessed. “Views” are the number of times a particular web page is accessed on a website, not including PDF downloads. “Views” also refers to the number of times a video is played on a social media site (see below). “Downloads” refer to the number of times a PDF is downloaded.

Media Mentions

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

Social Media Terminology

Social media statistics relate to platforms such as Facebook® or Twitter® and are provided by the platform. 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). “Link clicks” refers to the number of clicks on links within the ad.

Physical Public Awareness (billboards, signs, etc.)

Physical public awareness is typically measured in terms of “impressions”. Impressions are the number of times a public awareness medium is seen, whether or not the viewer is unique. Impressions in this context are estimates provided by the company that supplied the physical promotional space.



Who We Are

The Canadian Centre for Child Protection is a national charity dedicated to the personal safety of children. Our goal is to reduce the sexual abuse and exploitation of children, assist in the location of missing children, and 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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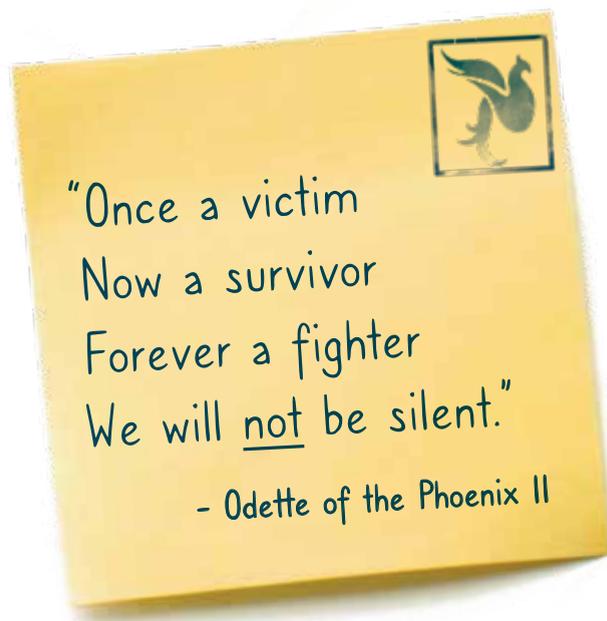
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FOREWORD



Over the past year the Canadian Centre for Child Protection (Canadian Centre) took very deliberate steps to move our *Digital Agenda for Protecting Canada's Youngest and Most Vulnerable Children* forward, with a focus on two of its key pillars: reducing the availability of child sexual abuse material (CSAM), and identifying more victims of CSAM along with improving support systems for survivors. This year, more than any other, has seen the strengthening of those pillars through the introduction of ground-breaking technology, a movement towards unprecedented support for survivors, and exceptional collaboration with international allies who are ready to tackle this global issue with a global response.

This year Project Arachnid took the world by storm. Launched in January 2017, Arachnid is a platform that proactively detects CSAM and issues take down notices to hosting providers requesting its immediate removal. It is currently processing tens of thousands of images per second and in just over one year has scanned close to **44 billion pieces of suspect images/media** on the public internet. This system is identifying over 80,000 unique concerning images per month that require analyst assessment and issuing 500-700 take down notices per day to providers requesting the removal of child sexual abuse material.

The international community has quickly recognized this platform as one of the most game-changing tools to combat CSAM on the internet. From Washington, to the UK, to India, we sat at the table with key decision makers from child protection hotlines, law enforcement agencies, government bodies, and industry from around the world. These meetings resulted in unprecedented access to data sharing, support, and funding. Project Arachnid has been significantly enriched by collaborating with these forward thinking, early adopter allies, but a continued coordinated global response from governments, industry, and society is needed to effectively pursue CSAM and protect children.

Some of the most effective strategies to safeguard children have come from those who understand these horrific crimes all too well. Throughout this report you'll read quotes from survivors and the Phoenix 10 (renamed the Phoenix 11 in July 2018 and referred to that way in the rest of this report), a courageous group of young women who participated in our first ever retreat for survivors who were exploited through child sexual abuse imagery. We firmly believe survivors have the most important perspective on what their needs are over time and can help guide supports and efforts for young victims.

As part of our strategy to improve support systems for survivors, we launched an International Survivors' Survey in 2016 to better understand the unique

challenges faced by those whose abuse as a child was recorded and, in many instances, distributed online. In September 2017, we released the final results in which **150 survivors from around the world** used their voice to contribute valuable information about their experiences to help us better serve Canadian families and children, as well as provide important recommendations for the services and organizations that intersect with survivors.

An international working group of experts contributed knowledge and feedback on the survey development and collaborated in crafting global recommendations. One immediate outcome was the establishment of an action group focusing on bringing the collective voice of these survivors to the international stage. Through facilitating victim and community impact statements, their words are a call to the world — these crimes happen to real children, these crimes do real damage, but there is help and there is hope. As one of the Phoenix 11 put it, "World, this is not a faceless crime. We are woke and ready to spread awareness."

With a firm focus on moving the strategy forward this year, we did take some time to reflect on how far we've come. September 2017 marked Cybertip.ca's fifteenth year as Canada's national tipline for reporting online sexual exploitation of children. As an independent, charitable agency, the Canadian Centre plays a critical role as a national clearinghouse for triaging potentially illegal reports, a place for Canadians to turn to for

help with concerns about shared intimate images, online luring, and other areas involving child victimization on the internet, as well as providing Canadians with resources to reduce child victimization.

In 2017, some of those resources were a response to what was happening in the arena of sport. A new Commit to Kids for Coaches eLearning module in collaboration with the Coaching Association of Canada (CAC) was designed to address boundaries, sexual misconduct, and reporting. This training gives coaches access to information that will help them enhance athlete safety.

Other resources took a new, unconventional approach for our agency. In 2017, we noticed a concerning trend in reports to Cybertip.ca — an 89 per cent increase in the past two years in online sextortion cases among teenage boys. Our response was a campaign called Don't Get Sextorted, Send a Naked Mole Rat. This hairless African rodent looks exactly like, well, like photos that many boys are being coerced to send for money or more images. This important message, spread through humour and an unconventional hero, earned the biggest media response the Canadian Centre has had to date thanks to an article in *The New Yorker* that spawned additional mentions in *The Washington Post*, *Cosmopolitan*, and other media outlets around the world.

Even though we've made these great global strides, we understand there is still a lot of the world left to conquer; there's always more work to be done. In the coming year, and those that follow, we'll continue to strengthen our key pillars through national and international relationships, innovative solutions for child protection, and facilitating a movement for survivors to rise up and tell their own story while we continue to craft ours.



Lianna McDonald
EXECUTIVE DIRECTOR

A handwritten signature in black ink, appearing to read "Lianna McDonald", written in a cursive style.



Kathie King
CHAIR, BOARD OF DIRECTORS

A handwritten signature in black ink, appearing to read "Kathie King", written in a cursive style.

The Case that Started it All: A Special Statement

The Canadian Centre was born from both tragedy and necessity. On November 30, 1984, 13-year-old Candace Derksen left Mennonite Brethren Collegiate Institute after a day of classes, but she never made it home.

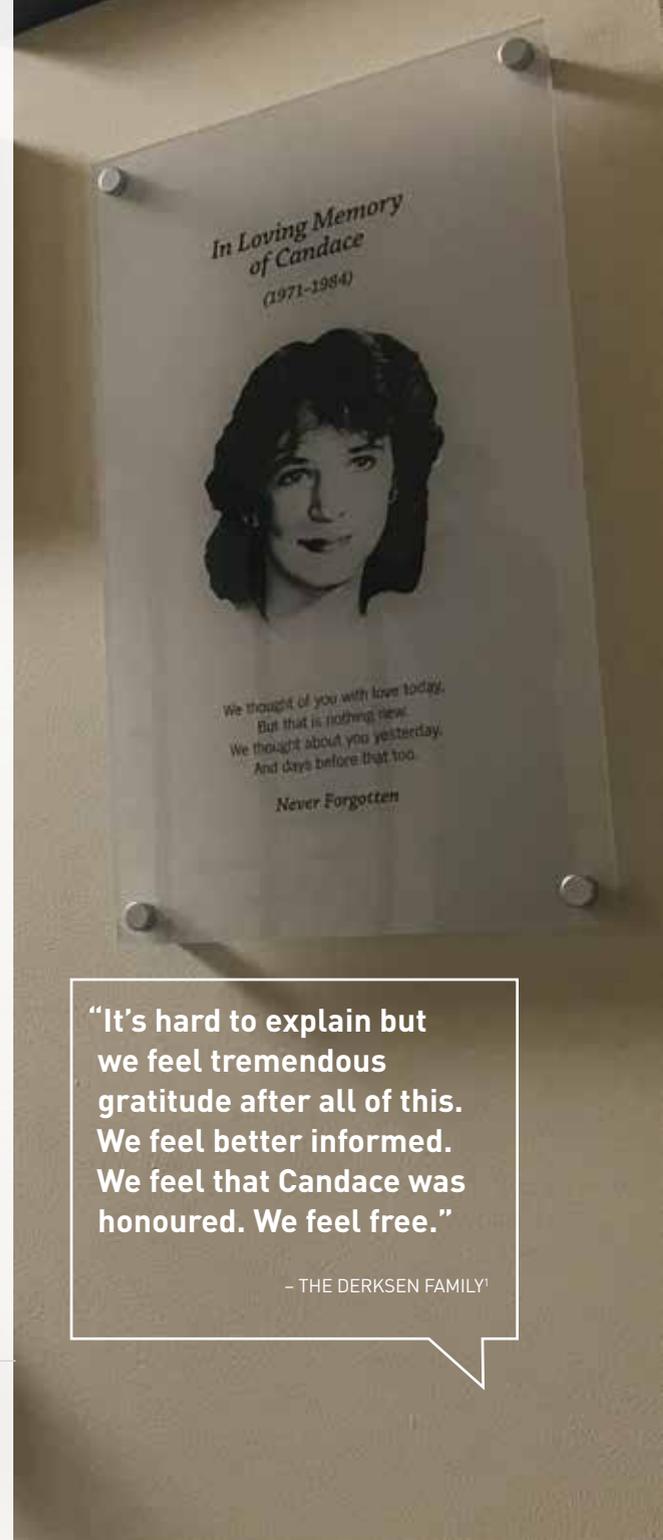
Her disappearance sparked one of the biggest missing person searches in Winnipeg's history before culminating in the discovery of her body not far from the Derksen's home. Yet, the family's response was to turn a horrible tragedy in to action.

Wilma Derksen, Candace's mother, started Child Find Manitoba in 1985 with the determination to help families in their greatest time of need and a vision to provide essential services her family didn't have access to during and following Candace's disappearance.

Even with a name change in 2006, the Canadian Centre for Child Protection continued Wilma's initial mandate to fight for change and for families who are impacted by a missing or exploited child.

In 2007, the family was faced with another challenge — a person was charged with Candace's murder. In 2011, a jury convicted him of second-degree murder and sentenced him to 25 years in prison.

The case was appealed, and in October 2017, the accused was found not guilty following a retrial. Following the verdict the Canadian Centre released a special statement to stand in solidarity with the Derksen family and honour Candace's legacy.



“It’s hard to explain but we feel tremendous gratitude after all of this. We feel better informed. We feel that Candace was honoured. We feel free.”

— THE DERKSEN FAMILY¹

1 “Candace Story.” The Candace Derksen Story, www.candacederksen.com/candace-story.html

MAKING A DIFFERENCE FOR CHILDREN

| 2017-18 ACHIEVEMENTS |



100,000 unique images a month are being detected by Project Arachnid that require analyst assessment and possibly trigger take down notices



430,000 notices issued to providers to remove child sexual abuse material



5,800+ inquiries from families, children, community members and law enforcement to the Child Safety and Family Advocacy Division to date



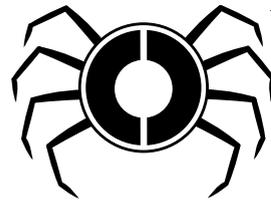
5,588 users logged on for Commit to Kids Child Sexual Abuse Prevention online training

April 1, 2017 — March 31, 2018

Model in image and intended as illustrative



A PLATFORM FOR CHANGE



Project
Arachnid™

In early 2016, the Canadian Centre undertook the effort to create a global platform to reduce the availability of child sexual abuse material (CSAM). The Project Arachnid platform was initially designed to crawl links on sites previously reported to Cybertip.ca that contained CSAM and detect where these images/videos are being made publicly available. Once illegal content is detected, a take down notice is sent to the provider hosting the content requesting its removal.

Project Arachnid continues to carry out the crawling activities described above, but it is continually evolving and adapting to enhance its capabilities to detect CSAM.

Project Arachnid has been significantly enriched by collaborating with child protection hotlines around the world. In 2017, the Canadian Centre created the Arachnid Orb — a device that allows other international hotlines to work collaboratively within Project Arachnid. The Arachnid Orb enables analysts worldwide to pool their collective expertise, thus reducing the duplication of assessment and ultimately increasing the number of notices that can be sent through Project Arachnid. Already a number of hotlines around the world are either participating or interested in supporting the efforts to reduce the availability of child sexual abuse material through Project Arachnid.

You can learn more about the Canadian Centre's global efforts to bring government bodies and other agencies on board with Project Arachnid in the Winnipeg to the World section of this report.

THE CYCLE OF CHILD SEXUAL ABUSE STOPS NOW

PROJECT ARACHNID RESULTS

Project Arachnid is currently detecting over 100,000 unique images per month that require analyst assessment and this number has been increasing each month. Other results include:

50 billion images have been processed by Project Arachnid since 2017

1.5 million images have been triggered for analyst review²

4,000+ victim series have been detected

790,000 take down notices have been sent to providers³

85% of the notices issued relate to victims who are not known to have been identified by police

² Analyst assessment is triggered by images that are suspect in nature so likely involve child sexual exploitation. Suspect images are images that are flagged by the Project Arachnid system as likely child sexual abuse material through the use of known hash values and Microsoft's PhotoDNA technology.

³ Electronic service providers may receive more than one notice if the material outlined in the notice has not been removed within a timely manner.

Putting the World on Notice

Along with fulfilling the reduction of CSAM pillar, Project Arachnid also touches on the second strategy cornerstone — supporting survivors. From now-adult survivors whose child sexual abuse was recorded and possibly distributed online, we know that dealing with the trauma from the creation of the CSAM impacts all aspects of their lives. We also know from survivors that coming to terms with the lack of control over the ongoing sharing of their abuse images and its public accessibility can be one of the most difficult aspects of the abuse to overcome. Project Arachnid provides survivors of this horrific crime with some relief in knowing the memorialization of their abuse is being curbed.



“How much you care and are fighting for people like us is really amazing. I had no idea how many good people exist.”

- A member of the Phoenix II



Model in image and internet as illustrative

New International Collaboration

In October 2017, the Canadian Centre had the privilege of meeting with the United Kingdom's Home Secretary Amber Rudd regarding Project Arachnid, its current and potential capabilities, and how working in collaboration with industry and allied countries can greatly expedite the removal of CSAM around the world.

In a speech at the Conservative Party Conference in Manchester, Rudd committed to investing £600,000 **in Project Arachnid**, and called on internet companies, both in the UK and around the world, to be supportive of these efforts.

In further interviews she highlighted that the collaboration between the Canadian Centre, the UK Home Office, and other industry allies around the world is absolutely essential in order to tackle online crimes against children and build a global capacity to help those that are most vulnerable.

Further discussion and collaboration was had in November 2017, when Rudd joined the Canadian Centre in Washington along with representatives from National Center for Missing and Exploited Children (NCMEC), and the major tech companies, including Microsoft®, Facebook, Twitter and Google®, to discuss Project Arachnid and its new capabilities to expedite the removal of CSAM.

This type of international collaboration is imperative in order to increase the quality of hashes, reduce duplication and exposure to analysts assessing this material, and, most importantly, reduce the online victimization of children around the world.



Photo courtesy of NCMEC



THE COLLECTIVE VOICE

THE INTERNATIONAL
SURVIVORS' SURVEY
AND ACTION GROUP

The Canadian Centre, through our trusted relationships, has been in the privileged position of hearing and learning from victims whose child sexual abuse was recorded and, in many cases, distributed online. 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.

As part of our strategy to identify, support, and understand the unique challenges faced by CSAM survivors, the Canadian Centre launched the International Survivors' Survey in January 2016, a first-of-its-kind initiative.

As the survey results and stories began to come in we quickly realized there was an urgent need to reframe how we as an organization, and other bodies that intersect with survivors, support victims of CSAM.

One of the first steps to better serve these survivors was the creation of an international working group of experts from medical, legal, law enforcement and child welfare fields. In late 2016, the Canadian Centre hosted two days of facilitated collaboration which focused on the initial survey results to create a first draft of recommendations to help address the unique needs of victims of child sexual abuse imagery.



An international working group of experts from medical, legal, law enforcement, and child welfare fields collaborated to create a first draft of recommendations to help address the unique needs of victims of CSAM.



Graphic scribe, Disa Kauk, visually captures the discussion at the Summit.



Dr. Sharon Cooper speaks with Canadian Centre staff about findings from our International Survivors' Survey and moving forward with what we've learned.

Over the course of the next year and a half, 150 survivors from around the world completed the comprehensive survey and in September 2017, the Canadian Centre released results from the International Survivors' Survey along with recommendations to address these horrific crimes. Some of the results include:⁴

- **70% of the survivors worried about being recognized by someone because of the recording of their child sexual abuse** (n=103). In fact, 30 respondents reported being identified by a person who had seen their child sexual abuse imagery.
- **58% of respondents reported having had more than one person abusing them** (n=150).
- **82% of the primary offenders involved in multiple offender scenarios were parents or extended family members** of the child (n=83).
- **56% of the survivors indicated that the abuse began before the age of four**, and 87% were 11 years of age or younger (n=152).*
- **42% were abused for more than 10 years** (n=152).*
- **67% of the survivors were threatened with physical harm** including being told they would die or be killed (n=96).
- **85% of the survivors anticipated needing ongoing/future therapy** (n=129).

* Two respondents reported on two different abuse situations — both situations are reflected in the statistic.

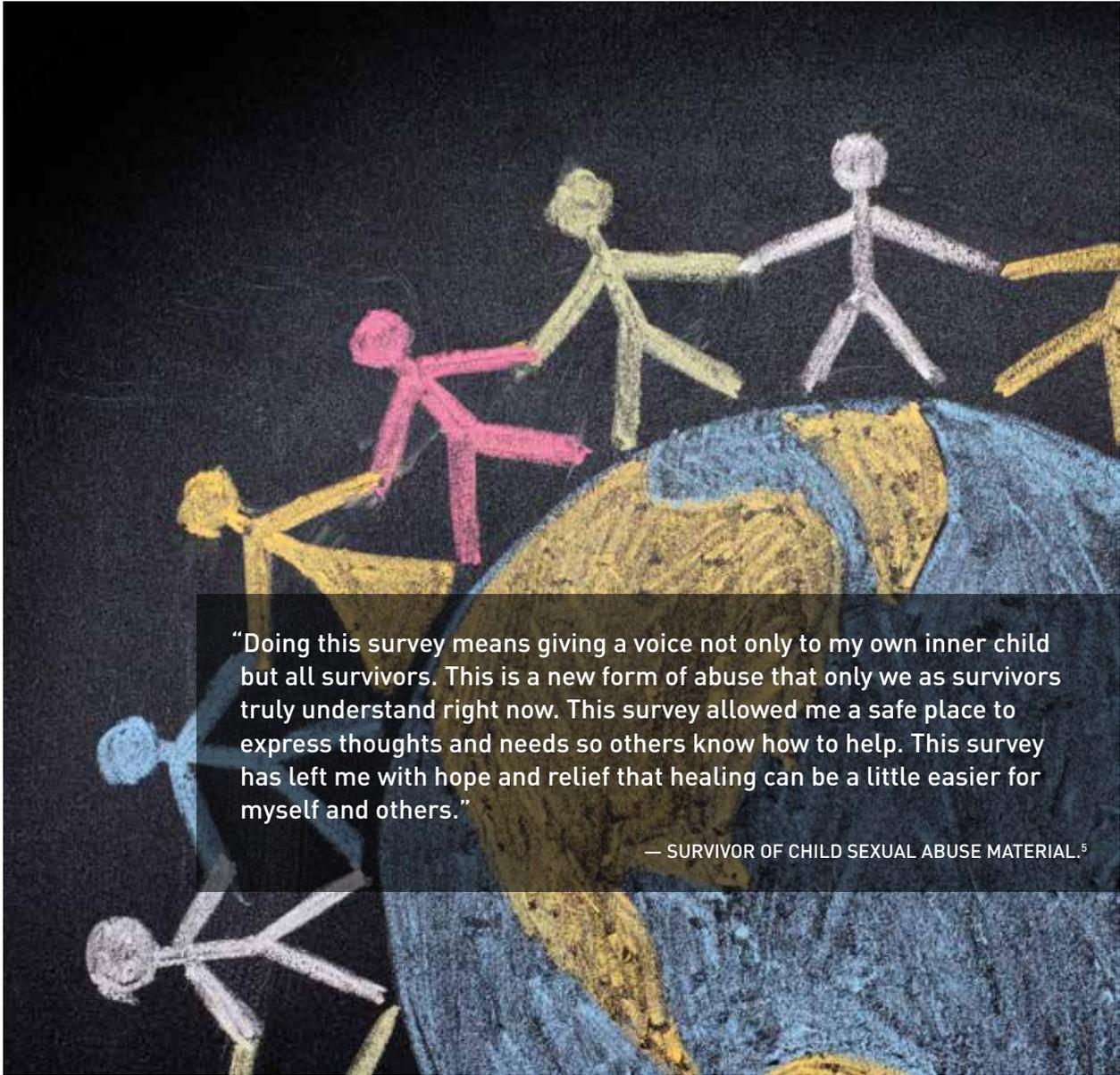
4 Data is subject to the limitations set out in the Executive Summary for the survey, available online: <https://protectchildren.ca/en/resources-research/survivors-survey-results/>. Percentages are rounded to the nearest whole number. Survey respondents were able to skip questions, may have been ineligible to answer certain questions and may have provided responses that did not fit the question, so not all percentages are based on 150 responses.



These results underscored an urgent need to reframe how we, along with the international community, are tackling this issue. Existing support services are not meeting the specialized needs of these survivors and the following recommendations were issued:

- **Reduce the availability** of both new and existing child sexual abuse images and videos on the public internet.
- **Improve education and training** on the issue of child sexual abuse among professionals to empower them to recognize and respond appropriately.
- **Strengthen the coordination and communication** between all systems and entities that intersect with victims of child sexual abuse and online exploitation.
- **Develop comprehensive systems and remedies** to properly recognize the rights and unique needs of victims whose abuse was recorded.

Not only does this survey provide a platform for change, but a medium in which survivors voices can be heard and empowered to move towards healing.



“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 MATERIAL.⁵

5 Canadian Centre for Child Protection (2017). *International Survivors' Survey: Full Report*

"We are not broken beyond repair.
We are not damaged goods. We found
the strength to carry on and we are
going to help others feel that freedom!
And all the perpetrators around the
world should feel scared because we
are coming for justice!"



– A member of the Phoenix II

A System of Strength

In February 2018, the Canadian Centre hosted our first ever survivor retreat where 10 survivors and 10 professionals gathered to share experiences, empower each other, and continue the healing process. It was also an opportunity for Canadian Centre staff and the professionals to learn from the survivors – who at the time dubbed themselves the Phoenix 10 (now the Phoenix 11) – exploring what has helped them in their journey, what they'd like others to know about their needs, what their future looks like in order to adapt or create resources and support services to better suit their unique needs. The experience was life changing for those involved, survivors and professionals alike. The overwhelming response from the survivors was that

they had never before had an opportunity to be amongst peers who understood their experience. One survivor stated that in two days she accomplished more than she had in years of therapy.

There will be many outcomes from the retreat. One outcome that has already occurred was the establishment of an action group focusing on bringing the collective voice of these victims to the international stage.

"Just because it may
sound unbelievable,
doesn't mean it
didn't happen."



– A member of the Phoenix II

In Their Own Words

Many survivors of child sexual abuse have been silenced when they've tried to reach out. The Canadian Centre believes it is critical survivors' voices are heard, and is committed to assisting those who wish to share their story in some way. Caseworkers provide guidance and support to ensure that the survivor is both prepared and protected in whatever opportunities they choose to explore. For some, finding safe ways to share their story and their voice is enormously healing.

During the Canadian Centre facilitated survivor retreat some of the participants were able to record victim impact statements for court and other

purposes. A few had given previous statements when their experiences were still fresh and raw; these statements reflect a different time and, in some cases, a different person.

The Canadian Centre is strongly committed to recording more victim impact statements for the survivors that are interested to ensure these central voices are heard.

MAKING THE CASE

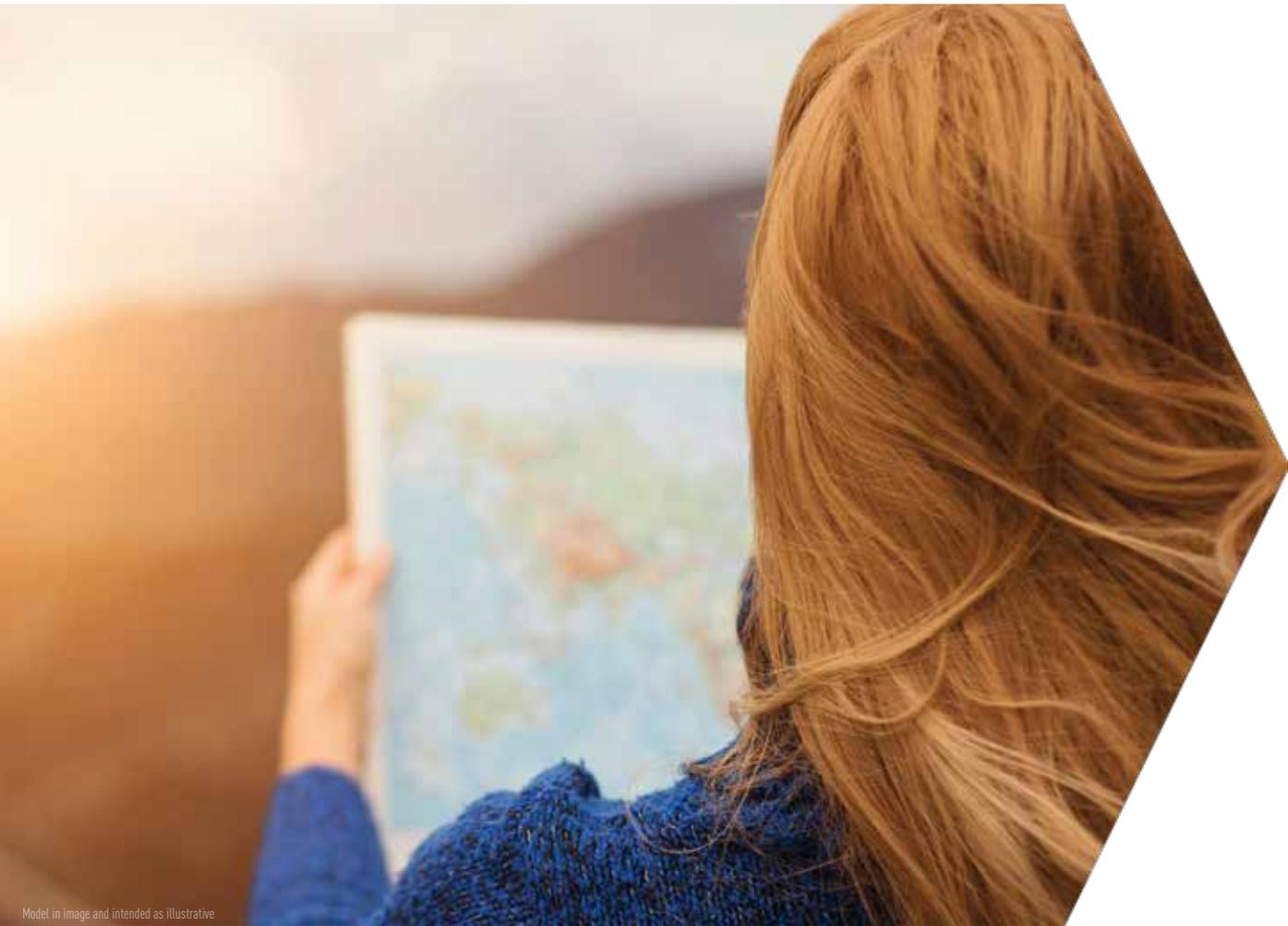
Since January 2016, the Canadian Centre has been facilitating the filing of a recorded victim impact statement from a victim whose child sexual abuse imagery is actively traded online. **In 2017-18, the statement was filed in 10 cases and has had an impact in courthouses across the country.** As one judge stated:

...she speaks to the fact that it is not just the initial victimization that is videotaped that causes [victims] the grief, but it is the thought that it is continually viewed by other people and distributed by other people that just continues this nightmare for them.

- Transcript of sentencing in R. v. Sauthoff (13 September 2017), Winnipeg (Provincial Court of Manitoba)

In November 2017, the Canadian Centre submitted its first community impact statement at the sentencing of a Winnipeg offender who sexually exploited several children, including making child pornography. The community impact statement was filed on behalf of the “community of victims of child pornography, both identified and unidentified.” It was entered as an exhibit at the sentencing hearing — **the first time this has been done for this community of victims in Manitoba, and possibly in Canada.**





Model in image and intended as illustrative

FROM WINNIPEG TO THE WORLD

THE CANADIAN
CENTRE TAKES THE
STRATEGY AROUND
THE GLOBE

Through the internet, the sharing of child sexual abuse material knows no geographical bounds. The Canadian Centre knew we could not tackle the global problem of CSAM on the internet without allies. Having the vision and the technology in place, the next step was to take the organization's strategy to law enforcement agencies, international hotlines, government bodies, and other stakeholders that could help create a global response to a global problem.

Throughout 2017-18, members of the Canadian Centre team participated in **landmark discussions** to further explain and highlight the unique capabilities of Project Arachnid:

OCTOBER 2017

The Canadian Centre attended a meeting of the WePROTECT Global Alliance and its board in London. The WePROTECT Global Alliance — a coalition of 70 countries, international law enforcement agencies, civil society organizations and key players from the technology industry — has an unprecedented collaboration with the influence, expertise, and resources to transform the global response to child exploitation crimes.

While in the UK the representatives of the Canadian Centre also had meetings with the UK Home Office, the Internet Watch Foundation (IWF), the National Society for Prevention of Cruelty to Children (NSPCC), the National Association of People Abused in Childhood (NAPAC), the Child Exploitation and Online Protection command (CEOP), Mr. John Carr, Victim Support UK, and INHOPE.



Executive Director Lianna McDonald addressing the Manitoba PC caucus.



Our friends from ECPAT Sweden travelled to Canada to spend two days with us in November 2017 and talk about working more collaboratively together.



FEBRUARY 2018

In Ottawa, the Honourable Ralph Goodale announced the Government of Canada renewed investment in combating the creation and dissemination of child pornography on the internet, with funding going directly to the Canadian Centre for Project Arachnid.

FEBRUARY 2018

The WePROTECT Global Alliance Summit reconvenes in Sweden to further discuss collaboration on Project Arachnid with representatives from the Canadian Centre, NCMEC, IWF, UK Home Office, Facebook, Microsoft, as well as Queen Silvia of Sweden.

This trip resulted in ECPAT Sweden joining forces with the Canadian Centre, to assist with Project Arachnid and the International Survivors' Survey, becoming the **first European hotline** to work directly with the Canadian Centre in the removal of CSAM.



The Lieutenant Governor of Manitoba, the Honourable Janice Filmon, pictured here in 2018 with Associate Executive Director Signy Arnason, the Honourable Gary Filmon, and Executive Director Lianna McDonald, has been the Canadian Centre's Patron since 2015.



MARCH 2018

International Association of Chiefs of Police hosted their Asia Pacific Regional Conference in New Delhi, India. Canadian Centre Executive Director Lianna McDonald was invited by the RCMP to present on Project Arachnid. The conference was an incredible opportunity to present our global solution to child sexual abuse materials to a new audience.



Director of Cybertip.ca Stephen Sauer at an INHOPE meeting in Lyon with the National Center for Missing and Exploited Children's Rebecca Sternburg and John Shehan.



In February, Dr. Nagarathna Annappa, Associate Professor of Law at the National Law School of India University in Bangalore visited the Canadian Centre with University of Manitoba professor and Academic Director of the Centre for Human Rights Research, Karen Busby, to meet with General Counsel Monique St. Germain and Executive Director Lianna McDonald.



Executive Director Lianna McDonald and Associate Executive Director Signy Arnason receiving the Canada 150 medal on behalf of the agency from Manitoba Senator Don Plett.



Police and Project Arachnid

Some of the earliest supporters and adopters of Project Arachnid have been our law enforcement partners. Project Arachnid offers a number of ways to collaborate and assist law enforcement in their efforts to investigate online child sexual abuse and rescue children from abusive environments including, the ability to detect and prioritize “new” media that has yet to be seen by law enforcement for the purpose of rescuing child victims. The Canadian Centre through Cybertip.ca is currently working with a number of police services across the country, including the RCMP’s National Child Exploitation Coordination Centre (NCECC), ALERT (Alberta), Niagara Regional Police Service, and Winnipeg Police Service to identify investigations where

distribution is not known and ensure that in conjunction with existing processes, hashes for the images related to those investigations are included in Project Arachnid. The goal is to reduce the availability of the material and notify the agencies when we become aware of its existence online, thus protecting the victim from ongoing harm.

The Canadian Centre and the RCMP’s NCECC are working together to ensure that Project Arachnid is drawing from the most up-to-date hash value set. Police services across Canada are encouraged to submit hash values involving child sexual abuse material (CSAM) and associated media to the NCECC as expeditiously as possible.



In 2017-18, the Canadian Centre facilitated 42 in-person meetings with law enforcement officers.

“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

Model in image and intended as illustrative



THE VIRTUAL BATTLEFRONT

cybertip!ca®

As Canada's tipline for reporting online child sexual abuse and exploitation, Cybertip.ca is also a place for Canadians to turn to for help with concerns about shared intimate images, online luring, and other areas involving child victimization on the internet.

A GLIMPSE AT CYBERTIP.CA'S 2017-18 RESULTS

139,897 Cybertip.ca reports processed

(248% increase from 2016-17)

30% of those are attributed to **public reporting**;

70% (97,752) are attributed to **Project Arachnid**

85% of all reports processed were forwarded to law enforcement, child welfare and/or INHOPE, or a notice was sent to an electronic service provider

900,000+ direct educational material distributed

580,000+ website page views on Cybertip.ca and its related sites



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 2017-18, Cybertip.ca was notified of 9 arrests related to Cybertip.ca reports with 5 children removed from abusive environments.



Reporting Makes a Difference

In summer 2017, The Canadian Centre was notified by the Waterloo Regional Police Service that an arrest had been made following receipt of a Cybertip.ca report. In the report, it was alleged that a user was distributing child sexual abuse material through an online chat platform and suggested the individual may also have access to children. A Cybertip.ca analyst processed and forwarded the report to both the Waterloo Regional Police Service (WRPS) and the Children's Aid Society (child welfare) as a higher priority given the potential risk to a child(ren). Further investigation by the WRPS led to the suspect being identified and arrested for possession of child pornography. The individual was subsequently released on bail but later re-arrested and charged with additional offences including four charges of making child pornography and of making child pornography available, as well as several others following a forensic examination of computer equipment seized during the initial arrest.

In fall 2017, Cybertip.ca received a report from a concerned parent regarding an incident involving their child and possibly one of the child's friends. An individual had reportedly contacted the youth online, attempting to arrange a supposed paid photo shoot. The report was processed by a Cybertip.ca analyst and subsequently forwarded to the Vancouver Police Department (VPD). The Canadian Centre was later made aware by the VPD that following an investigation a suspect had been arrested and multiple victims had been identified. At the time the law enforcement agency received the Cybertip.ca report, an initial investigation had already been underway following a complaint from the public; the Cybertip.ca report led to additional victims being identified. The suspect was charged with multiple offences.

Past, Present, Future: Celebrating Cybertip.ca

In 2017, Cybertip.ca celebrated 15 years of being Canada's national tipline for reporting online child sexual abuse, as well as a central component of the strategy to protect children from sexual exploitation on the internet. Since its inception, the tipline has responded to **266,000+ child sexual exploitation reports** from the public and referred those reports to law enforcement for investigation, resulting in at least **520 individuals being arrested**, hundreds of children being removed from abusive environments, and the protection of countless children both within Canada and abroad.

On September 26, 2017, the Canadian Centre released the *Cybertip.ca 15-Year Anniversary Report*, which highlighted our results and successes, the evolution of the tipline over the years, and our commitment to innovation. This historical snapshot provided insight into where we have been and where we need to go as Canada's national tipline. As technology and its use to facilitate crimes against children continues to evolve, we work to counter it with one-of-a-kind innovations, resources, and awareness.



(Left to right): MP Wayne Stetski, MP Arnold Viersen, MP Robert-Falcon Ouellette, Canadian Centre Executive Director Lianna McDonald, and the Honourable Geoff Regan, Speaker of the House of Commons.



Ralph Goodale, Minister of Public Safety and Emergency Preparedness.



VOICES ON THE HILL

On September 25, 2017, the Honourable Geoff Regan, Speaker of the House of Commons, hosted a reception in the Speaker's Dining Room on Parliament Hill to commemorate Cybertip.ca's 15th anniversary. The non-partisan event was co-hosted by MP Robert-Falcon Ouellette (LIB), MP Wayne Stetski (NDP), and MP Arnold Viersen (PC), and was attended by many leaders in industry, law enforcement, and elected officials.

Along with remarks by Canadian Centre Executive Director Lianna McDonald, Ralph Goodale, Minister of Public Safety and Emergency Preparedness, spoke to the accomplishments of the agency. More notably, a survivor of child sexual abuse imagery brought her voice to the Hill, courageously sharing the powerful story of her and her sister.



In 2018-19, Cybertip.ca is projecting processing 480,000+ reports. This substantial increase is attributed to Project Arachnid automatically detecting child sexual abuse material.

Notifications to Electronic Service Providers

Cybertip.ca sends notices directly to hosting providers when information reported to the tipline involves child sexual abuse imagery. Once a notice issues, a provider can identify and remove the content from their network, an action that reduces the public availability of this content, thus reducing the ongoing victimization of the victim and addressing the violation of the child's right to privacy and dignity.

Cybertip.ca issued 305,000+ notices to providers in 2017-18.⁶

Curbing the Availability of Child Sexual Abuse Material Online

Cleanfeed Canada is an undertaking of the Canadian Coalition Against Internet Child Exploitation (CCAICE), and aims to reduce Canadian's exposure to child sexual abuse images. The Canadian Centre's participation provides ISPs with a URL list that can be used by the provider to block their customers' access to non-Canadian websites hosting child pornography.

More than 35,000 unique URLs have been added to the Cleanfeed list since inception, with 3,600+ being added in 2017-18.

On any given day in 2017-18, an average of 145 unique-foreign hosted URLs with child sexual abuse imagery were blocked from Canadian access through Cleanfeed.

“As survivors of this type of abuse we have no control over whether it is distributed. It's just another way our abusers have control. Every time I imagine him watching back those videos, looking at those pictures, for his amusement I can feel a piece of me break off with every replay.”

– SURVIVOR OF CHILD SEXUAL ABUSE MATERIAL

⁶ Total includes notices and takedowns through Project Arachnid.

Cybertip.ca Alerts

Cybertip.ca Alerts are notifications sent out to inform the public of concerning technology trends and new resources designed to increase children's personal safety. The alerts provide information about new or emerging apps, features or websites, and concrete tips for parents. In 2017-18 the Canadian Centre sent out two alerts: one on a new location-sharing function in Snapchat®, and the other regarding the anonymous feedback app called Sarahah™.

The Snapchat® alert reached:

- 87,400+ people on social media
- 433 shares on Facebook alone

While the Sarahah notification drew more traditional media attention generating:

- 4 print and online articles
- 5 on-air interviews by Canadian Centre Directors



Allies in Arms — Working with Police

The role of police is essential to our work in reducing child victimization and better protecting children.

In 2017-18, the Canadian Centre worked to build even stronger relationships with law enforcement, secured formalized protocols, increased regular communications, and worked to ensure resources were readily accessible to law enforcement and promoted throughout Canada.

Since 2012, the Canadian Centre has formalized agreements with 15⁷ law enforcement agencies across Canada, eight of which were signed in 2017-18.

Agreements currently exist with:



RCMP



Ontario Provincial Police



VANCOUVER POLICE DEPARTMENT
Beyond the Call



VICTORIA
POLICE



Edmonton Police Service



Alberta Law Enforcement
Response Teams



Durham Regional Police



Halton Regional Police



OTTAWA POLICE SERVICE
SERVICE DE POLICE D'OTTAWA
*À l'Écoute de votre communauté. Toujours
en partenariat avec les services communautaires.*



Niagara Regional Police Service



Winnipeg Police Service



Brandon Police Service



Service de Police, Ville de Saint-Jérôme



Sûreté du Québec

7 Total of 17 agreements. Two agencies have two agreements addressing different areas. Agreements include licensing, MOU's and Formalized Protocols.

Education and Prevention with Police

Law enforcement plays an important role in our education and prevention efforts. School Resource Officers (SROs) are in the perfect position to direct youth, families, and schools to Canadian Centre resources. In 2017-18 we provided police with approximately **355,000 pieces of educational material**, including a number of unique resources that were customized for specific services⁸:

- *My First Safety Book* — To date 30,000 copies have been distributed with the support of the Ontario Provincial Strategy to OPP detachments and municipal agencies across the province.
- *Makoons' Keep and Speak Secrets* — In fall 2017, the Canadian Centre, with funding from the Government of Canada's Victims Fund, began working with the RCMP and Treaty Three Police Service to promote resources aimed at preventing child sexual abuse. *Makoons' Keep & Speak Secrets* was adapted from *Teatree's Keep & Speak Secrets* in consultation with the Manitoba First Nations Education Resource Centre Inc. (MFNERC) and helps teach children that all secrets about touching and picture taking need to be told to a safe adult.

EDUCATION INSTEAD OF CRIMINALIZATION

In April 2017, the Canadian Centre participated in a diversion pilot project that involved the Winnipeg Police Service and the Manitoba Department of Justice. A number of youth (under and over 18) had been charged with child pornography offences related to an image of a 17-year-old girl. The purpose of the pilot project was to address the criminal activity of the youth through a targeted education session rather than in criminal court. The Canadian Centre's role in the diversion was education-based on the issues of sexual consent and victim impact. The pilot was well-received and the Canadian Centre may participate in more diversion projects in the future.

8 Some printing costs may have been associated to resources printed with service logos.



Members of ALERT visit the Canadian Centre in August 2017.



OPP Comm. Vince Hawkes and Executive Director Lianna McDonald signed a Protocol outlining our commitment to working together which was kick started with the launch of My First Safety Book.



Director of Education Noni Classen and Policing Relations Liaison Lindsay Lobb at Treaty Three Police.



Models in image and intended as illustrative

STRONGER TOGETHER

missing **kids**.ca™

CHILD SAFETY AND FAMILY
ADVOCACY DIVISION

The Canadian Centre's roots are based in mobilizing and supporting families when a child goes missing. Yet, the demand for support and advocacy for families and individuals has evolved from dealing only in the missing child space to encompassing a number of other issues such as child sexual abuse concerns, concerning adult behaviour, questions about custody and access, and children at risk of abuse and/or exploitation. Because these issues fall within the mandate of the Canadian Centre, we created the Child Safety and Family Advocacy Division (CSFAD) which is supported by a team of caseworkers who are available to listen to the concerns, connect individuals and families to available community resources, and advocate within systems to ensure matters are addressed.

CSFAD also 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, and 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).
- **Assisting stakeholders in coordinating service delivery** to children and families in need.
- **Helping families navigate child protection systems** and other systems, and advocating for systemic changes.

RESULTS TO DATE:⁹

5,800+ inquiries from families, children, community members and law enforcement to the Child Safety and Family Advocacy Division

2,000+ families of missing children/young adults have received direct support from MissingKids.ca caseworkers

320 MissingKidsALERTS™ issued (90 per cent of those children/youth have been located)

⁹ Date range includes 2011 – March 31, 2018.

When Minutes Matter: Leveraging Social Platforms

The MissingKidsALERT system was first introduced in 2012 by the Canadian Centre as an opt-in public notification mechanism designed to provide critical information in the search for missing children.

Since its launch, MissingKidsALERT has been updated to a more modern system that takes advantage of the connectivity within social media platforms while being able to issue status updates on a missing child more quickly. Meant to complement existing provincial AMBER Alert systems, MissingKidsALERTs can also be used in cases which fall outside AMBER Alert protocol, such as cases that do not involve an abduction.

In early 2018, the MissingKidsALERT website underwent a re-design to streamline the process for individuals to sign up for MissingKidsALERT, as well as get a better understanding of the importance of this service.

ALERTS WORK

In fall 2017, a MissingKidsALERT was issued for a young Winnipeg boy who went missing from his school. Caseworkers worked closely with local police to disseminate information throughout the city, alerting community members to engage in the search. Thankfully, the boy was found the same day and reunited with his family. Ongoing support was provided to the family to assist them in the aftermath of their child going missing.

**45 MissingKidsALERTs
were sent out in 2017-18.**

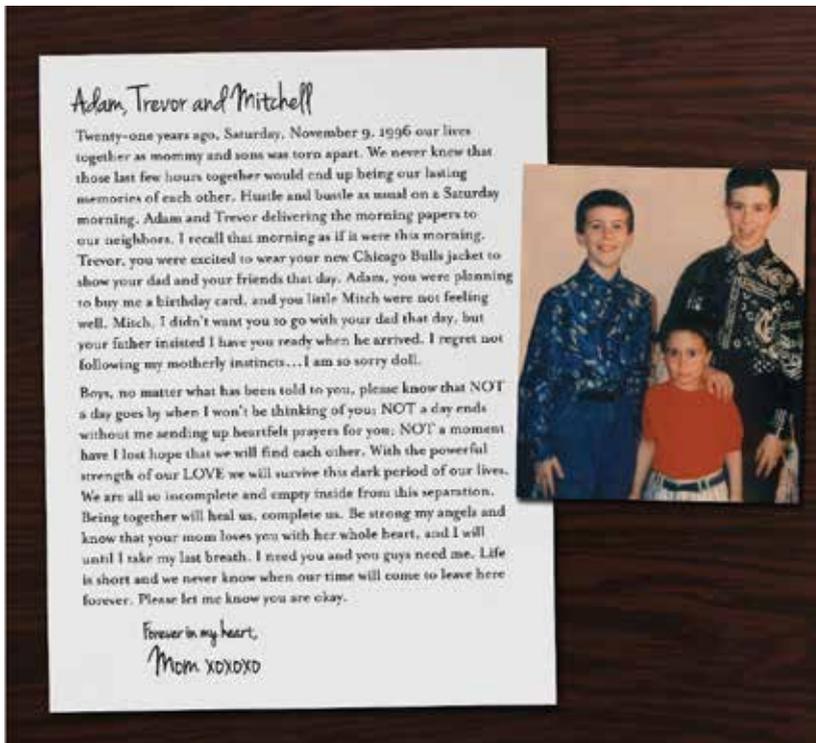


PICTURES2PROTECT®

Every year MissingKids.ca works with Lifetouch Canada to provide parents with a free, up-to-date photo card of their child through Lifetouch's Pictures2Protect program. In 2017-18, 1.75 million Pictures2Protect cards were produced for parents of kindergarten to high school children.



Model in images and intended as illustrative



A STORY SHARED

Diana Saunders last saw her 3 boys 21 years ago, and hasn't heard from them or their father since. She wrote a letter for the Canadian Centre to post on social media in the hopes her boys may see it. A portion reads, "Please know that NOT a day goes by when I won't be thinking of you; NOT a day ends without me sending up heartfelt prayers for you; NOT a moment have I lost hope that we will find each other."

Her words touched hearts across the country. The Facebook post alone has had over 8,300 shares, and reached 439,147 people.

Protection Through Advocacy

Over the course of 2017-18, the Canadian Centre actively monitored federal and provincial legislative and other activities, and contributed to the democratic process by submitting input in select instances where the issue being considered touched upon the protection of children. Below are a few of the main submissions made by the Canadian Centre over the course of the year.

Bill C-337 Federal Private Member's Bill on Judicial Training

In February 2017, Private Member's Bill C-337, *An Act to amend the Judges Act and the Criminal Code (sexual assault)*, was introduced in the House of Commons. The Bill would require future judges to receive training on sexual assault law, require the Canadian Judicial Council to report on judicial training in this area, and require that reasons provided by a judge in sexual assault decisions be entered in the record of the proceedings or be in writing. The Canadian Centre made a submission to the Standing Committee on the Status of Women in April 2017, which had been tasked with studying the Bill. The submission focused on areas in which judicial training would be beneficial, such as issues related to child sexual abuse and its disclosure, offender behaviour, and offences committed or facilitated through technology.

Private Member's Resolution on Copyright Reform

In April 2017, the Canadian Centre submitted a letter in support of an upcoming Private Member's Resolution that contemplated the provincial and federal governments working together to ensure the rights of victims of child sexual abuse material were strengthened through possible adjustments to the *Criminal Code* and Canadian copyright law. In its letter, the Canadian Centre highlighted the work it has been doing with victims whose child sexual abuse was recorded and distributed online, as well as the ongoing difficulties these victims face knowing that they have no control over the images of their abuse that continue to circulate online.

Review of the Alberta Missing Persons Act

In June 2017, the Alberta Standing Committee on Families and Communities began a review of Alberta's *Missing Persons Act* to consider its effectiveness and any potential changes to it that might be required. The Canadian Centre submitted a brief and was then asked to present in front of the Committee in February 2018. The written and oral presentation focused on issues affecting missing children and youth, what the Canadian Centre had learned from reviewing missing persons legislation across Canada, and the four main ways the Canadian Centre believed Alberta's government could strengthen the *Missing Persons Act* in order to better protect children.

Federal Ombudsman for Victims of Crime Roundtable

In August 2017, the Office of the Federal Ombudsman for Victims of Crime launched a national consultation process to learn about what more can be done to support victims of crime. Canadian Centre Executive Director Lianna McDonald was invited to a roundtable held early in this process, which covered issues such as bail (judicial interim release) reform, handling offences against the administration of justice, restorative justice, and concerns with the *Canadian Victims Bill of Rights*. The Canadian Centre's contributions addressed these issues from a child-protection perspective and spoke to the unique needs of victims of child sexual abuse imagery.

Manitoba Child Welfare Legislative Review

In December 2017, the Manitoba government announced the creation of a Child Welfare Committee which was tasked with reviewing Manitoba's child welfare legislation. The Canadian Centre submitted a formal brief in support of certain proposed legislative changes that had been set out in a *Discussion Guide* published by the province in connection with the consultation, and offered suggestions in relation to other proposed changes.

Draft Policy Position on Online Reputation

In January 2018, the Office of the Privacy Commissioner of Canada released its draft position paper on online reputation and requested feedback from the Canadian public to assist in finalizing the paper and developing an action plan. The Canadian Centre prepared a submission, focusing on why children specifically need heightened protections, and expressing views on mechanisms for enhancing control over online reputation, including de-indexing search results, source amendment or takedown, improving sites' practices, improving education, promoting further research, and legislative solutions.

Poverty Reduction Strategy (Manitoba)

In February 2018, the Manitoba government launched an online survey and associated consultations with various stakeholders to support the development of a new Poverty Reduction Strategy. Due to its interest in the wellbeing of all children, the Canadian Centre made a formal submission to the Government of Manitoba in March 2018 to offer insights into the connection between poverty and the sexual exploitation of children and youth. The submission included examples of recent Canadian cases that involved vulnerable youth who were trafficked for the purpose of sexual exploitation, as well as the lifelong impact on victims of child sexual exploitation and abuse.



PROTECTING THROUGH PREVENTION

| EDUCATION & TRAINING |

Models in image and intended as illustrative

EDUCATION AND TRAINING BY THE NUMBERS:

5,588 child-serving professionals engaged in **child sexual abuse awareness and prevention training** through our online platform

3,100+ students and youth, and 800+ families/parents were reached through in-person training and events addressing **personal safety and online risks**

1,000+ educators, school clinicians, school administrators, and school resource officers were reached through in-person training and events addressing **youth victimization** and the implementation of **Kids in the Know® lessons**



Canadian Centre staff with members of the Winnipeg Police Service and Old Navy staff during the store's annual safety awareness event.





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“As the Grade 7-8 health teacher at my school, I am thrilled to have resources that deal with serious issues such as bullying, relationships, and personal identity/safety.”

– CANADIAN EDUCATOR

Modernizing the Delivery of Personal Safety in the Classroom

The Kids in the Know (KIK) personal safety education program is used in approximately 60% of school divisions across Canada. Taught by educators in the classroom, the Canadian Centre’s KIK program teaches effective personal safety strategies in an engaging, age-appropriate, and interactive way that builds resiliency skills and reduces the likelihood of child and youth victimization, both online and offline.

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. In 2017-18 the Canadian Centre:

- Updated Grade 7 and Grade 8 lessons to address the harm facing young people in conjunction with sexuality and technology.
- Started development of an online, interactive high school lesson in which students will explore topics such as stereotypes, healthy versus unhealthy relationships, coercion, and consent.
- Embarked on the creation of a new program delivery module with online access all the KIK lessons, allowing schools easier access and more cost effective implementation.

Online Safety Gets Fishy: Zoe & Molly Online™

In October 2017, with the support of Shaw, the Zoe & Molly Online website was re-launched with a new design, online comics, an online safety quiz, and a new interactive game — Molly's Underwater Adventure — geared towards children in Grades 3 and 4. The game enables children to create their own adventure, using play to reinforce how to stay safe while gaming online, as well as communicating risks associated with sharing personal information and sending pictures online.

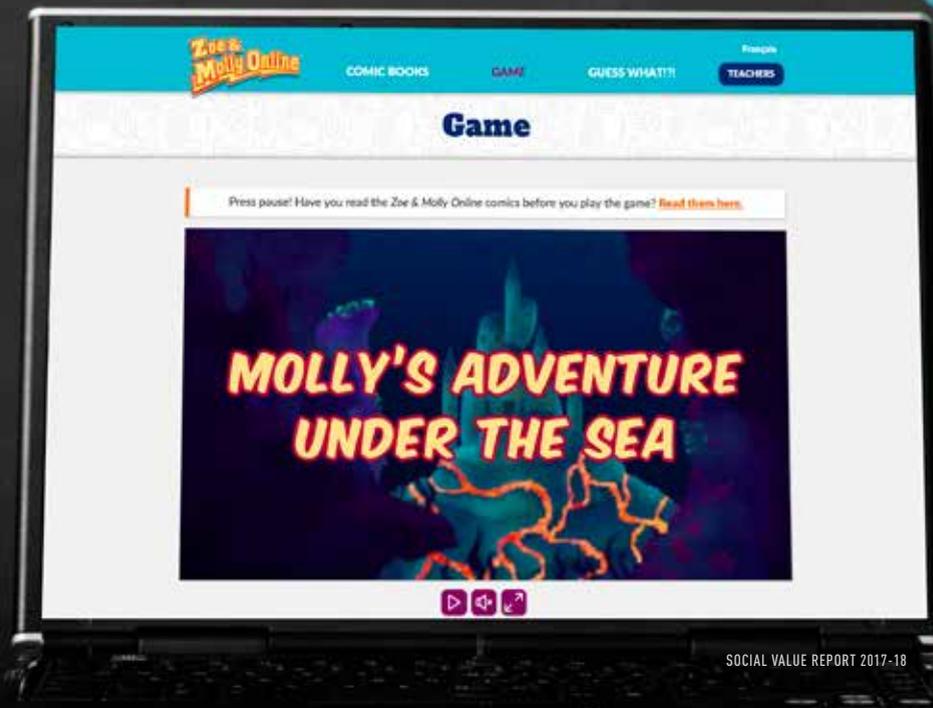
Since its launch, Zoe & Molly Online has:

- 104,855 website page views
- 7,276 game plays

**Zoe &
Molly Online**

is supported by

Shaw)



All in the Family: ProtectKidsOnline.ca

In October 2017, the Canadian Centre launched ProtectKidsOnline.ca, a one-stop website that provides Canadian families with prevention tips to help reduce children's risk of online exploitation, along with suggestions to help parents get the conversation started about online safety.

Since its launch ProtectKidsOnline.ca has seen:

- 30,100+ website page views
- 1,600+ returning visits
- 6 minutes average visit for returning users

"The resources from the Canadian Centre for Child Protection have been incredibly useful to us. We run a social media safety program for youth and have provided parents with your resources and directed them to your website to help them educate themselves about their children's social media use."

- COMMUNITY SERVICES
PROGRAM STAFF



PROTECTKIDS  ONLINE.CA™

is supported by

 TELUS®

Support Along the Way: SPEX guides and NeedHelpNow.ca™

Over the last few years, there has been a significant increase in the number of reported cases of young people involved in self/peer exploitation (SPEX). This type of exploitation, coined in the media as “sexting,” is generally defined as youth creating, sending or sharing sexual images and/or videos with peers via the internet, messaging and social networking. In consultation with educators, law enforcement officers, crown prosecutors, child development experts and psychologists, the Canadian Centre created two resource guides — one for educators and one for families to assist in managing SPEX incidents.

In early 2017, both the SPEX guide for schools and families were updated to reflect updates to the Criminal Code, such as the addition of non-consensual distribution of an intimate image offence, and the role of Cybertip.ca in addressing peer-related incidents involving intimate images.

- 7,818 SPEX guides to LEAs
- 3,823 SPEX guides sent to schools and child-serving organizations

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 is where NeedHelpNow.ca comes in. This important website means youth have a resource that can help them stop the spread of sexual pictures/videos and receive support along the way.

In 2017-18, NeedHelpNow.ca received:

- 103,167 page views
- 6 minute average visit duration
- “Removing Picture/Videos” was the most visited page — offering an important resource to help teens take back control of their intimate material — followed by a page on how to deal with peers after the fallout

NeedHelpNow.ca™

is supported by

Bell

Model in image and intended as illustrative

Serving and Protecting: Commit to Kids® program

The Canadian Centre's Commit to Kids program (C2K) helps child-serving organizations reduce the risk of sexual abuse and create safer environments for children under their care. The step-by-step program walks organizations through how to identify strengths and gaps in their child protection policies, manage risk, create/augment a code of conduct, review and strengthen hiring and screening practices, establish reporting procedures for misconduct and sexual abuse concerns, and more.

C2K also has an online training component to educate those working or volunteering in a child-serving organization about the issue of child sexual abuse while empowering users to take an active, participatory role in protecting children in their care.

In 2017-18, 5,228 employees and volunteers were educated through C2K's online training, while more than 1,000 received in-person training.

"I thank the Canadian Centre for Child Protection for the support, the help that you provided us when we needed help especially in the training of our volunteers. The Commit to Kids Program was and is of great value to us."

- FAITH-BASED ORGANIZATION

"This term I had over 50 students taking the Commit to Kids training. The feedback has been very positive and students really like having the certificate to add to their resume/ portfolio. In addition, I have been able to find room in my course to expand on other topics now that I know this is covered so well."

- UNIVERSITY PROFESSOR
WHO IMPLEMENTED
C2K TRAINING FOR STUDENTS



A Team Effort to Addressing Sexual Abuse in Sport

Sport offers incredible experiences and opportunities for children, which are integral to enhancing development. Positive experiences are tied to healthy relationships between athletes and coaches, as well as to safe environments where adults are accountable for their actions and behaviours.

Within the national scope of sport, the Canadian Centre and the Coaching Association of Canada signed a memorandum of understanding to tackle the issue of child sexual abuse in sport. In the first year of this effort, we were able to:

- Offer the Commit to Kids for Coaches online training as part of the National Coaching Certification Program roster, offering three professional development points for users, as part of their maintenance of certification.
- Provide Commit to Kids for Coaches online training access to 1,700 sport professionals.
- Equip 400 national, provincial, and local sports organizations with the Commit to Kids program.
- Direct administrators, employees, volunteers, and parents to free resources about the coach-athlete relationship, guidelines for interactions between adults and athletes, as well as how to report inappropriate behaviour and child sexual abuse.



In 2017, the Canadian Centre and viaSport B.C. teamed up for provincially led change in British Columbia. At a conference hosted by viaSport B.C., for a variety of B.C. sport organizations, the Canadian Centre addressed the issue of child sexual abuse and the need for sport organizations to focus on child protection policies.

Joining Forces With Cadets

The Canadian Armed Forces, as represented by the Commander National Cadet and Junior Canadian Ranger Support Group, and the Canadian Centre are working collaboratively to enhance safety youth in Canadian Armed Forces programs. Current initiatives include enhanced education/training about the issue of child sexual abuse for adult leaders, with a focus on grooming.

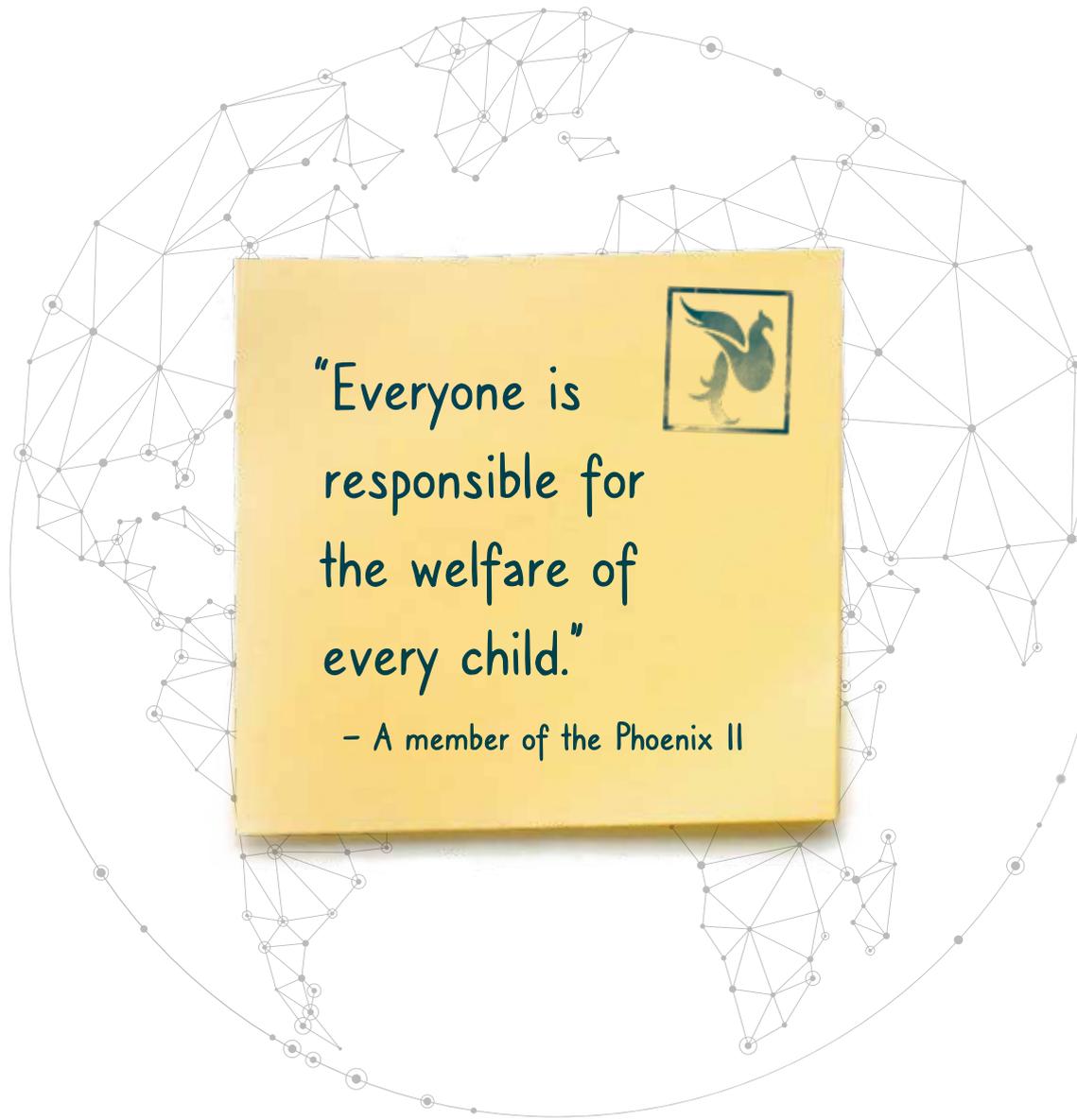
Since the start of 2018, 1,490 adult Canadian Armed Forces leaders have taken Commit to Kids online training.

Models in image and intended as illustrative



ALL EYES ON US

PUBLIC AWARENESS
& OUTREACH



"Everyone is
responsible for
the welfare of
every child."

- A member of the Phoenix II



Public Awareness Campaigns

Don't Get Sextorted, Send a Naked Mole Rat

In May 2017, the Canadian Centre released a new campaign — Don't Get Sextorted, Send a Naked Mole Rat — to prevent the sextortion of teenage boys using humour to cut through the awkwardness of the subject. Working with the ad agency No Fixed Address, a PSA was produced urging kids to send images of naked mole rats when asked for nudes of themselves. Supporting the PSA is a website, www.dontgetsexorted.ca, which features a number of gifs/memes for social media, and education materials.

The campaign struck a chord and drove immediate awareness worldwide. Across 5 continents, conversation about sextortion spiked 649% in one week.¹⁰ The campaign generated:

- 3.4 billion impressions worldwide
- 4,000 social media mentions
- 1,000 news articles in over 80 countries
- 500,000+ naked mole rat memes were shared worldwide

Social media and traditional press exploded with articles and interviews about the campaign in *The New Yorker*, *Mashable*, *The Washington Post*, *The Times*, *Cosmopolitan*, and more.

10 Don't Get Sextorted, Send a Naked Mole Rat campaign reach, impressions, media mentions were tracked and collected by No Fixed Address.

Alan Burdick, *The New Yorker*, June 1, 2017.

THE
NEW YORKER

ELEMENTS

TO SAVE YOURSELF FROM SEXTORTION, SEND NAKED MOLE RATS, NOT NUDES

By Alan Burdick June 1, 2017

f



Alan Burdick, *The New Yorker*, June 1, 2017.

The Canadian Centre for Child Protection has a message for teens, and it involves one of the unsightliest of the animal world.

COURTESY CANADIAN CENTRE FOR CHILD PROTECTION

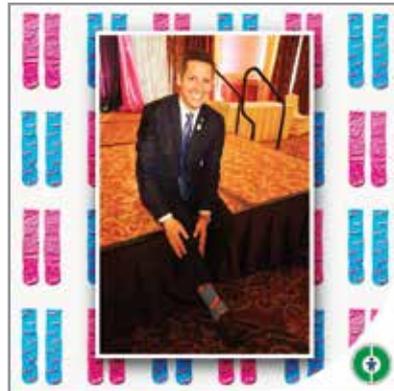
Where to start with the naked mole rat? Four inches long, hairless, pale, wrinkled, spindly-legged, it lives in vast underground colonies in Africa, like a termite more closely related to porcupines and guinea pigs than to moles or rats. It is the w eusocial mammal, with hundreds of sterile workers serving a single, constantly preg Virtually blind, it digs networks of tunnels using its four protruding incisors, which individually, like chopsticks. It can run as quickly backward as forward. To aid its d



AWARD WINNING

The Naked Mole Rat's unique campaign creatives combined with an important message made it prime for awards season. Just to name a few, the campaign and No Fixed Address have received:

- 2 bronze AToMiC awards for Best Digital Engagement and Cause & Action
- A Webby award nomination for Best Use of Earned Media
- A listing as one of the Most Contagious Campaigns of 2017 by Contagious.com



We even had Winnipeg's Mayor Brian Bowman wearing naked mole rat socks.





Not Your Nudes? Not Yours to Share

In March 2018, the Canadian Centre released an animated campaign entitled Not Your Nudes? Not Yours to Share. The campaign highlights there are legal consequences to sharing someone else's sext without that person's consent, and directs users to visit Cybertip.ca/sexting to learn more about the law, as well as how to gain back control if your intimate image has been shared.

The campaign reached hundreds of thousands of Canadians through bus stop ads, in-mall videos, as well as a pre-show video at Cineplex movie theatres across the country.

It also generated a high response on social media with the video generating 213,065 views on Twitter, 4,324 link clicks through Facebook, and spawning a lot of conversation between users.



Real Child, Real Abuse

Often people think of child sexual abuse material as a static image and fail to realize this is in fact a snapshot in time of a real child being sexually abused. Cybertip.ca's campaign Real Child, Real Abuse reminds viewers that child sexual abuse material is never just a picture, and urges the public to report concerns to the tipline.

The public awareness campaign featured print materials in the form of billboards, bus stop ads, and promotion in *WestJet Magazine*, as well as a social media campaign, which generated high engagement:

- 1,575,135 impressions on Twitter
- 643,089 video views on Twitter
- 6,704 link clicks through Facebook to [Cybertip.ca/report](https://www.cybertip.ca/report)

Annual Awareness Days

Missing Children's Day 2017

On May 25, 2017, the Canadian Centre marked Missing Children's Day by sharing one of the single most effective ways to reduce the risk of a child going missing — the Buddy System.

The Canadian Centre used statistics from the *Abducted then Murdered Children: A Canadian Study (Preliminary Results)* to highlight the risk of abduction when a child is travelling and alone, and to spread awareness about the importance of using the Buddy System, no matter how young or old a child is.

Mayor Brian Bowman spent the morning at the Canadian Centre engaging in deeper discussion

surrounding our programs and spending time meeting with the teams. He also supported our efforts on social media, urging his followers to sign up for MissingKidsALERTs.

Missing Children's Day results included:

- 83,000+ people reached through Missing Children's Day social media posts
- 36% increase in visits to missingkids.ca from the previous year on Missing Children's Day
- 120% increase in views of the missingkidsalerts.ca sign-up page from May 2016



Cybertip.ca Awareness Day 2017

The focus of 2017's Cybertip.ca Awareness Day was two-fold — not only did it mark the 15th anniversary of the tipline, but we also released the finalized results from our International Survivors' Survey, with recommendations to address the horrific crime of child sexual abuse being recorded and/or distributed online.

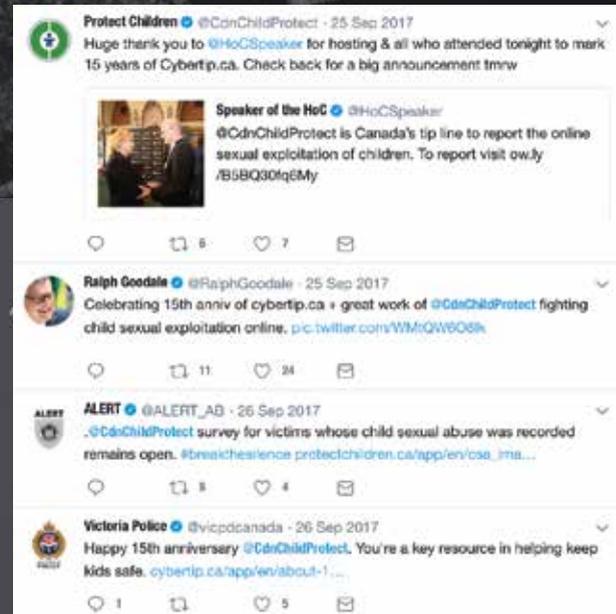
The results were shared first at a reception on Parliament Hill on September 25, hosted by the Speaker of the House of Commons, the Honourable Geoff Regan. The next day, on September 26, the results were shared publicly with a press release and embargoed media content. The content was picked up in the morning cycle of news websites across the country, appearing on more than 40 news sites.

On September 26, there were 660 visits to protectchildren.ca with 59.8% of the entries in direct relation to the International Survivors' Survey.

Cybertip.ca also received numerous accolades and congratulations on social media from supporters worldwide, thanking the tipline for its 15 years of protecting children.



Jonathan Hayward, National Post, September 26, 2017.





Safer Internet Day

On Safer Internet Day (SID), held at the beginning of February each year, people around the world join forces to teach children and youth about using online technology in a safe and responsible way. This year SID served as the perfect platform to promote ProtectKidsOnline.ca (PKO) and educate parents about the biggest risks kids face online and how they can help keep their kids safe.

On SID 2018, PKO-branded videos and information generated:

- 35,000+ Twitter impressions
- 100+ shares on Facebook
- 17,000+ people reached on Facebook
- 2,400+ website page views

Police services across the country posted, shared, and re-tweeted PKO resources and links:¹²

- 42% of Canadian police services shared our PKO #SID posts on Facebook
- 37% of Canadian police services tweeted about PKO on Safer Internet Day

“My [child] and I watched the video and we have discussed some important things to know about the internet and those who use it. Thank you very much! The prompt and the videos were very helpful.”

– A REPLY TO OUR PKO TWEET FROM A PARENT



12 Statistics are compiled by the Canadian Centre based on its records of publicly available information pertaining to the social media accounts of police services across Canada. Reasonable efforts have been made to ensure the accuracy and completeness of the records.

Missing and Exploited Children Training Conference (MECC) 2017

MECC 2017 saw its highest attendance yet, along with hosting participants and guests from the U.S., UK, and Australia. For three days professionals from various fields, including law enforcement, social work, education, government, legal and medical, listened to and learned from experts in child protection.

The conference also provided a platform for survivors to speak directly to the professionals that intersect with victims of child sexual abuse material. Three sisters from Seattle, two of whom had their images shared online, courageously shared their story in front of a packed ballroom, marking the most poignant portion of the conference.



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



The Honourable Janice Filmon, Lieutenant Governor of Manitoba and Patron of the Canadian Centre for Child Protection.

"Difficult to hear, but inspired to act."

— MECC ATTENDEE

Models in image and intended as illustrative



COMMITMENT TO PROTECTION

Founding Partners

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

The logo for Bell, consisting of the word "Bell" in a bold, blue, sans-serif font.The logo for TELUS, featuring a stylized green and blue graphic element resembling a lowercase 'e' or a signal wave, followed by the word "TELUS" in a bold, blue, sans-serif font with a registered trademark symbol.The logo for Shaw, consisting of the word "Shaw" in a bold, blue, sans-serif font, followed by a closing parenthesis symbol.)

Major Contributors

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



Additional Supporters



Government Allies



**Government
of Canada**

**Gouvernement
du Canada**

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.



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



Home Office

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



Model in image and intended as illustrative

FINANCIAL STATEMENTS



96 cents of every dollar
spent in 2017-2018 went
towards the delivery of
programs and services
to protect children

Case Analysis and Exploited Child Case Management	58%
Public Education and Awareness	19%
Child Safety and Family Advocacy	15%
Administration	4%
Community Outreach to Child Serving Organizations	2%
Training	2%

This financial information is extracted from the 2018 consolidated financial statements audited by BDO Canada LLP. Copies of the complete audit report are available upon request.



12 Months Ending	March 31, 2018	March 31, 2017
ASSETS		
Current Assets	1,811,027	1,350,513
Capital Assets	13,266	18,833
	1,824,293	1,369,346
LIABILITIES		
Current Liabilities	563,732	89,654
Deferred Contributions	354,827	432,989
Deferred Capital Contributions	13,266	18,833
	931,825	541,476
NET ASSETS	892,468	827,870
	1,824,293	1,369,346
REVENUE		
Contributions	3,809,436	2,860,229
Sponsorships	957,071	900,227
Products & Services	267,313	386,575
Donations	143,879	378,105
Grants	68,229	265,724
Other Income	6,096	5,696
	5,252,024	4,796,556
EXPENSES		
Programs	4,978,231	4,437,105
Administration	203,627	241,432
Amortization	5,568	5,760
	5,187,426	4,684,297
EXCESS OF REVENUE OVER EXPENDITURES	64,598	112,259

Supporters \$500+

Allard, Lisa	Halton Regional Police Service (ICE Golf Tournament)	Saliba, Jad
Bell Canada	Hanson, Gregg	SaskTel
Brian and Susan Thomas Foundation	John G. Hofland Ltd.	Shaw Communications Inc.
Brousseau, Tyler	Lifetouch Inc.	Speirs, Doug
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Canadian Imperial Bank of Commerce	Magnet Forensics Inc.	Taylor, Marilyn
Canadian Wireless Telecommunications Association	Secretary of State for the Home Department in the United Kingdom	T.J. Rice Family Foundation
City of Winnipeg	Olson, Carol	TELUS Corporation
Gap Inc. / Old Navy	Ontario Power Generation – Employees & Pensioners	The Walt Disney Company
Google Canada	Ontario Provincial Police	Thirnbeck, Kevin
Government of Canada	Pallister, Brian & Esther	Thomas Sill Foundation
Government of Manitoba	Patheon Inc.	Ursu, Kim
	Rogers Communications Canada Inc.	Wawanesa Insurance
		Xerox
		The Winnipeg Foundation
		Winnipeg Goldeyes Field of Dreams Foundation

Non-Financial Supporters

Brazen Hall Kitchen & Brewery	Lightvisions Ltd.	Quantum Graphics & Consulting
Freeman Audio Visual	Newad Media	The Fort Garry Hotel, Spa and Conference Centre
Greyhound Canada	No Fixed Address Inc.	
Lamar Advertising Company	Pattison Outdoor Advertising	



"Fellow warriors, in Japan, broken objects are often repaired with gold. The flaw is seen as a unique piece of the object's history, which adds to its beauty. Consider this when you feel broken."



- A member of the Phoenix II