



CANADIAN CENTRE for CHILD PROTECTION®
Helping families. Protecting children.

Child Safety Resources: Media Guide for Police

We Are Here to Help

When children are victimized, the public turns to police. The Canadian Centre for Child Protection (Canadian Centre) has programs and resources that you may wish to share with the public.

The Canadian Centre for Child Protection is a national charity dedicated to the personal safety of all children. Our goal is to reduce the sexual exploitation of children, assist in the location of missing children, and prevent child victimization by providing programs and services to Canadians.

Below you will find tangible resources to share with the public to help restore a sense of safety, build awareness, and encourage public engagement in keeping children safe.



Copy and share the information below into media releases, on social media or include on your service's website.



CHILD SEXUAL ABUSE AND RISK OF VICTIMIZATION



Encouraging the Reporting of Child Pornography Related Offences

(Including making, distribution, making available, possession, accessing)

Cybertip.ca is Canada's national tipline for reporting the online sexual exploitation of children. Tips from the public can help protect children from sexual abuse. Canadians are encouraged to report concerns to [Cybertip.ca](https://cybertip.ca) if someone they know may be victimizing children online. For more information on addressing child victimization or to report concerns visit cybertip.ca.



Responding to Child Sexual Abuse in an Institutional Environment

(Including schools, religious environments, sports organizations or daycares)

Effectively disrupting abuse begins with understanding inappropriate behavior, grooming and knowing how to respond to misconduct. The Canadian Centre for Child Protection's Commit to Kids program provides parents and child-serving organizations with tangible steps, policies, and strategies for reducing the risk of child sexual abuse, and encourages organizations to take an active, participatory role in protecting children in their care. For more information visit commit2kids.ca.



Addressing Safety Concerns when a High Risk Sex Offender is Released into the Community

Safety strategies are most effective when they are incorporated into everyday life. The Canadian Centre for Child Protection has safety strategies for parents to help build children's safety skills and confidence in an age-appropriate way. For more information please visit protectchildren.ca/pdfs/C3P_CommunityRelease_en.pdf.

INFORMATION FOR MEDIA OFFICERS: SEPARATING THE ISSUE OF CHILD SEXUAL ABUSE AND ONLINE SAFETY

Child sexual abuse begins offline — in homes and communities — and only thereafter, through a recording of the abuse, ends up online as child sexual abuse images and videos.

When addressing the issue of child sexual abuse imagery (child pornography) with the public, it's important to understand that providing parents and children with online safety strategies will not address the issue of child sexual abuse.

Online safety strategies are more appropriately shared with tweens and teens who have increased independence online and may encounter risks while navigating the online world. See 'Emerging Online Safety Issues and Strategies' below for information for youth.



Supporting Families of Missing or Runaway Children/Youth

The Canadian Centre for Child Protection's caseworkers are available 24/7 to support families when their child goes missing, or they fear their child may go missing. For more information or to report a tip, visit [missingKids.ca](https://missingkids.ca) or call 1-866-KID-TIPS (543-8477).



Addressing Attempted Abductions or Suspicious Person Reports

The Canadian Centre for Child Protection's Guides for Families and Community Leaders provides clear and concrete directions to help restore a sense of safety in a community following a suspicious person report or attempted abduction of a child. Visit missingkids.ca/restoringsafety for more information.



Supporting Families Whose Children Have Been Victimized

The Canadian Centre for Child Protection provides support to Canadian families whose children are missing, have been recovered, or have been sexually abused or exploited. Call 1-866-KID-TIPS (543-8477) for assistance or information.



EMERGING ONLINE SAFETY ISSUES AND STRATEGIES



Providing Parents with Information to Keep Kids Safe Online

ProtectKidsOnline.ca helps parents/guardians stay on top of the digital world their children are engaging in. On this site, you will find information about the ever-changing online interests of young people, the potential risks they face, and proactive strategies to help keep your child/adolescent safe while online.



Keeping up with Emerging Online Risks

It can be difficult to keep up with technology, signing up for Cybertip.ca Alerts provides important information to keep your family safe online, including concerning technology trends and new resources designed to increase children's personal safety. Visit cybertip.ca/alerts to sign up.



The Growing Issue of Sextortion

Dontgetsextorted.ca uses humour to talk to teens about sextortion and how they can keep themselves safe. If you're aware of a youth that is being sextorted, visit cybertip.ca/sextortion.



Assisting Youth in Coping with a Sexting Incident

NeedHelpNow.ca helps teens stop the spread of sexual pictures or videos and provides support along the way. Visit needhelpnow.ca for more information.



Helping Families Respond to a Sexting Incident

The Canadian Centre for Child Protection assists parents when a sexual image/video of their child has been created and shared with a peer(s), or if their child has shared an image/video of a peer with others. Visit cybertip.ca/self_peer_exploitation for more information and to download our free guide.



Responding to Cyberbullying Related to a Sexting Incident

The Canadian Centre for Child Protection offers resources to help families and educators prevent and respond to cyberbullying. Visit cybertip.ca/cyberbullying for more information and to hear from a parent whose child was affected by cyberbullying.

FOR MORE INFORMATION OR ADDITIONAL RESOURCES, PLEASE CONTACT OUR POLICING RELATIONS LIAISON,
LINDSAY LOBB, AT LINDSAY@PROTECTCHILDREN.CA OR 204-945-7502.



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