



CANADIAN CENTRE *for* CHILD PROTECTION®

Helping families. Protecting children.

THE POWER OF ELEVEN

2018-19
SOCIAL
VALUE
REPORT

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The Canadian Centre for Child Protection Inc. (the “Canadian Centre”) is a charitable organization dedicated to the personal safety of all children. We are registered as a Canadian charity, BN # 106913627 RR0001. Our organization is funded by the generosity of individuals, companies, organizations, governments and foundations. If you would like to make a donation or work with the Canadian Centre, please contact our office.

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Statistics: Unless otherwise indicated, statistics and figures referenced in this document were compiled by the Canadian Centre based on records it maintains and represent the time period between April 1, 2018 and March 31, 2019. Reasonable efforts have been made to ensure the accuracy and completeness of the records.

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 the 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.



CANADIAN CENTRE for CHILD PROTECTION®

Helping families. Protecting children.

Who We Are

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



“For the first time in 20 years I now feel hopeful. I feel hopeful that people are fighting for me to be free of my abuse. To have the peace of mind of knowing that my abuse will one day be forgotten. Not so much forgotten by me; it will always be a part of me. But the public fact of my abuse — that can change.”

A MEMBER OF THE PHOENIX 11

Over the last two years the Canadian Centre for Child Protection (Canadian Centre) has been on a privileged journey, walking alongside 11 incredible young women who have risen from victims to survivors to advocates; they adopted the name Phoenix 11 to reflect this rebirth and renewal. Watching their transformation, listening to their stories, and gaining a greater appreciation of what it means to be a survivor of child sexual abuse material (CSAM)¹ has forever changed the way we as an organization address the removal of this horrific content and support victims of this global epidemic.

In addition, our work within Project Arachnid — a platform that proactively detects CSAM and issues removal notices to hosting providers — triggered a fundamental shift in our understanding of the spectrum of harm facing children whose sexual abuse has been recorded and shared. We continue to bear witness to the ways in which children are being failed and the urgent need to shift how we approach the removal of these images. The undeniable truth is that the rights of a victimized child will be continually violated as long as images/videos of them being sexually harmed/abused are available on the internet. This must change.

¹ While child pornography is the term used in Canada’s *Criminal Code*, the term child sexual abuse more clearly describes the assaults taking place against children. The term child sexual abuse material more accurately describes the images and videos depicting this form of abuse and will be the term used throughout this report.



Since its launch in 2017, Project Arachnid has processed over 61 billion images, and more than **three million notices** have been sent to providers to remove CSAM. Project Arachnid has been significantly enriched by collaborating with child protection hotlines around the world, and at the end of the 2018-19 fiscal, analysts from **five international hotlines** were working within Project Arachnid helping to classify images in order to expedite the removal of this horrific material.

However, when we use static numbers to quantify this epidemic, it in no way captures the continuum of harm experienced by victims and survivors. It has been through the information within Project Arachnid and our International Survivors' Survey, as well as the privileged relationships we have with survivors that we have begun to understand how this trauma can colour every aspect of their lives. And, more importantly, it has guided how we advocate for resources and support systems for victims.

This past year we continued our work with the **Phoenix 11**, a remarkable group of survivors who are speaking out collectively to help the world understand the ongoing impacts of this horrific crime. They took their powerful messages straight to Ottawa, and prepared advocacy letters that landed on desks of several government ministers from around the world. We walked alongside these brave women as they moved from survivors to advocates sitting at the table with Canada's Minister of Public Safety, the Honourable Ralph Goodale, to give firsthand accounts of how support systems have failed them and how we can all do better for children, survivors, and their families.

To learn about the hardships families of survivors endure, years or even decades after the hands-on abuse has ended, we convened a group of mothers whose children's sexual abuse was recorded and distributed online. We learned that for moms there is an emotional continuum long after "the discovery" of the abuse that often includes loss of relationships, financial instability, and a constant worry about their child's safety, to name a few.

The sad reality is that children are vulnerable everywhere.

In June 2018, the Canadian Centre's study, "The Prevalence of Sexual Abuse by K-12 School Personnel in Canada, 1997-2017," was published in the *Journal of Child Sexual Abuse*. As the most comprehensive study of child sexual abuse by school personnel ever done in Canada, it grabbed national headlines after revealing that 750 cases of sexual offences against a minimum of 1,272 children were carried out (or allegedly carried out) by 714 current or former school employees between 1997 and 2017.

CBC produced a three-part series "Shattered Trust" — which included interviews and information from the Canadian Centre — on sexual abuse in sport. It revealed that at least 222 coaches who were involved in amateur sports in Canada have been convicted of sexual offences in the past 20 years involving more than 600 victims under the age of 18.

In both cases the Canadian Centre's response was to call for child-serving organizations to go beyond their duty to report initiatives. By providing a multifaceted approach to safeguarding children that utilizes both our Commit to Kids® (C2K) and Kids in the Know® (KIK) programs, high-level sports organizations, national



youth associations, and entire school divisions are now working to reduce their risk of sexual abuse and create safer environments for children in their care. As a result, over 10,500 users took our **Commit to Kids** — Child Sexual Abuse Prevention online training, while over 5,500 people, including parents, professionals, and youth, were reached with in-person training on the issue of child sexual abuse and how to help prevent it.

There is strength in numbers. We are immensely proud of the power of 11 and those who have the courage to step into the light and demand change for children. As we continue our fight against online child exploitation and child sexual abuse, we cannot afford to become complacent or uninformed about the ways in which people misuse technology and positions of power for the purpose of harming children. We must continue to call into question what more can be done; children deserve nothing less.



Lianna McDonald
EXECUTIVE DIRECTOR



Kathie King
CHAIR, BOARD OF DIRECTORS

REDUCING THE AVAILABILITY OF CHILD SEXUAL ABUSE MATERIAL

LEVERAGING
THE POWER OF
TECHNOLOGY



Project
Arachnid™



Launched in 2017, Project Arachnid — our platform that proactively detects CSAM online and issues removal notices to hosting providers 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 CSAM is detected, a takedown notice is sent to the provider hosting the content requesting its removal.

Project Arachnid is continually evolving and adapting to enhance its capabilities to proactively detect CSAM. Processing tens of thousands of images per second, Project Arachnid is able to detect and address harmful content at a pace that far exceeds the capacity of traditional methods. **Since its launch in 2017, Project Arachnid processed over 61 billion images and sent over three million removal notices to content providers.**

The platform has been significantly enriched by collaborating with child protection hotlines around the world. Along with the National Center for Missing and Exploited Children (NCMEC) in the U.S., and ECPAT Sweden, **three new hotlines** began working within Project Arachnid in 2018-19. **Red PaPaz in Colombia, Save the Children Finland, and Croatia's Centar za nestalu i zlostavljanu djecu** are now all working to leverage this technology on a global scale, making Project Arachnid more effective at detecting CSAM and expediting requests to providers to remove these harmful images.



Dr. Hany Farid (second from left), the father and developer of Microsoft® PhotoDNA, visited the Canadian Centre to learn more about Project Arachnid, and share his insights and expertise in helping us reduce online child victimization.



Cybertip.ca Director Stephen Sauer travelled to Colombia to meet with members of Red PaPaz before the hotline signed on to Project Arachnid.



Dr. Sharon Cooper (centre), a developmental and forensic pediatrician, spent some time training with the Cybertip.ca team on image analysis and planning for upcoming research projects.



* Hotlines that joined in 2018-19.



In addition to crawling functions, Project Arachnid has evolved into a platform that includes methods for industry to proactively respond to CSAM, including Shield by Project Arachnid™, an industry API. Rather than waiting for Project Arachnid to detect material and send a notice, industry can use Shield by Project Arachnid to quickly detect known CSAM on their service, which will, in turn, speed up its removal. Industry members that do not wish to interact directly with Shield by Project Arachnid can register their service/domain with the Canadian Centre to have any notices sent directly to them instead of being sent to their hosting provider.

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

Along with the support of the Government of Canada, the international community has quickly recognized Project Arachnid as a game-changing tool to combat CSAM on the internet and the global impact it can have on this borderless crime. Former UK Home Secretary (2018-2019), the Right Honourable Sajid Javid, highlighted Project Arachnid as one way the UK Government has heavily invested in the fight against online child sexual exploitation.

LEARN AND ADAPT

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 (Survivors' Survey) in January 2016, a first-of-its-kind initiative. Over 150 survivors from around the world participated the comprehensive survey and in September 2017, the Canadian Centre released results from the Survivors' Survey along with recommendations to address these horrific crimes.

One element that was critically clear from Survivors' Survey, was that the ongoing availability and distribution of survivors' sexual abuse imagery impacted every aspect of their daily lives. Project Arachnid is a critical tool for supporting survivors as it provides relief in knowing the memorialization of their abuse is being curbed. It also gives us the ability to track responses from industry — whether it be compliance or complicity — creating a much needed system of accountability and transparency. Simply put, when CSAM is removed swiftly it can only benefit survivors.

NEW SITE LAUNCH: PROJECTARACHNID.CA

The Canadian Centre launched a microsite for Project Arachnid in August 2018, to provide government, industry, and hotlines with some general information about the platform, as well as real-time data about Project Arachnid's achievements.



Working with the World

The international community has quickly recognized Project Arachnid as a game-changing tool to combat CSAM on the internet and the global impact it can have on this borderless crime. In 2018-19, the Canadian Centre sat at the table with international governments, NGOs, and industry to bolster the global collaboration needed to eradicate CSAM.

In September 2018, UK Home Secretary, the Right Honourable Sajid Javid, highlighted Project Arachnid as one way the UK Government has heavily invested in the fight against online child sexual exploitation, along with calling out industry to tackle this issue with the same commitment as they have had in removing terrorist content.



Canadian Centre Executive Director Lianna McDonald was invited to a luncheon by the Canadian Centre's Patron, the Lieutenant Governor of Manitoba, the Honourable Janice Filmon to meet with the Prime Minister of Iceland Katrín Jakobsdóttir to discuss the Canadian Centre's initiatives.



In November 2018, Canadian Centre Executive Director Lianna McDonald travelled to Victoria to provide an overview of Project Arachnid to members of the BC Association of Chiefs of Police, including Vancouver Police Department Chief Constable Adam Palmer (left) and Chief Constable Del Manak (right), Victoria Police Department.

In October 2018, Canadian Centre Executive Director Lianna McDonald travelled to the International Association of Chiefs of Police (IACP) meeting in Orlando, Florida, where she presented to the Global Steering Committee, as well as the Juvenile Justice and Child Protection Committee, on the Canadian Centre's resolution, *Supporting Victims of Child Sexual Abuse Material*, which calls for the need to do more to reduce the public availability of CSAM.

This resulted not only in the Juvenile Justice and Child Protection Committee passing the resolution, but within the resolution, the **IACP supported initiatives like Project Arachnid**, encouraged law enforcement agencies (LEAs) to submit hash values to authorities expeditiously to automate detection, removal, and prevention of CSAM, supported legislation to ensure CSAM removal notices are acted upon, and supported the development of an international database of victim impact statements.

This resolution is an important step forward in efforts to change the future trajectory for victims/survivors of CSAM.





In the New Year, the Canadian Centre's Executive Director, Lianna McDonald, and its Director of IT, Lloyd Richardson, travelled to London, meeting a number of key supporters including Minister Victoria Atkins, Parliamentary Under Secretary of State for the UK Home Office; UK Member of Parliament Baroness Thornton; Rob Jones, Director of Threat Leadership for the National Crime Agency; and John Carr, Technical Adviser for ECPAT International, who hosted a meeting on the Canadian Centre's behalf, attended by the Home Office, several NGOs, academics, and staff from the UK government's Independent Inquiry into Child Sexual Abuse (IICSA).

They also spent some time with long-term supporters Peter Wanless and Laura Randall of the National Society for the Prevention of Cruelty to Children (NSPCC), Gabrielle Shaw of the National Association for People Abused in Childhood (NAPAC), and Julia von Weiler of the German branch of Innocence in Danger, an international organization for the protection of children against all forms of violence and abuse.



In March 2019, Canadian Centre Executive Director Lianna McDonald returned to Berlin to present to 40 German parliamentarians on Project Arachnid and the Canadian Centre's work with survivors. She also met with the Office of the Independent Commissioner for Child Sexual Abuse Issues; Franziska Giffey, Federal Minister for Family Affairs, Senior Citizens, Women and Youth; and Jugendschutz.net, a German agency that aims to protect youth online.



Also in March, Lianna McDonald presented at the 12th International Symposium for Police Best Practices held in Dubai, and met with government officials and representatives from the Dubai Police Force to enhance the mutual understanding of global efforts required to do more for children around the world.



*Björn Sellström,
Coordinator for Crimes
Against Children team
from Interpol, and
Lianna McDonald at
Interpol during a March
2019 trip to Lyon,
France.*



Rounding out her March travels, Lianna McDonald met with Interpol to advance the discussion about Project Arachnid, as well as sitting down with Innocence in Danger Founder Homayra Sellier.



Back in North America, Canadian Centre Associate Executive Director Signy Arnason travelled to Facebook headquarters in Menlo Park, California to meet with Einat Clarke, Director and Associate General Counsel for Facebook, as well as present to the staff who oversee content moderation, including CSAM. Their team was full of questions, and very impacted after listening to the Phoenix 11's advocacy impact statement.



SUPPORTING SURVIVORS

NO LONGER
CONTENT TO
LIVE IN THE
SHADOWS



“**represent the silenced majority of victims and survivors of child sexual abuse and exploitation who are never heard in the justice system... I have never been invited by anyone who has the power to make change to come and speak and have my voice heard. It means so much to me to have had the opportunity to meet with you today and I am very thankful for your time and willingness to listen.”**

A MEMBER OF THE PHOENIX 11

The Phoenix 11, a courageous group of survivors whose child sexual abuse was recorded, and in the majority of cases, distributed online, is leveraging the power of their collective voice to affect change for themselves and others who might be suffering in silence.

Building on the momentum of the first-ever survivors’ retreat in Phoenix in February 2018, the Phoenix 11, with the support of the Canadian Centre and NCMEC, convened an Action Group meeting in Winnipeg in July 2018, to craft a tactical advocacy plan to raise awareness about the challenges facing survivors, and to encourage governments and NGOs to commit to better support services for survivors. At this meeting, the Phoenix 11 recorded an advocacy impact statement defining who they are and their pursuit of change for survivors.





Phoenix 11 Advocacy Impact Statement

For a long time we were afraid. We were afraid of the dark, we were afraid of the unknown, we were afraid of our past and what it meant for our future. Alone, isolated, yet exposed to the world, we knew there were others like us out there, yet we were scared to confront their pain because of what they understood about our pain.

Last year we all took a bold step to overcome the fears about ourselves, to band together to become a force for change. To speak for all those who cannot speak for themselves. To make the invisible visible. To make the two dimensional three dimensions.

We are the Phoenix 11. Sexually abused as children, reduced to child sex abuse images, and stripped of our dignity and humanity, we have risen together as powerful young women who are retaking our identities and self-worth.

No longer content to live in the shadows, we are redefining what it means to be victims who were powerless to stop the relentless onslaught of the technology of abuse.

We are survivors of sexual torture, child rape, erotic photoshoots, pedophile sleepovers, elementary school sex shows, streaming BDSM, and twisted sexual desires whose digital images are trafficked worldwide to fulfill the endless needs of an evil perverted community which takes pleasure from our pain.

Now we are putting the world on notice that we will no longer be a silent suffering collage of young girls and boys whose nameless and often faceless images and videos circulate worldwide in the internet cesspool of humanity.

**We are the Phoenix 11.
Hear our voice.
See our strength.
Answer our call.
We will not be stopped.
We will not be silent.**





Empowered after their summer meeting, the Phoenix 11 hit the ground running, providing their first advocacy message in the form of letters to all the ministers from the Five Eyes security alliance, which includes Canada, the U.S., the UK, New Zealand, and Australia, during the Five Country Ministerial (FCM) meeting in August. Canada's Minister of Public Safety, the Honourable Ralph Goodale, took the letters on behalf of the Phoenix 11 to the meeting, which were extremely well received and discussed at length in both the meeting and the post-conference resolutions.

The Phoenix 11 spent some one-on-one time with Canada's Minister of Public Safety, the Honourable Ralph Goodale, to discuss the devastating impacts of child sexual abuse and the traumatic experience survivors face when their abuse was recorded and distributed online. They were also given the opportunity to share their thoughts on the inadequate responses to the prevalence of child sexual abuse images on the internet.

“Our citizens expect online spaces to be safe, and are gravely concerned about illegal and illicit online content, particularly the online sexual exploitation of children. We stand united in affirming that the rule of law can and must prevail online.”

AN EXCERPT FROM A STATEMENT
RELEASED BY MINISTERS FOLLOWING
THE FIVE COUNTRY MINISTERIAL
MEETING



Canada's Public Safety Minister, the Honourable Ralph Goodale (centre) pictured here with our Cybertip.ca analyst team, paid a visit to the Canadian Centre for an incredibly productive meeting with the Canadian Centre's Directors to receive an update on what we are doing to fight for victims whose child sexual abuse was recorded and shared online.



The Government of Canada has provided ongoing support to our organization since May 2004. 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 not only essential to the success of this national service, but in furthering our two key pillars: **reducing the availability of child sexual abuse material (CSAM) through Project Arachnid, and improving support systems for survivors.**



Circle of Support: Working with Families of Survivors

When a child is abused by someone in their family or a trusted community member, the sense of betrayal can be overwhelming. Protective parents/guardians are often lost about what to do and how to help their child. To assist families in navigating the recovery process, the Canadian Centre, with input from the Phoenix 11, developed tailored resources for parents/guardians looking to pick up the pieces.

In March, the Canadian Centre hosted a group of moms whose children were sexually abused, and had that abuse recorded and shared online. It was a privilege to hear their stories and experiences with navigating the aftermath of abuse. There is still much to be done to help these families who often have nowhere to turn, and the Canadian Centre is committed to closing the gap between hurt and hope.



Labels: WHO THE SUBJECTS The effect of CSA on families from a mom's perspective

THE AFTERMATH

CHILD SEXUAL ABUSE IMAGERY

EMOTIONAL CONTINUUM

THE NEED TO CONNECT WITH OTHERS THAT HAVE GONE THROUGH THE SAME THING

NEW REALITY

Models in image and intended as illustrative.



Raise Your Voice: Facilitating the Recording and Use of Victim and Community Impact Statements in Canada

Victim impact statements (VISs), provided for under Canada's *Criminal Code*, are an important way for survivors of sexual abuse to take control of their own narrative and effect change. The Canadian Centre is strongly committed to recording more VISs for survivors, and in some cases their family members, who are interested in ensuring that their voices are heard in legal proceedings and that the court, the offender and the public are made aware of the ongoing and substantial impact the crime has on the victim.

Community impact statements (CISs), also provided for under the *Criminal Code*, allow a community to describe to the court, the offender and the public the harm or loss that a crime has caused to that community. The Canadian Centre has written a CIS on behalf of all identified and unidentified victims of CSAM (C3P CIS) and the Phoenix 11, in addition to their victim advocacy statement, has also written and recorded their own CIS (Phoenix 11 CIS).

During a March 2019 visit to the Canadian Centre, **four mothers of children whose sexual abuse was recorded and distributed online each recorded their own VIS** documenting how their child's sexual abuse, along with its recording and distribution, impacted not only them but their family as a whole. Many mothers described trying to protect their child while having lost a sense of safety in their own homes, which in many cases had become crime scenes. Matters are further complicated for them by having to learn to navigate multiple, complex systems — from the legal process, to dealing with media, to finding therapy — without adequate information or support.



Additionally in March, the Canadian Centre facilitated the recording of its first VIS by a male survivor of sexual abuse. The Canadian Centre is just beginning to learn about the experiences of male survivors, who face unique social stigmas and silence that comes along with male sexual abuse.

These recorded VISs and CISs, along with previous VISs from other survivors, will be used in Canadian and American courts. The Canadian Centre's legal team is receiving more and more requests from Crown prosecutors to use these VISs and/or CISs in Canadian sentencing proceedings. For example:

- For the first time, VISs from two different survivors of CSAM were filed in a single sentencing proceeding in Canada, which took place in December 2018 in a British Columbia case. Two VISs were also filed in a single sentencing proceeding in Manitoba in January 2019. The C3P CIS was also filed in that Manitoba case.
- Both the C3P CIS and the Phoenix 11 CIS were filed in two separate cases in Ontario. These two cases represented the first time the C3P CIS was filed in Ontario, and the first ever filings of the Phoenix 11 CIS. In one of the cases (*R v Jonat*, 2019 ONSC 1633), positive judicial commentary about the statements was included in the reported decision:

“I have no hesitation in concluding that these powerful statements are a fair representation of the very real pain and suffering that child pornography — its production, possession and distribution — inflicts upon those who have the highest claim to society’s solicitude and protection: our children.”
(para 55 of *R v Jonat*, 2019 ONSC 1633)

cybertip!ca®

REPORT
& REDUCE

Model in image and intended as illustrative.

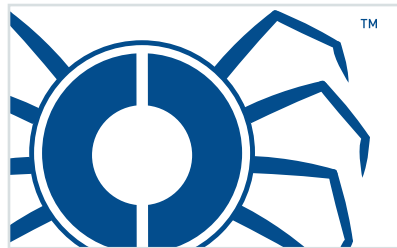


Cybertip.ca is Canada's tipline for reporting child sexual abuse and exploitation on the internet, as well as other intervention, prevention, and education services to the Canadian public.

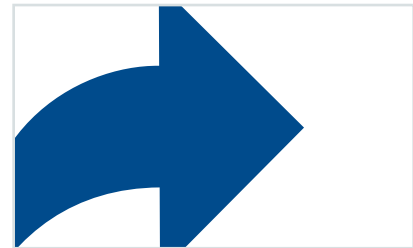
A GLIMPSE AT CYBERTIP.CA'S 2018-19 RESULTS



1,474,075 Cybertip.ca reports processed (945% increase from 2017-18)



98% of the reports processed were attributed to Project Arachnid



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



1,172,312 notices were issued to electronic service providers in relation to CSAM detected on their service.



800,324 printed pieces of education and prevention resources were sent out across Canada.



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



Cybertip.ca's mandate is to protect children from online sexual exploitation by:

- Receiving and processing tips from the public about potentially illegal material, as well as activities regarding the online sexual exploitation of children, and referring any relevant leads to the appropriate law enforcement agency and/or child welfare agency.
- Providing the public with information and other resources, as well as support and referral services, to help Canadians keep themselves and their families safe while using the internet.

As of March 31, 2019, Cybertip.ca has processed 1,836,457 reports. The significant increase in reports being processed, beginning already in 2017-18, can be attributed to Project Arachnid — our platform that proactively detects online CSAM and issues removal notices to hosting providers. In 2018-19, 98% of the reports processed were a direct result of Project Arachnid.

Reports to Cybertip.ca are submitted by the public under one of eight reporting categories:



CHILD PORNOGRAPHY
(Child sexual abuse material)
95.95%



LURING
1.98%



**NON-CONSENSUAL DISTRIBUTION
OF INTIMATE IMAGES**
0.64%



**AGREEMENT OR ARRANGEMENT
with Another Person to Commit a
Sexual Offence against a Child**
0.40%



CHILD PROSTITUTION
0.38%



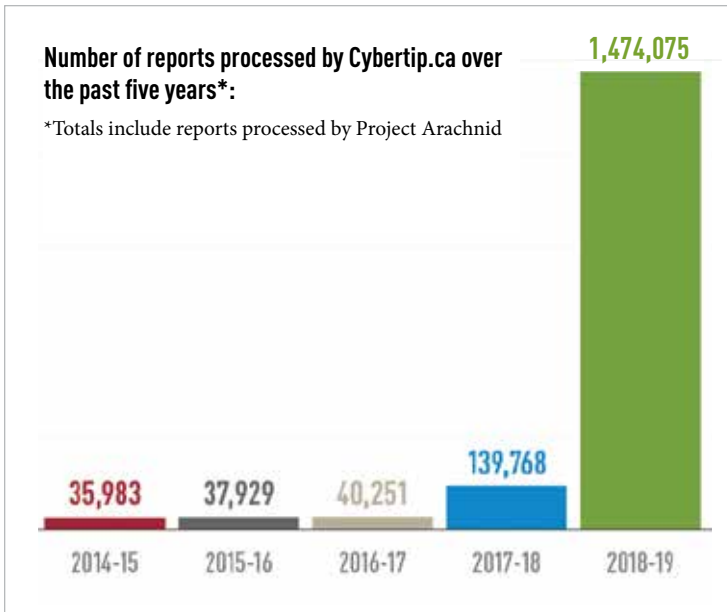
**MAKING SEXUALLY EXPLICIT MATERIAL
Available to a Child**
0.31%



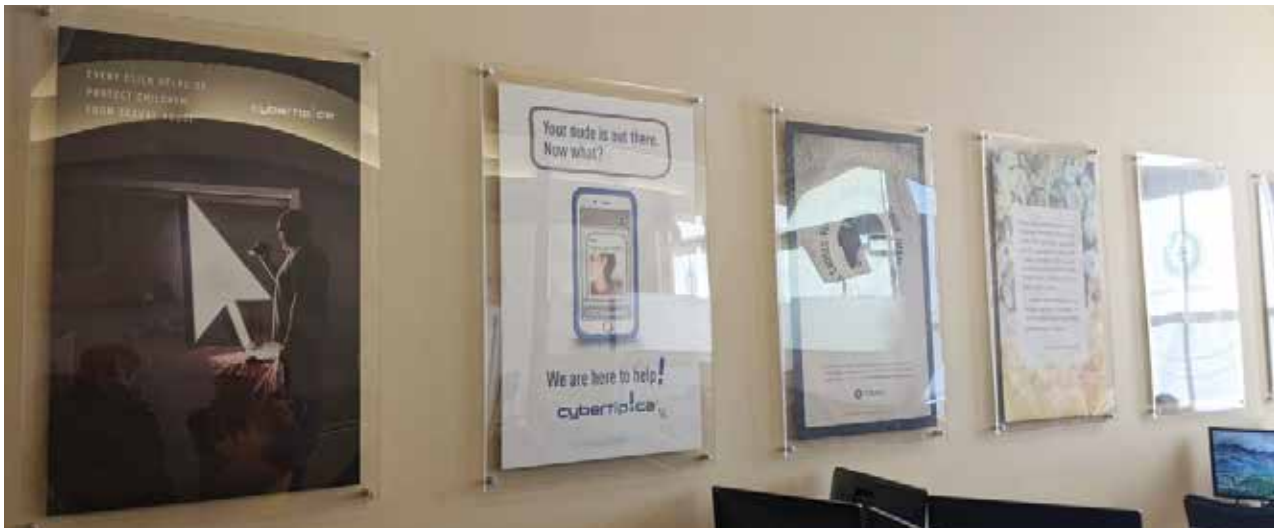
CHILD SEX-TOURISM
0.22%



CHILD TRAFFICKING
0.14%



Robert Ghiz (right), President & CEO of the Canadian Wireless Telecommunications Association (CWTA) visited to the Canadian Centre to learn more about how the telecommunications industry can continue to support our efforts to protect children from online sexual abuse and exploitation.





Reporting Makes a Difference: Cybertip.ca Success Stories

Hundreds of children have been removed from abusive environments, and countless children both within Canada and abroad have been protected as a result of public reporting. As of March 31, 2019, Cybertip.ca was aware of **544 arrests executed by LEAs and at least 511 children removed from abusive environments** in connection with reports submitted to the tipline by the Canadian public.¹

In 2018-19:

- ! Cybertip.ca received a report regarding information posted online which suggested **an adult male had engaged in sexual communications with someone he believed to be under the age of 14**. The report was processed by Cybertip.ca and subsequently forwarded as a high priority to the London Police Service as there were concerns the suspect may have regular access to children. Further investigation by the London Police Service led to the suspect promptly being arrested and charged with four counts of luring within a few days of receiving the Cybertip.ca report.
- ! Cybertip.ca received a report from **a concerned citizen regarding alleged CSAM reportedly discovered on a computer belonging to an Alberta resident**. The report was processed by Cybertip.ca and subsequently forwarded to the Northern Alberta Internet Child Exploitation (ICE) Team, as well as the appropriate child and family services authority as a higher priority since there were concerns the suspect may have access to a young child. Further investigation by law enforcement led to the suspect being arrested and charged with one count of possessing child pornography. The suspect was found to have regular access to a child under the age of eight.
- ! Cybertip.ca received a report regarding a **suspect allegedly communicating with girls under the age of 18 for what appeared to be a sexual purpose**. The reported information included details suggesting the alleged suspect, a school teacher, may have posed as a male youth, exposed himself, and requested nude images of the girls he had communicated with. The report was processed by Cybertip.ca and forwarded to the Halton Regional Police Service and child welfare officials in the Halton region. The police investigation resulted in identifying four victims, and a suspect. The police advise that the suspect, who had no previous criminal history, was arrested and charged with two counts of luring, possession of child pornography, and personation with intent.

¹ Since Cybertip.ca's inception in 2002.



AWARDING ADVANCED TECHNOLOGY

The Canadian Association of Chiefs of Police (CACP) and the Canadian Advanced Technology Alliance (CATA) presented the Canadian Centre IT team with CATA's Excellence in the Prevention and Investigation of Cybercrimes (EPIC) award. The Canadian Centre was recognized for valuable contributions to the Canadian law enforcement and private sector that have demonstrated a positive impact on cybercrime victims.



Left to right: Canadian Centre Director of IT, Lloyd Richardson; Mark Johnston, Systems/Software Engineer; Greg Adamiec, Systems/Software Engineer; and Brian Mowrey, Systems/Software Engineer.

Need to Know: 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 safety tips for parents.

In 2018/19, Cybertip.ca sent out an alert regarding a live-streaming and chat app raised significant concerns with the volume of sexual content being made available to its users.

The alert generated six media interviews where the Canadian Centre team not only discussed the app, but also how parents can talk to their kids about risks with live-streaming and how to get out of uncomfortable situations online. On social media, the two posts were shared over 2,000 times and reached more than 170,000+ people.



Out in Full Force: Working with Law Enforcement Agencies

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

2018-19 LEA YEAR IN REVIEW:



4³ new formalized agreements or protocols signed with Canadian police agencies bringing the total to 20



44 in-person meetings or conferences in 8 countries, including Australia, Colombia, France, Germany, the UK, and the United Arab Emirates, reaching over 2,000 officers



421,500+ resources distributed to police agencies across Canada



213,000+ pieces of customized educational material for LEAs (e.g., LEA logo included on Canadian Centre material)

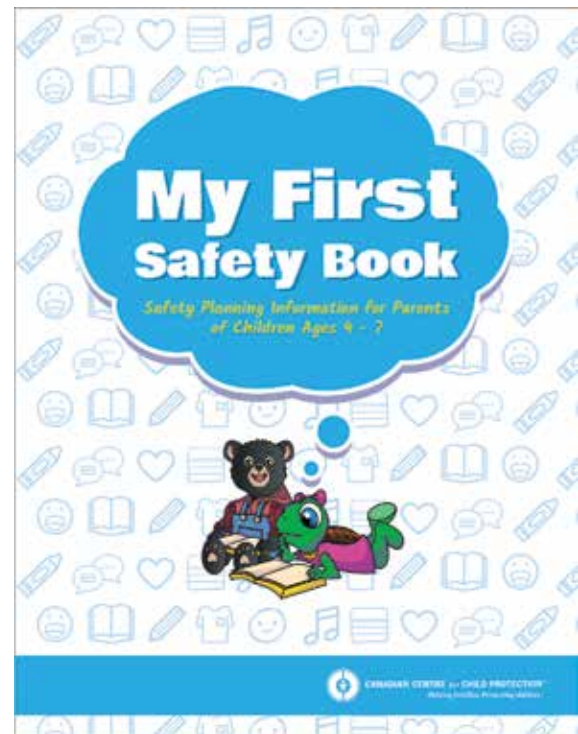
³ Total of 20 agreements; the agencies have agreements addressing different areas. Agreements include licensing, Memorandums of Understanding (MOUs) and Formalized Protocols.



Education, Prevention and Public Awareness with Police

Law enforcement plays an important role in our education, prevention, and public awareness efforts as officers are in the perfect position to direct youth, families, and schools to Canadian Centre resources. In 2018-19, the Canadian Centre provided material to police services across the country, including a number of unique items that were created or customized for specific services, as well as piloting some new initiatives:

- During 2018's Missing Persons Awareness Days, the Canadian Centre worked with the Ontario Provincial Police (OPP) on public awareness and training surrounding child trafficking in rural communities. Along with training tailored for the self-administered First Nations Policing Services, the Canadian Centre and the OPP opened up sessions to the public, covering topics such as child sexual abuse prevention and the Canadian Centre's resources regarding missing children.
- In December 2018, RCMP distributed 33,000 copies of *My First Safety Book* with the RCMP logo to detachments across Canada.
- The Canadian Centre collaborated with the OPP, Sault Ste. Marie Police Service, the Winnipeg Police Service, and the Brandon Police Service to provide free Commit to Kids Online Training to those who submitted a criminal record check with their police service. In total, we provided **nearly 600 free training keys** in those jurisdictions for simply submitting a criminal record check.
- The LEA portal on the Canadian Centre's website, protectchildren.ca/lea, underwent a slight makeover to include pre-written social media posts with video/image content to make it easier for LEA communications officers to share the Canadian Centre's resources and help raise public awareness.





Expert Interview Series: Law Enforcement
Introduction to Organized Abuse

Dr. Salter broadly defines organized abuse.

[Back to Modules](#)

Dr. Michael Salter
 Criminologist

“The Expert Interview Series for Law Enforcement Professionals is an amazing resource to law enforcement investigators. The information provided by these experts in the field of child exploitation provide such relevant and easily understood information that will help investigators overcome preconceived notions, misunderstood information, and myths surrounding child sexual exploitation imagery and sexual abuse. The information related to the grooming and luring of children online and sexually motivated offences committed against children in both the world and digital investigations is tremendously important to investigators of all levels of experience. So much so that I have already begun to include this information in training sessions I provide to new and experienced Police Officers. I think anyone who investigates these crimes needs to see this information.”

DET. BRIAN CROSS, ALERT ICE UNIT

- In 2018, the Canadian Centre launched the Expert Interview Series as a resource for professionals working with children to address in-depth issues related to child sexual abuse and online exploitation. Curated content was provided for LEA training units. As of March 31, 2019, 105 officers have been provided access to the videos.



RCMP Commissioner Brenda Lucki visited the Canadian Centre for the first time for a briefing of our work and tour.



Following her visit, Canadian Centre Executive Director Lianna McDonald, and Associate Executive Director Signy Arnason met with Commissioner Lucki and RCMP Deputy Commissioner Brian Brennan in Ottawa.



Lindsay Lobb, Canadian Centre Police Liaison, and Paul Lacerte, Founder of the Moose Hide campaign at the RCMP Moose Hide Campaign launch. Wearing the moose hide shows a person's commitment to honour, respect, and protect the women and children in their life



The Canadian Centre worked with the Ontario Provincial Police (OPP) and First Nations Policing across Ontario to raise awareness of missing persons issues in rural and First Nations Communities. In-person presentations included information on missing children services, the scope of the issue related to child sexual abuse, and resources offered by the Canadian Centre to both prevent and intervene in these circumstances.



Canadian Centre Director of Education, Noni Classen, speaks at a Winnipeg Police Service press conference launching the free C2K online training with criminal record checks initiative.

MISSINGKIDS.CA AND
THE CHILD SAFETY AND FAMILY ADVOCACY DIVISION

missingkids.ca™

CIRCLE OF SUPPORT

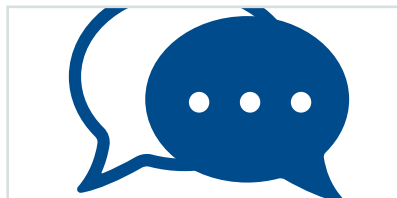


In the last several years, MissingKids.ca has expanded its support services from solely the missing child space to encompass a number of other issues. Concerns about child sexual abuse, concerning adult behaviour, questions about custody and access, and children at risk of abuse and/or exploitation, are all addressed through the Child Safety and Family Advocacy Division (CSFAD). The department's unique structure allows caseworkers to begin providing immediate assistance when a crisis strikes and to continue supporting families as needed in the months and years that follow.

HOW WE HELPED IN 2018-19:



92 new MissingKids.ca cases were received



238 families of missing children/young adults received direct support from MissingKids.ca caseworkers (includes long-term cases)⁴



263 CSFAD inquiries (e.g., sexual abuse concerns, prevention, adult survivors, concerning adult behaviour)



298 MissingKids.ca inquiries from families, law enforcement, child-serving organizations for education and prevention information (e.g., fear a child might run away, questions about AMBER Alerts)

“I spoke to [my child] about you and how you held me up when I was at my worst.

How you helped by listening and how you always knew what to say to brighten my day. For that.... I thank you from the bottom of my heart.”

A MOTHER OF A MISSING CHILD WHO WAS SUPPORTED BY MISSINGKIDS.CA



The Canadian Centre designed and provided the family of Shelly Anne Bacsu with a billboard to put up on private property; an indefinite reminder that families never stop searching, never give up hope on new information, and never forget their loved one.

⁴ This number includes the 92 new MissingKids.ca cases received in 2018-19



Walking with Families: MissingKids.ca and CSFAD Case Studies

In 2005, a three-year-old girl was allegedly abducted by her father from Canada to a country overseas. Twelve years later, the mother became connected with her daughter over social media and continued to communicate in this way until December 2018 when plans were made for the child to return to Canada. Along with the mother's family, Global Affairs Canada facilitated **the child's return to Canada and reunification with her family in February 2019, 13 years after she was taken**. Through this reunification, the MissingKids.ca caseworker provided support to the family, information about reunification, and considerations post-reunification, assisted in connecting with resources, and liaised with Global Affairs Canada.

In late fall 2018, MissingKids.ca reached out to Edmonton Police Service following a media release regarding a missing 13-year-old youth. After consultation with the police, it was determined that assistance with support and public awareness from MissingKids.ca would be beneficial.

The caseworker provided emotional support to the mother, who feared for her daughter's safety and well-being. A MissingKidsALERT™ was distributed to businesses and places the youth was known to frequent in the area, while billboards were secured in Edmonton through the Canadian Centre's partnership with Pattison Outdoor Advertising.

Thanks in part to these public awareness initiatives, the following day, the youth was located safely, and the caseworker provided reunification support to the family.

Top of Mind: Public Awareness

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

- 30+ posts through the Canadian Centre's Twitter, Facebook, and Instagram® accounts
- 100+ missing children were featured on **Peak of the Market** (a Manitoba produce company) twice-weekly emails.
- 18.9 million CIBC envelopes (one approximately every three months) featured MissingKids.ca cases
- 2.2 million Rogers™ envelopes (one a month) featured MissingKids.ca cases
- 6 articles on missing children were published in *First Nations Voice*
- 12 children were featured in *Truck News* (one a month), Canada's leading trucking newspaper for the trucking industry
- 2 MissingKids.ca cases were featured on **Pattison billboards**
- 350 hand out cards for the families of missing children



ALL EYES NEEDED: THE ROLE OF AMBER ALERTS

In February 2019, many Canadians in Ontario and Manitoba were woken up by the buzzing of their cell phone; an AMBER Alert had been issued for an 11 year-old who was believed to have been abducted by her father. Within an hour another notice went out — the child had been located. Tragically, people later woke up to the news that the child had, in fact, been found deceased.

However, this extremely unfortunate outcome was overshadowed by a loud minority of people who called their local police departments, took to social media, and contacted MissingKids.ca to complain about being woken up by the alert. This once again generated a conversation across Canada about when and why AMBER Alerts are issued.

As Canada's missing children's resource centre, the Canadian Centre's Director of Operations, Karen Chymy, and its Police Liaison, Lindsay Lobb, both gave media interviews to underscore the role these alerts can play in saving a child.

The Canadian Centre had spoken to the topic in September 2018, after a six-year-old girl was abducted outside a strip mall in North Battleford, Saskatchewan, along with ways parents can educate and empower their children when it comes to personal safety.

Protect Children @C... · 2019-03-21
This week marks 26 years since Steven's family last saw him in #PEI - His keys & wallet were found in his apt, with no trace of him anywhere. Someone knows something about his disappearance - help bring him home. MissingKids.ca 1-866-543-8477 alert.missingkids.ca/view/steven-ob...

Steven O'Brien was just two months shy of his 19th birthday when he went missing in March 1993. MissingKids.ca has been supporting Steven's family since 2011, and in 2019 helped to distribute an age-progression of Steven, created by the RCMP, in a video format across all social media channels.

Saving Face: Pictures2Protect[®]

Something as simple as an up-to-date, high-quality picture of a missing child can make all the difference in a situation where every moment matters. Every year MissingKids.ca works with Lifetouch Canada to provide parents with a free, current photo card of their child through Lifetouch's Pictures2Protect program. In 2018-19, 1.77 million Pictures2Protect cards were produced for parents of kindergarten to high school children regardless of whether they purchased photos or not.



Long-term supporters Lifetouch Canada came to visit the Canadian Centre in fall. Left to right: Lianna McDonald, Signy Arnason, Tim Wolfe, General Manager of Lifetouch Canada, Greg Hintz, Senior Vice-President of Corporate Development for Shutterfly®, and Christy Dzikowicz, CSFAD Director.

LEGAL ACTION LEADS TO CHILD PROTECTION

**TAKING
A STAND**

Models in image and intended as illustrative.



Submissions to Government Committees

CRIMINAL CODE AMENDMENTS

Canadian Centre submits brief on Bill C-75 to Standing Committee on Justice and Human Rights

In September 2018, the Canadian Centre responded to a request for submissions to the House of Commons Standing Committee on Justice and Human Rights regarding Bill C-75, *An Act to amend the Criminal Code, the Youth Criminal Justice Act and other Acts and to make consequential amendments to other Acts*. The Canadian Centre's submission outlined the areas of concern with the proposed amendments to the *Criminal Code*, including the bill's more lenient approach to administration of justice offences where the offence involves the breach of a condition put in place to protect children. The submission also spoke to the inconsistency of emphasizing the principle of restraint in the bail reform provisions, but not in the provisions that address the detention of a witness. *The bill received Royal Assent on June 21, 2019 and is now in force.*

Canadian Centre appears before Standing Committee on Justice and Human Rights on Bill C-84

In February 2019, the Canadian Centre presented to the House of Commons Standing Committee on Justice and Human Rights as part of its study of Bill C-84, *An Act to amend the Criminal Code (bestiality and animal fighting)*. This bill proposed to change the definition of bestiality in the Criminal Code to ensure all forms of sexual contact with an animal are prohibited, resulting in better protection for children and animals. The Canadian Centre offered its support for the bill and provided examples from the cases reviewed for the legal department's paper, *"Bestiality" as reflected in Canadian case law*. The final report of the Committee was released on June 13, 2019 and specifically referenced C3P and its recommendation that the government do more to promote cross-reporting between animal and child protection agencies. *The bill received Royal Assent on June 21, 2019, and is now in force.*

PEN TO PAPER: CANADIAN CENTRE PUBLISHES PAPER ON BESTIALITY AND ITS TIES TO CHILD SEXUAL ABUSE

In December 2018, the Canadian Centre published a paper entitled *"Bestiality" as reflected in Canadian case law* through the Canadian Legal Information Institute's (CanLII) Authors Program. The paper contains detailed information about 38 reported Canadian cases involving an act (or alleged act) of bestiality, 47 cases involving visual content depicting bestiality, and 167 images or videos reported to Cybertip.ca and assessed as involving bestiality.

The purpose of the paper is to help shine light on a topic largely hidden in the shadows. The frequency of the abuse of animal and human victims, particularly children, overlapped within the cases reviewed and suggests there is a need to not only update existing laws in Canada, but also examine the adequacy of the systems in place to manage risk and protect animals and people who are vulnerable to being victimized.



CONSULTATIONS ON HUMAN TRAFFICKING

Standing Committee on Justice and Human Rights: Study on Human trafficking in Canada

In April 2018, the Canadian Centre submitted a brief to the House of Commons Standing Committee on Justice and Human Rights on its study of human trafficking in Canada. The Canadian Centre's submission supported the continuation of the National Action Plan to Combat Human Trafficking ("NAP-HT") and focused on the needs of children who are, or may become, victims of human trafficking. The brief also provided several recommendations including, to name only a few, how to structure the new national strategy; how to identify, protect, and support victims; and how to enhance awareness and education around issues of online luring and sexting.

Public Safety Canada, the Way Forward to End Human Trafficking

In summer 2018, Public Safety Canada (PSC) embarked on a national consultation process to inform the development of a new national strategy to counter human trafficking. As part of the consultation process, PSC reached out directly to the Canadian Centre for input on a new strategy. The Canadian Centre's submission focused on the needs of children who are, or may become, victims of human trafficking, and also discussed the need for a strategy that addresses the specific risks children face and those posed by technology, separate from the issues adult victims may face.



Presentations to Crowns and Other Legal Professionals

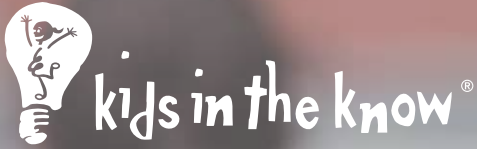
During 2018-19, the Canadian Centre provided five law-based presentations to approximately 115 Canadian Crown attorneys in various provinces. Such presentations included an overview of the activities of the Canadian Centre, and an update on relevant case law and legislative developments from across Canada.

In March 2019, the Canadian Centre's General Counsel, Monique St. Germain, attended an attorney roundtable in Washington D.C. hosted by the National Center for Missing and Exploited Children (NCMEC). Participants included lawyers from across North America who work with survivors of sexual violence and CSAM or have experience in criminal law. Monique participated in conversations aimed at assisting survivors to navigate the legal system, as well as how best to get survivors financial compensation such as restitution.

ACCOLADES FOR ADVOCACY

The Canadian Centre's General Counsel, Monique St. Germain, was named the winner of the 2019 Innovation Award by the Canadian Corporate Counsel Association (CCCA). The award recognizes an individual or group who is doing new things or doing things differently to create value on behalf of or for the benefit of a law department or organization. The awards committee recognized Monique's work in facilitating the use, in Canadian courts, of written and video-recorded VISs by victims of CSAM, and CISs on behalf of victims of CSAM, and educating the public and members of the legal profession about laws and cases dealing with CSAM.

EDUCATION AND PREVENTION



THE POWER
TO PROTECT

Models in image and intended as illustrative.



“I received the [the Kids in the Know] kits [and they] are absolutely fabulous as they are used in the classroom as a teaching tool and so well received by the kids. Couldn't ask for a better resource.”

SOCIAL WORKER, ALBERTA

2018-19 EDUCATION AND PREVENTION BY THE NUMBERS:



10,511 users took Commit to Kids — Child Sexual Abuse Prevention Training for those Working with Children online training



5,524 people, including parents, professionals, and youth, were reached with in-person training



79,000 educators, school board administrators, and law enforcement officials across Canada were given access to our digital Kids in the Know lessons



Reaching Canadians

Through in-person and online training, we have helped increase the personal safety of children. Our training equips adults and children/youth with information and strategies that empower people to speak up, report concerns, and take action to disrupt concerning behaviour and prevent child sexual abuse. Our training has reached:

- Educators, administrators, and clinicians
- Daycare/childcare professionals and foster parents
- Staff and volunteers from community organizations
- Coaches and sport administrators
- Municipal staff, administrators, and city councillors
- Post-secondary students and faculty
- Health professionals who work with children
- Parents
- Children/youth

Kids the Know

Across Canada, the Canadian Centre continues to reach schools with safety lessons through Kids in the Know (KIK), a national interactive safety education program for increasing the personal safety of children and reducing their risk of victimization online and offline.

In 2018-19 several divisions, districts, and boards implemented KIK in their classrooms, while at the same time investing in professional development for staff with foundational training on the issue of child sexual abuse. Just a few highlights include:

- Manitoba — Minister of Justice Cliff Cullen announced a grant for St. James-Assiniboia School Division to provide education and training for staff, students and parents to reduce child victimization. Over 1,000 school personnel have already accessed Commit to Kids (C2K) online training as part of a systems based approach to safeguarding children in their care.
- Ontario — 25,700 KIK and C2K training and digital access slots were provided to the Peel District School Board, which encompasses 257 schools, through OPP funding.
- Saskatchewan — In July 2018, the Ministry of Education approved KIK as a recommended resource for school divisions across the province.



kids in the know®



Staff from the Canadian Centre took part in Old Navy Safety Days to talk with families and share resources. This event is part of a Canada-wide initiative where Old Navy stores raise money for the Canadian Centre. The total for this year was a **record breaking \$85,548**.



Left to right: St. James-Assiniboia School Division Chief Superintendent Brett Lough, Manitoba Legislative Assembly member Scott Johnston, Canadian Centre Executive Director Lianna McDonald, Manitoba Justice Minister Cliff Cullen, and Winnipeg Police Service Deputy Chief Gord Perrier.

“I have used the program in the past for grade 7 and 8, this will be my first time with the grade six. I also love the online safety resource you do. The students and I have always loved the program and the students, I find, are engaged and have a lot to say.”

ALBERTA TEACHER



Models in images and intended as illustrative.



Help in Hand: SPEX Guides and NeedHelpNow.ca™

Help is the cornerstone of the Canadian Centre's education and prevention material resources to support families and protect children. Currently, Bell is the lead supporter of our Self/Peer Exploitation (SPEX) guides, which were developed in response to increased reports to the tipline regarding sexting incidents.

The SPEX guides continue to be an important resource for families, schools, child-serving organizations, and LEAs. In the 2018-19 fiscal year the Canadian Centre distributed **almost 16,000 printed copies Canada wide**, while over 250 copies of the *Self/Peer Exploitation: A Resource Guide for Families* was downloaded from Cybertip.ca.

SEARCHING FOR SUPPORT

While the SPEX guides provide guidance to schools and parents dealing with a self/peer exploitation incident, the teens that are caught in the midst often feel like they have nowhere to turn. That's where NeedHelpNow.ca comes in. 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 2018-19, NeedHelpNow.ca received close to **107,000 page views** with users spending almost **six minutes on the site**; an increase of over 3,000 page views from 2017-18.





In the Now: ProtectKidsOnline.ca

In 2018-19, Canadian families were hit hard with news relating to online suicide challenges, harmful content in kid-friendly internet cartoons, and the realization some children as young as eight are sending nudes through photo sharing platforms. Couple that with continued concerns surrounding online video games, apps, and social media, and it can all seem overwhelming. Fortunately, thanks to TELUS' support, there is a place parents can turn — ProtectKidsOnline (PKO) — and that is where they are going.

Over the course of 2018-19, PKO received 56,000 page views (an increase of over 20,000 page views from the same time period in 2017-18) where users searched terms like “momo” “fortnite” “peppa pig” and simply, “how to stay safe on the internet.”

It wasn't just parents seeking out information about online safety, but the media as well. The Canadian Centre senior management team spoke to a variety of topics and referenced PKO in several cases, while other times police services, school divisions and other people pointed to the benefits of the site. Some of these include:

- CTV News National cites PKO as a site for parents to learn about internet risks and safety after reporting
- A few school divisions referenced PKO as a go-to source for internet safety information in a *Brandon Sun* article after warnings about the Momo challenge.
- Cybertip.ca Director Stephen Sauer appeared on CTV's Winnipeg morning show to talk about the recent issues with media-sharing platforms and pointed to PKO as a place for tips on how to mitigate risk.



 TELUS®



Read & Remember: Storybooks Enhance Safety

KIK uses developmentally appropriate, interactive lessons and resources, such as storybooks, to build personal safety confidence by teaching critical problem-solving skills. Part of the education team's resource outreach this year focused on getting more storybooks in the hands of parents and children across Canada. Since April 2018, 1,655 storybooks have been distributed to 197 different libraries across eight provinces, ensuring free access for families to these crucial safety resources.

NEW BOOK LAUNCH

In November 2018, the Canadian Centre along with and New Directions for Children, Youth, Adults & Families (specifically the Families Affected by Sexual Assault Program), released *Big Feelings Come and Go*, a storybook that teaches kids about freeze, flight and fight and helps them learn some basic self-regulation skills. On that day alone, more than 2,200 copies of the book were ordered by the public and professionals. Since then the Canadian Centre has distributed 16,191 copies of this important resource to support children and youth who have experienced trauma.



Left to right: Kate Kiernan from the Families Affected by Sexual Assault Program (FASA); Billy Brodovsky from FASA; Karyn Kibsey, Manager of Training and Education for the Canadian Centre; Natasha Zyrianova, Illustrator and Designer for the Canadian Centre; Dr. Jennifer Frain, CEO of New Directions for Children, Youth, Adults & Families.

Through a grant, the Canadian Centre was also able to distribute over 270 storybooks free of charge to various LEAs across Canada.



Research and Reports

During 2018-19, the Canadian Centre undertook several internal research projects in order to better understand the scope of child sexual abuse in various child-serving organizations, as well as identify preventative recommendations.

In light of the number of identified case of child sexual abuse by school personnel, the Canadian Centre aimed to compile a comprehensive study detailing the sexual offences committed (or allegedly committed) against children by employees of K-12 schools across Canada between 1997 and 2017.

Collectively, the search of disciplinary decisions, media sources, and reported criminal case law yielded a total of 750 cases of sexual offences against a minimum of 1,272 children, carried out (or allegedly carried out) between 1997 and 2017 by 714 employees or former employees working in Canadian K-12 schools.

The purpose of the study was to better understand the ways in which child sexual victimization by school employees occurs. It is only by understanding the circumstances in which sexual abuse of students occurs that we will be in a position to properly address risks and help identify additional prevention and intervention strategies to attend the problem.

On June 12, 2018, the Canadian Centre's study, "The Prevalence of Sexual Abuse by K-12 School Personnel in Canada, 1997-2017," was published in the *Journal of Child Sexual Abuse*. An Executive Summary and a link to the full paper is available on the Canadian Centre's website.

Following its publication, Robert Cribb from the *Toronto Star* wrote an exclusive article about the study, highlighting its key points and recommendations. The story has since been picked up by CBC Canada, Global News, *The Globe and Mail*, and CTV, among others. The media coverage and journal article are helping to shine a light on the scope of the issue and start an important conversation.

In January 2019, the Canadian Centre's study, "The Prevalence of Sexual Abuse by K-12 School Personnel in Canada, 1997-2017," reached over 3,000 views and entered the list of the **top 10 most-viewed articles ever published** in the *Journal of Child Sexual Abuse*.





Commit to Kids

Child-serving organizations are trusted with the care, development, and support of children and youth, making child protection paramount to the work they do. 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. Through the use of print material, with customizable templates, check lists, and electronic resources, as well as online training, C2K offers tailored options to help organizations create a culture of safety in which employees/volunteers feel confident in both their interactions with children and their decision making when it comes to reporting inappropriate behaviour.

Our collaboration with organizations means safer environments for children, professional development for staff/volunteers, and information for parents. In 2018-19 C2K made inroads with numerous major Canadian child-serving organizations to enhance safeguarding where it is needed most. Some highlights include:

- The Canadian Centre began a collaboration with 4-H Canada as part of their commitment to child/youth safety. As part of their screening process, **all 6,000 4-H volunteers, leaders, and staff must complete the Commit to Kids online training**. Each province has its own plan to phase in the training over the next three years.
- The Canadian Centre began discussions/started agreement with the Canadian Forces Morale and Welfare Services (CFMWS) — a branch of the forces that are responsible for all on-base youth programming and family support, such as childcare, recreation activities, sport, and education support. Over the course of the next two years, **600 staff** who run the programs or work with youth will be taking the Commit to Kids online training.
- Canada's National Ballet School made C2K training mandatory for all student-facing staff/instructors. In 2018-19 more than **200 staff and instructors** completed the Commit to Kids online training.





WEB APPEAL

In 2019, the Commit to Kids website, commit2kids.ca, received a total re-design in order to streamline information, help organizations identify what tools are best suited for their needs, and how to get started implementing C2K.

This course helped me understand that I can do something about a situation that I witness without accusing anyone or leaving a child in a potentially dangerous situation because of uncertainty. It has helped me identify potential grey areas and given me the tools to make an informed decision to stop the abuse, hopefully before it happens.”

CHILD-SERVING ORGANIZATION



TACKLING THE ISSUE: SEXUAL ABUSE IN SPORT

The Canadian Centre's work with sport organizations is more than tools, resources, and discussions — it is a commitment to work toward safe sport and protecting athletes at all levels. Collaboration means on-going and evolving plans that empower those working in sport to lead the way in athlete safety. In 2018-19 the Canadian Centre has supported several sports organizations to do just that:

- With funding from Gymnastics Canada and the Coaching Association of Canada, every gymnastics club in Canada has received access to the Commit to Kids for Coaches online training.
- Canada Soccer released a new *Guide to Safety*, which provides tools and recommendations to help keep young athletes safe in sport. Several sections of this guide reproduced sections from the *Commit to Kids Program Kit* and the program was repeatedly highlighted as a tool for safeguarding children. Additionally, clubs who are part of the Canada Soccer National Youth Club Licence must have the primary liaison for child protection within the organization trained through Commit to Kids for Coaches online training.
- The Canadian Centre together with viaSport British Columbia, provided support and considerations to a working group of nine provincial sport organizations (PSOs) who gathered to address challenges and identify opportunities to address sexual abuse in sport. As part of the workshop, PSOs developed a 12–24-month plan with tailored considerations for their organizations.



Canadian Olympic alpine skier Geneviève Simard (second from left) and Canadian alpine skier Amélie-Frédérique Gagnon (second from right) visited the Canadian Centre as part of a national media tour to not only share their story of abuse at the hands of their former ski coach, but as a call for more to be done to protect athletes in sport.

“Thank you so much for the opportunity to experience the program. As difficult as it was to learn some of these facts, it's very clear that this is an area that sport leaders need more education in.”

PROJECT COORDINATOR



IN THE NEWS: PUBLIC AWARENESS OF SEXUAL ABUSE IN SPORT

In early 2019, Canadian Centre Director of Education Noni Classen worked closely with the CBC National's team to pull together an in depth look at abuse in sport in organizations across Canada.

The three-part web and video series entitled "Shattered Trust" by CBC News and Sports revealed at least 222 coaches who were involved in amateur sports in Canada have been convicted of sexual offences in the past 20 years involving more than 600 victims under the age of 18.

The series not only spawned discussion amongst adults, but also highlighted the need to better inform young athletes about what a healthy/unhealthy relationship looks like with a coach. Noni Classen sat down with CBC Kids News where she and reporter Callie Lane helped make this important information accessible to kids everywhere.



PUBLIC AWARENESS

MESSAGE IN THE MEDIUM



Raising public awareness coupled with addressing emerging issues, advocacy, and action is essential to making an impact on protecting Canadian children and supporting families.

CALCULATING PUBLIC AWARENESS:



5+ million social impressions generated through 3 Cybertip.ca awareness campaigns



3,035 media mentions (print, online, television, and radio)



172 interviews given by the Canadian Centre team

“Make this go viral. We need every adult in Canada watching out for our children.”

FACEBOOK COMMENT ON SEXUAL ATTENTION TOWARDS A CHILD IS NEVER OKAY CAMPAIGN

“Thank you for what you are doing! We stand with you!!”

INSTAGRAM COMMENT ON A PROJECT ARACHNID POST

“@CdnChildProtect just wanted you know my son brought home this book and we talked through it together. GREAT resource. Stuff he knows but helpful refresher and good practical examples and dialogue starters. Just wanted to say thanks.”

TWITTER COMMENT ON TWEET ABOUT THE SAFETY ROCKS ACTIVITY BOOKLET



Public Awareness Campaigns

NON-CONSENSUAL DISTRIBUTION OF INTIMATE IMAGES (NCDII) CELL PHONES 2.0

In 2019, we brought back 2017's animated cell phones for another campaign on the consequences of sharing someone else's nudes without their consent. The campaign reached hundreds of thousands of Canadians through bus stop ads, in-mall videos, as well as a pre-show video on 16 Landmark Cinema® movie screens across Manitoba.

Along with a strong social media response — the Snapchat® ad alone generated almost 2,700,000 impressions — the campaign resulted in 5 reports of sexting incidents to Cybertip.ca in one week.

Dude! Send us her nudes

Not gonna happen



SEXUAL ATTENTION TOWARDS A CHILD IS NEVER OKAY

Using real text messages from adults to children that were reported to Cybertip.ca, this campaign urged the public, “if you see, read, or hear anything sexual from an adult towards a child online or in real life, report it.” The campaign’s supporting information page on Cybertip.ca further delved into grooming, which is just the first step towards child sexual abuse, and a behaviour that needs to be interrupted.

The campaign was supported by outdoor signage, bathroom ads, on-campus placement, ads at the Winnipeg James Armstrong Richardson International Airport, and pre-show video on 16 Landmark and 53 Cineplex® movie screens across Manitoba.

The provincial and national social media campaigns resulted in almost a million impressions across Facebook and Twitter, with 1,200 shares/retweets and +14,400 direct link clicks to [cybertip.ca/grooming](https://www.cybertip.ca/grooming).





On May 25, International Missing Children's Day, the Canadian Centre highlighted the case of Asja and Milan Johnson who were allegedly abducted by their mother nearly four years ago. With a recent tip given to police, MissingKids.ca caseworkers knew it was likely the two girls were still in Canada, and with extra exposure for their case and letters from their two brothers, hope of bringing them home was renewed.

A unique 360-degree, sharable video was produced to highlight the girls' case, as well as make the public aware about the prevalence of parental abduction. The video generated 354 shares and 15,301 link clicks to MissingKids.ca on Missing Children's Day.

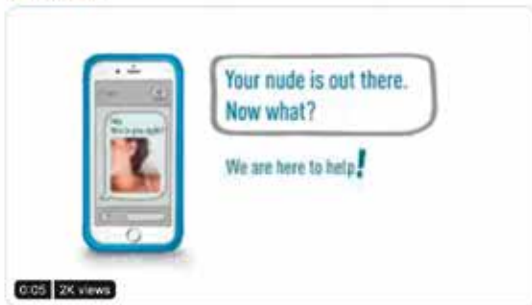
Additional Missing Children's Day results included:

- 7,800+ visits to missingkids.ca on Missing Children's Day
- 216 views of the missingkidsalerts.ca sign-up page





Vancouver Police @VancouverPD - Sep 26, 2018
 Today is @CdnChildProtect Cybertip.ca Awareness day. If you're a teen, or you know a teen, who has had their nude photo shared, there is help. Cybertip.ca #CtipDay2018



0:05 2K views

2 19 18

Protect Children @CdnChildProtect - Sep 26, 2018
 Watch @MaraleeCTV on @ctvwinipeg at 5 PM tonight to see @CdnChildProtect's Catherine Chabbert & @wpgpolice Cst Shane Wepruk talk about our new campaign to let teens know that if their intimate image is being shared, there is help. cybertip.ca/intimateimages



8 16

Rochelle Squires @MLASquires - Sep 26, 2018
 Congratulations to the @CdnChildProtect on their new partnership with @wpgpolice to educate the public about the dangers of sexting. It was a pleasure to meet with @LiannaMcDonald and discuss ways of working together to protect sexually exploited children.



4 22

CYBERTIP.CA AWARENESS DAY 2018

On Cybertip.ca Awareness Day, which takes place on September 26th each year, the Canadian Centre and the Winnipeg Police Service (WPS) teamed up to launch a campaign letting youth know that if their nude is being shared, help is available.

The campaign offered a three-pronged approach: visit cybertip.ca/intimateimages to learn the steps to take if your nude is being shared and what to do if you're being blackmailed; WPS School Resource Officers presented age-appropriate information and resources from the Canadian Centre to middle and high school classrooms across the city on the sharing of intimate images; a social media push to help spread the message there is help if you've lost control of your nude.

Results on Cybertip.ca Awareness Day included:

- 21,596 page views of cybertip.ca/intimateimages
- 1,200 link clicks to cybertip.ca/intimateimages through paid social campaigns
- 10 interviews conducted with Cybertip.ca and the WPS



SAFER INTERNET DAY 2019

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's SID theme of "Together for a Better Internet" served as the perfect platform to promote Zoe & Molly Online™ to help families start the conversation about internet safety.

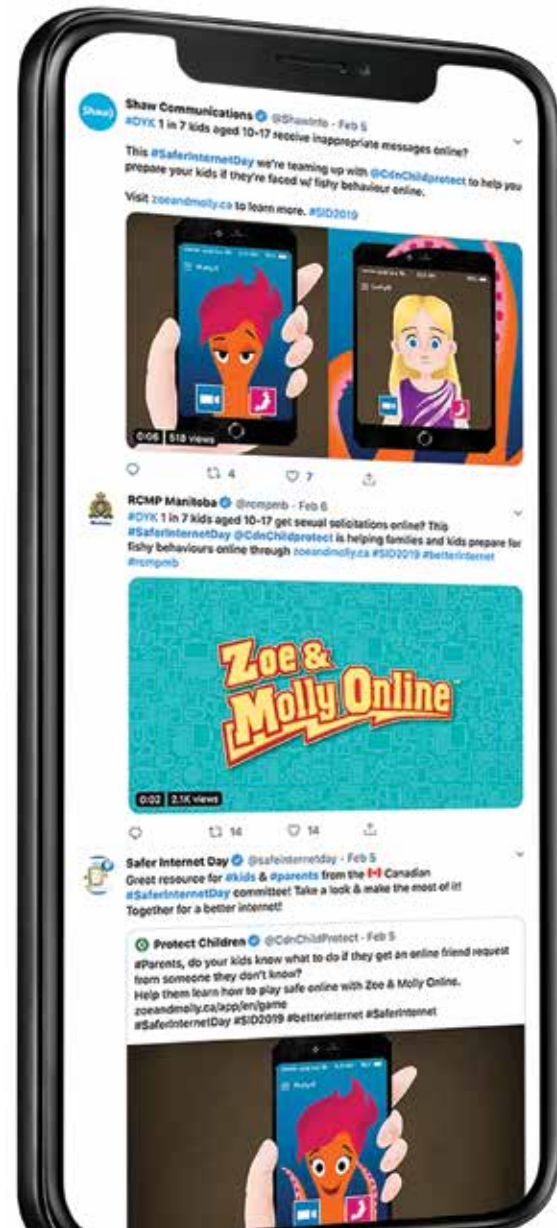
The Canadian Centre focused on social media campaigns that targeted teachers, parents, and law enforcement agencies. Results included:

- 5 interviews (both in English and French) highlighting Zoe & Molly Online
- 1,000+ link clicks to zoeandmolly.ca through organic and paid Facebook and Twitter posts
- High engagement on Twitter with over 200 shares on the SID campaign
- Safer Internet Day, Public Safety Canada, and LEAs all used their accounts to retweet our campaign, as well as post independently while tagging us (roughly 50 times, with over a dozen of them being various law enforcement accounts across Canada)
- Campaigns continued to get retweets several days following SID

*Canadian Centre's
Manager of Training
and Education
Karyn Kibsey sat
down with CTV News
Winnipeg to talk
about Safer Internet
Day 2019, as well as
zoeandmolly.ca.*



Shaw)



Missing and Exploited Children Training Conference (MECC) 2018

Much can be achieved when allies in protecting children come together and work towards a common goal. The 18th Annual Missing & Exploited Children Training Conference (MECC), held in May 2018 at the Fort Garry Hotel in Winnipeg, was an incredible three days of knowledge and collaboration with over 300 professionals working in the varied areas of child protection.

This year saw one of the most powerful keynote speakers to ever open the conference. A mother of a CSAM victim spoke candidly about the long-term impacts that her family has endured because of the abuse her child suffered and the distribution of her child's CSAM. Her speech also underscored the severe lack of resources to support not only the survivors of CSAM but their families as well.

Additional presentations covered topics such as child forensic interviewing, female offenders, and responding to emerging challenges in the field of child protection, all of which armed attendees with information to better their plan of action with children.



Top photo: Winnipeg Mayor Brian Bowman opening MECC 2018

Middle: A/Commr Scott Kolody, Commanding Officer, RCMP Manitoba

Bottom: J.V.N. (Vince) Hawkes, C.O.M., Ontario Provincial Police



This was my first time attending the MECC. Right from day one of signing up to the completion of the conference, this was one of the best organized events I have been to in a long time! The staff of CCCP is absolutely wonderful and you can tell they are all deeply passionate about their careers.”

MECC ATTENDEE





COMMITMENT TO PROTECTION

Models in image and intended as illustrative.



Founding Partners

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

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

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

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



Major Contributors

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



**NO
FIXED
ADDRESS**

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 (NCECC).



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* (Manitoba) and its regulations, as well as to receive requests for assistance and provide supports pursuant to *The Intimate Image Protection Act* (Manitoba).



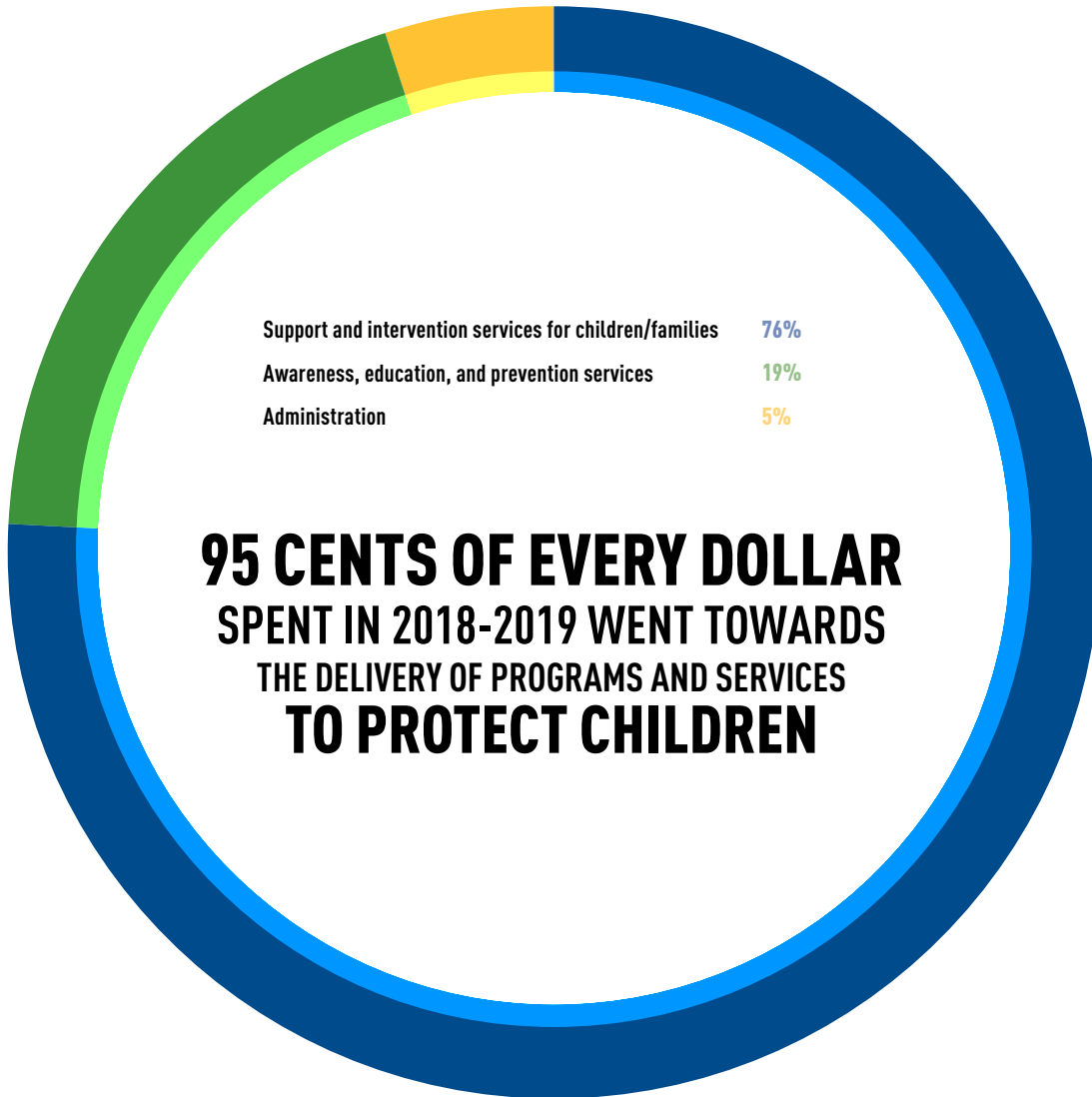
Home Office

Recent enhancements to 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 CSAM.



FINANCIAL STATEMENTS

Model, in image and intended as illustrative.





12 Months Ending	March 31, 2019	March 31, 2018
ASSETS		
Current Assets	1,513,748	1,811,027
Capital Assets	101,288	13,266
	1,615,036	1,824,293
LIABILITIES		
Current Liabilities	246,694	563,732
Deferred Contributions	314,627	354,827
Deferred Capital Contributions	101,288	13,266
	662,609	931,825
NET ASSETS	952,427	892,468
	1,615,036	1,824,293
REVENUE		
Contributions	3,840,101	3,809,436
Sponsorships	842,214	957,071
Products & Services	401,412	267,313
Grants	172,731	143,879
Donations	221,122	68,229
Other Income	11,524	6,096
	5,489,104	5,252,024
EXPENSES		
Programs	5,164,531	4,978,231
Administration	246,685	203,627
Amortization	17,929	5,568
	5,429,145	5,187,426
EXCESS OF REVENUE OVER EXPENDITURES	59,959	64,598

Supporters \$500+

Allard, Lisa

Cooper, Alyssa

Kelman, Anya

Bell Canada

Brian and Susan Thomas
Foundation

C.D. Oil Well Servicing Ltd./Safety
Source Ltd. /Discovery Safety
Services Ltd.

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Canada Post Community
Foundation

Canadian Imperial Bank of
Commerce

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Telecommunications Association

Gap Inc. / Old Navy

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Government of Canada

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Taylor, Marilyn

Nickle Family Foundation

Ontario Power Employee & Pension

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Rogers Communications Canada Inc.

Tomkins, Sandra

SaskTel

Secretary of State for the Home
Department in the United
Kingdom

Shaw Communications Inc.

Wood, Shelley

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Toronto Transit Commission

Wawanesa

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Xerox

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The Fort Garry Hotel, Spa and
Conference Centre

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Models in image and intended as illustrative.