



Current and future directions in the prevention of child sexual abuse: the work of Stop it Now! UK

Stuart Allardyce - National Manager (Scotland)
stuartallardyce@stopitnow.org.uk

The only UK-wide Helpline and Campaign
dedicated solely to tackling child sexual abuse

LFF / Stop it Now!

- LFF is an independent child protection charity specialising in the prevention of child sexual abuse.
- Stop it Now! is the campaigning arm of LFF, supporting adults to play their part in the prevention of child sexual abuse.
- LFF set up the Stop it Now! Helpline – 0808 1000 900 - in 2002

Thinking of sexually abusing children like me online?

You're one click away
from losing everything



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CRACKDOWN Pervert helpline issues advice to Scots fiends before they act on sick desires amid crackdown on internet child abuse

Top cop says police are using the tactic after years of educating kids and parents about staying safe online

By Paul Thornton
25th March 2018, 10:01 pm



Public Health Models

- **Primary prevention**

Preventing potential offenders committing an offence in the first place

Preventing potential victims from being abused for the first time

- **Secondary Prevention**

Focussed on at risk individuals, groups and places

- **Tertiary Prevention**

Preventing recidivism and repeat victimisation

Situational crime prevention

- Situational crime prevention shifts the focus from *criminality* to *crime*.
- The crime event is made up of three necessary elements: an offender, a target/victim and a place/situation.
- The theory states that for a crime to occur these elements combine *in the absence of a capable guardian*.

Situational crime prevention: Eck's crime triangle



Situational crime prevention

- 1. Institutional** – very amenable to SCP approaches
- 2. Public places** – e.g. parks, fast food outlets, town centres
- 3. Online environment** - technological innovations
- 4. Private / domestic sphere**

Prevention Targets

	Primary prevention (Universal)	Secondary prevention (At-Risk Groups)	Tertiary prevention (Response)
Offenders (Potential)			
Victims (Children)			
Families/ Communities			
Situations			

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Scale of the problem – contact offending



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Scale of the problem – offending online (CEOPS estimate)



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Scale of the problem – online offending (NSPCC estimate)



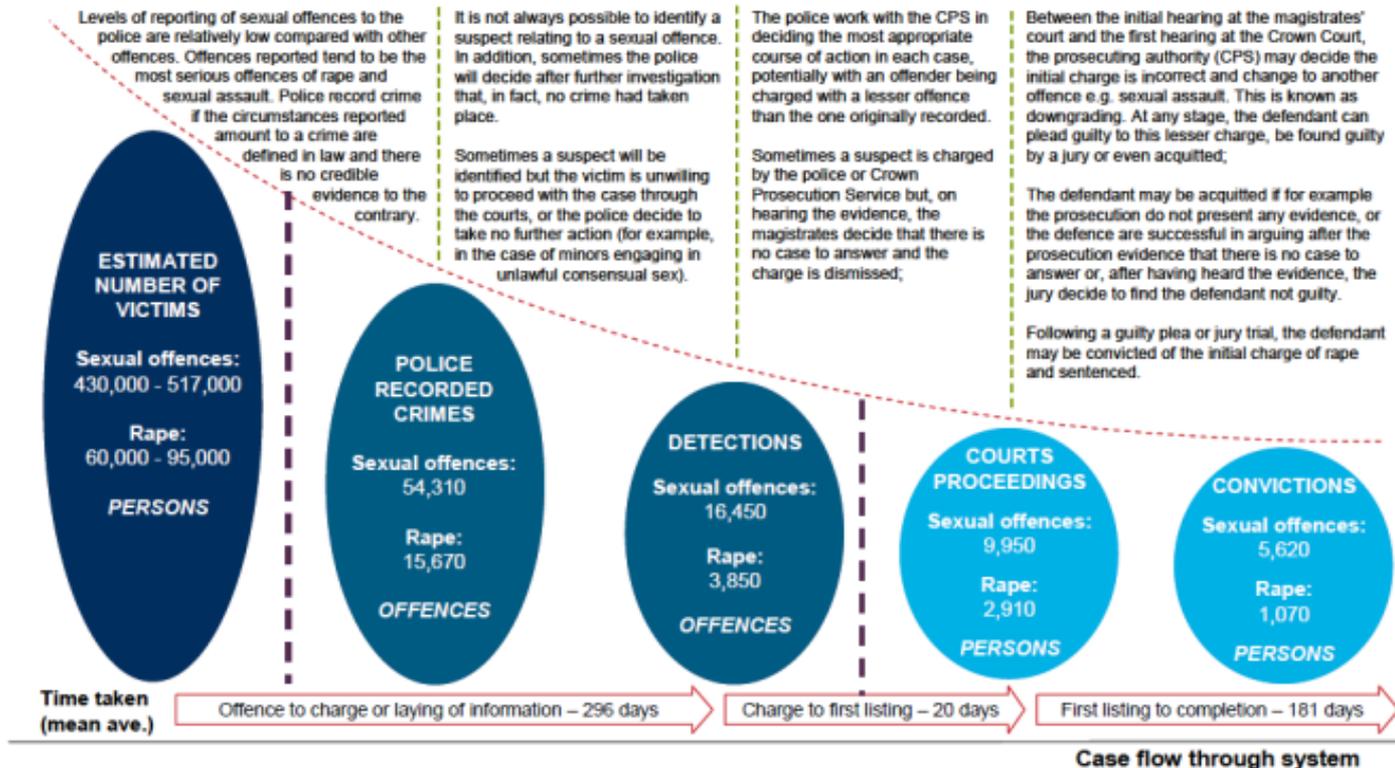
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Attrition rates in sexual offending cases

Figure 1.1 – Flow of sexual offence cases from victimisation to conviction (figures displayed are 3 year averages)

Not presented to scale. Victims and offenders may not relate to the same cases.



Prevention Targets

	Primary prevention (Universal)	Secondary prevention (At-Risk Groups)	Tertiary prevention (Response)
Offenders (Potential)		Stop it Now! Helpline	Stop it Now! Helpline
Victims (Children)			
Families/ Communities		Stop it Now! Helpline	Stop it Now! Helpline
Situations			

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Together we can prevent child sexual abuse



LOST FOR WORDS?

The thought that someone you know or love may be sexually abusing a child is one of the hardest things to face. But it is better to talk over the situation with someone than to discover later that you were right to be worried.

If you suspect that someone you know is sexually abusing a child, or if you are worried about your own thoughts or behaviour towards children ring the **Stop it Now!** freephone helpline now for confidential advice.

Freephone Helpline

0808 1000 900

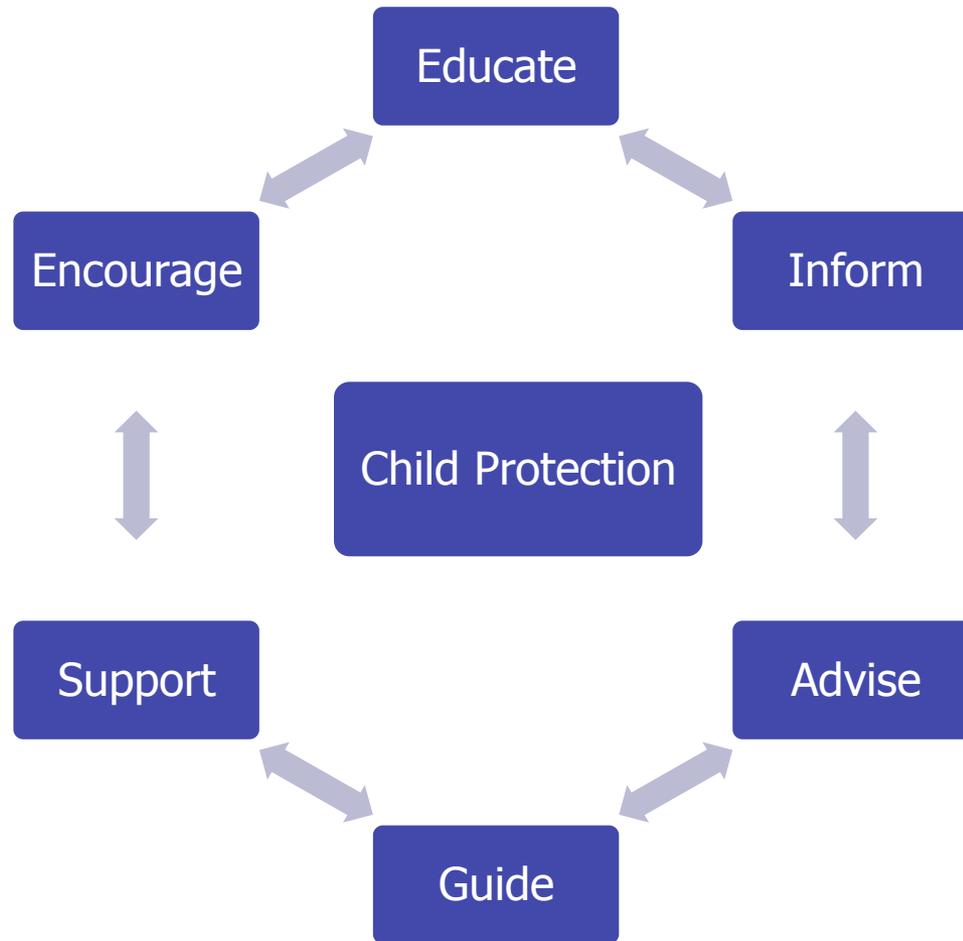
www.stopitnow.org.uk

stop it UK & Ireland
now!
Together we can prevent **child sexual abuse**

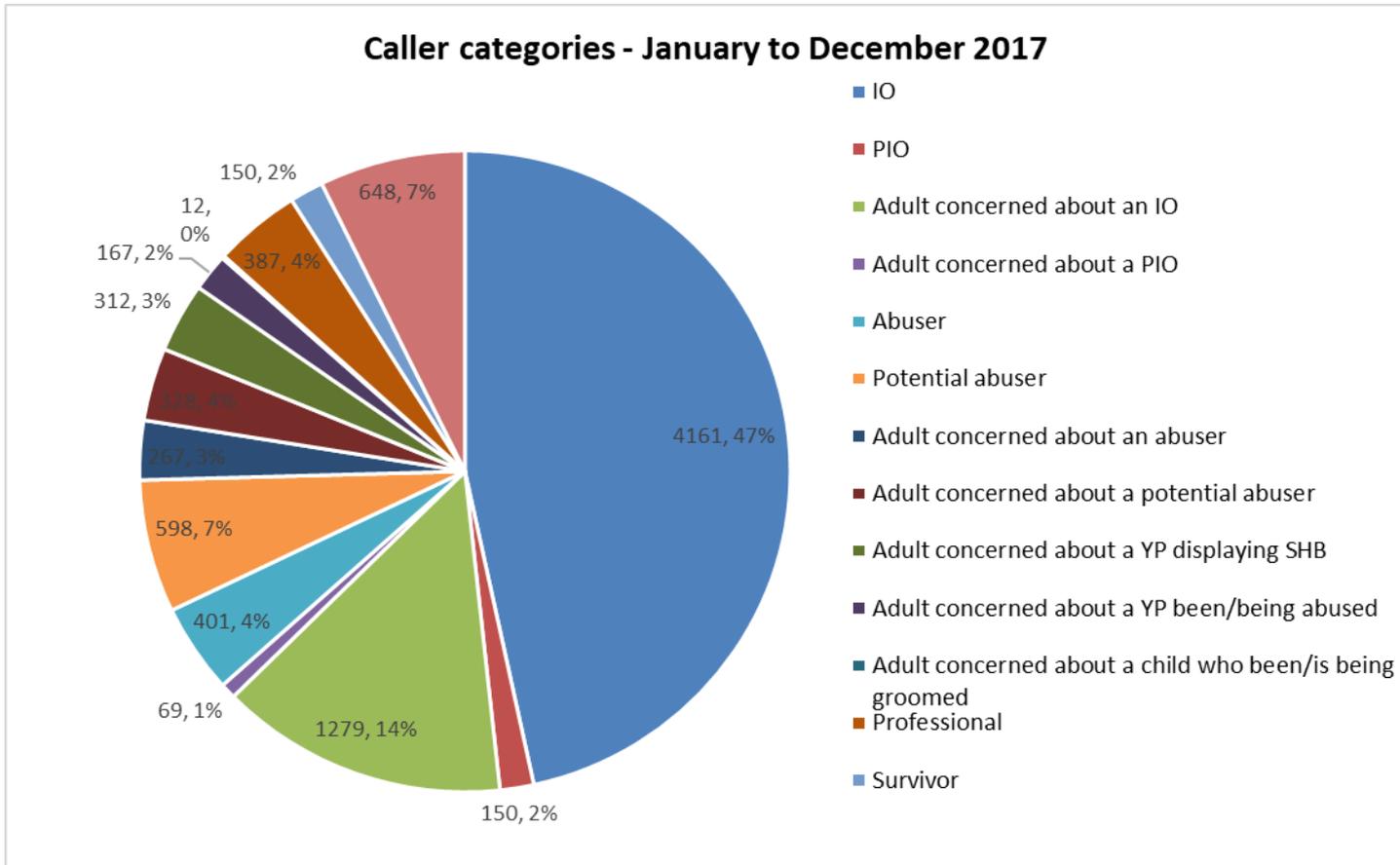
Helpline: key target groups

- Adult abusers and those at risk of abusing
- Family and friends concerned about another adult
- Parents/carers concerned about a child or young person with worrying sexual behaviour

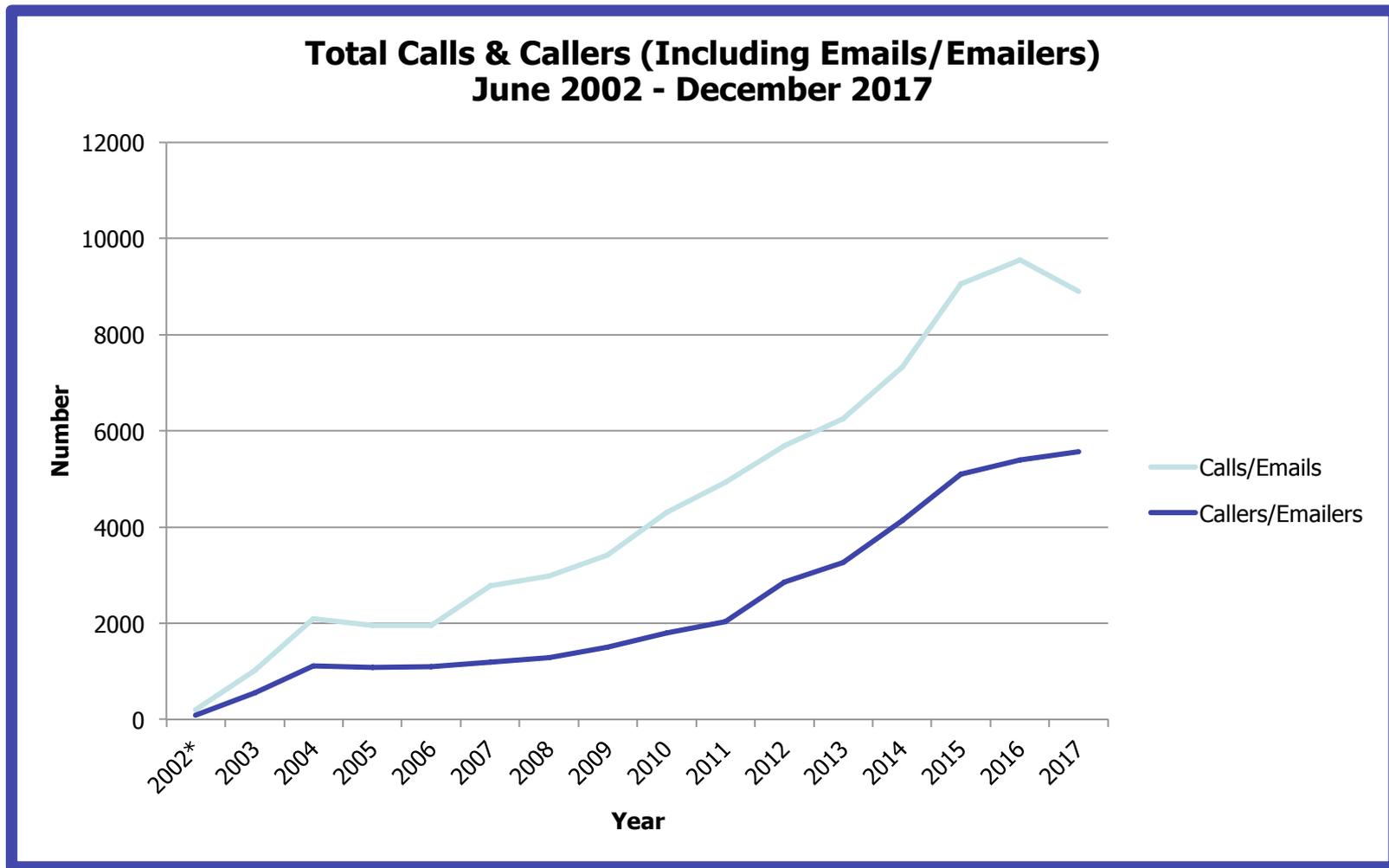
Helpline tasks



New slide – pie chart



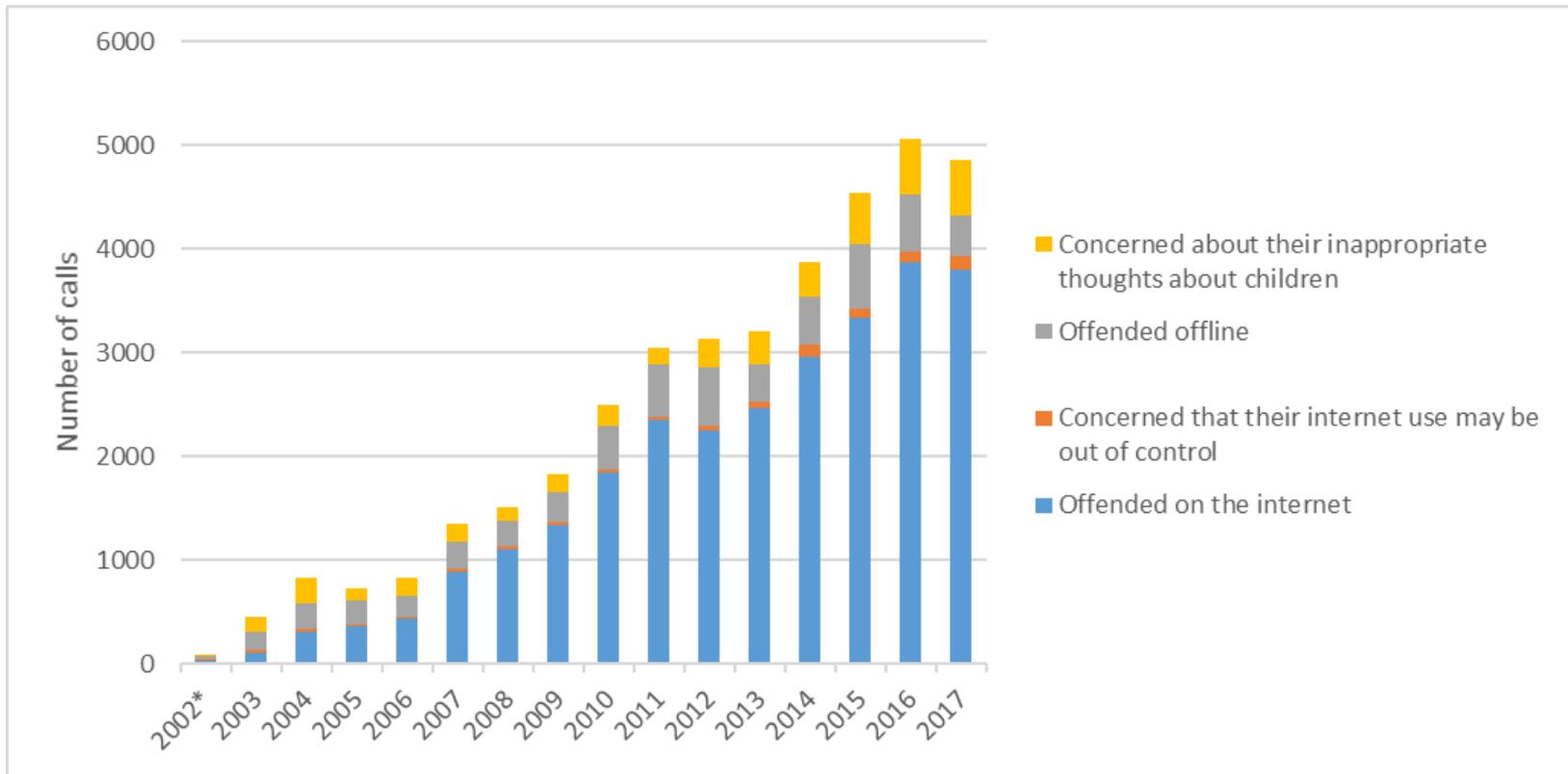
Helpline calls and callers



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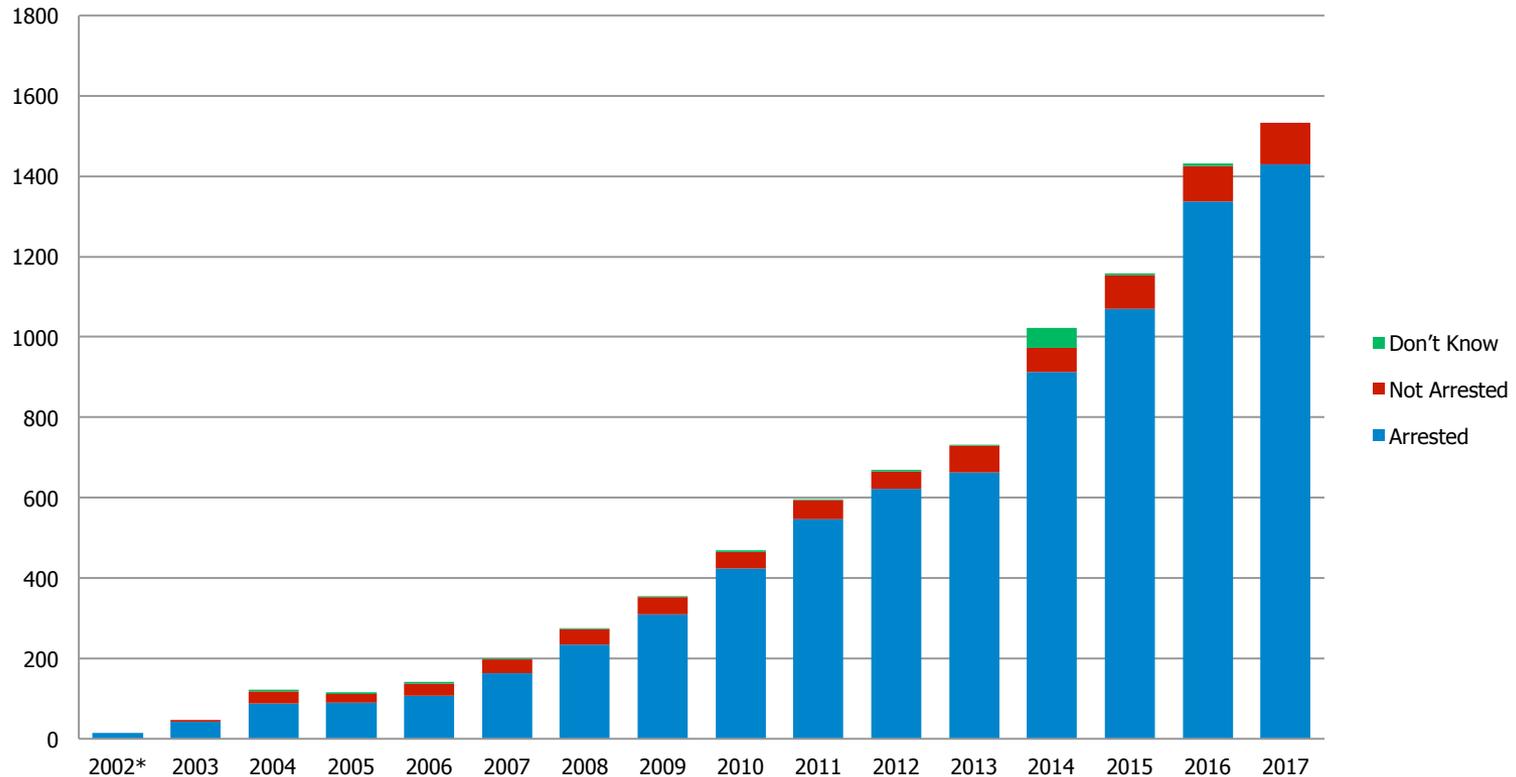


Calls from adults concerned about their own behaviour



Helpline calls from internet offenders

Number of Internet offenders calling the helpline year on year: Arrested vs Not Arrested



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Direct impact of Helpline

(NatCen Social Research 2014)

- Understand behaviour can be changed
- Recognise behaviour as risky
- Implement techniques and change behaviour
- Strengthen other protective factors

Inform

- 6 week psycho-educational programme for partners, families and close friends
- Provides a safe place for people to discuss issues, problems and ask questions
- Provides a supportive environment

Inform Plus - evaluations

2016 - Benefits with:

- depression
- anxiety and stress
- self-esteem
- social competency
- improved locus of control
- reduced distorted attitudes.

Gillespie, et al: An evaluation of a community-based psycho-educational program for users of child sexual exploitation material. *Sexual Abuse: A Journal of Research and Treatment*

2017 - Offenders reported:

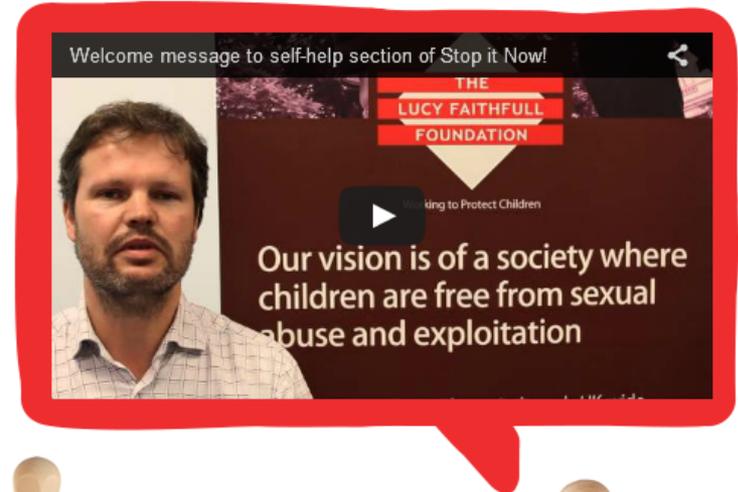
- better able to manage their thoughts, feelings and behaviours
- motivated for change
- improved communication
- seeing a desirable future away from offending.

Dervley et al: Themes in participant feedback on a risk reduction programme for child sexual exploitation material offenders, *Journal of Sexual Aggression*.

The 'Get Help' website

Seeking help with illegal online image use?

Stop it now provides information and support for users of illegal online images and those around them, helping to cope with difficult emotions and to change problematic behaviours.



Anonymous user

100% anonymous self help resources

[Start a new session >](#)

[Resume previous session >](#)



Family and Friends

Get anonymous information and support

[Continue >](#)



Professionals

Content for professionals

[Continue >](#)



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Self-Help modules

1. Understanding Why
2. Problem of Immediate Gratification
3. Triggers
4. Taking Responsibility
5. Images Are children
6. Fantasy
7. Addiction
8. Problematic Collecting
9. Online Relationships
10. Recognising and Dealing with Feelings
11. Opening Up to Others
12. Disclosure
13. Self Esteem and Assertiveness
14. Problem Solving
15. Self-Talk
16. Relapse Prevention
17. Building a Good Life

Film summaries



- include words of offenders - voiced by actors
- explain that the viewing of the images is **not a victimless crime**; there are **no justifications**; there are **serious consequences**; there is **help to stop**
- **educate the public** in steps they can take if they think someone they know might be looking at sexual images of under 18s.

Google intervention



Protecting children from sexual abuse

Accessing indecent images of children is illegal.

People arrested risk losing their jobs, family, friends and access to their children.

For anonymous, confidential and effective help to stop, visit seek-help.stopitnow.org.uk



At Google we work with child protection experts to find, remove and report this material because we never search results.

Splash page

O₂

Shop

My O2

Support

Internet Watch Foundation

Access denied. Page may contain indecent images of children.

Deliberate access may result in you committing a criminal offence.

Consequences could include arrest, losing family, friends, access to children and/or jobs.

Stop it Now! can provide confidential and anonymous help to those with concerning or illegal internet use.



0808 1000 900 | help@stopitnow.org.uk | www.stopitnow.org.uk

You can also anonymously report a website that displays child sexual abuse material or content linked to minors at the [Internet Watch Foundation website](#)

If you think this page has been blocked in error please visit: <http://www.iwf.org.uk/accountability/complaints/content-assessment-appeal-process>

[Full site](#) | [Store locator](#) | [Contact us](#)

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Reaching at-risk audiences - Pilot

October 2015 – March 2016: Resources placed into partner-owned and media channels selected to engage 18-30 year old men at the point of risk

2.3 million film views
via digital advertising and social media

92 pieces of coverage-
including national, regional and broadcast

A growing base of
24 active partners

Extensive discussion amongst target audience on legal boundaries

Anecdotal evidence that the **wider public may be receptive to preventative activity** in this space

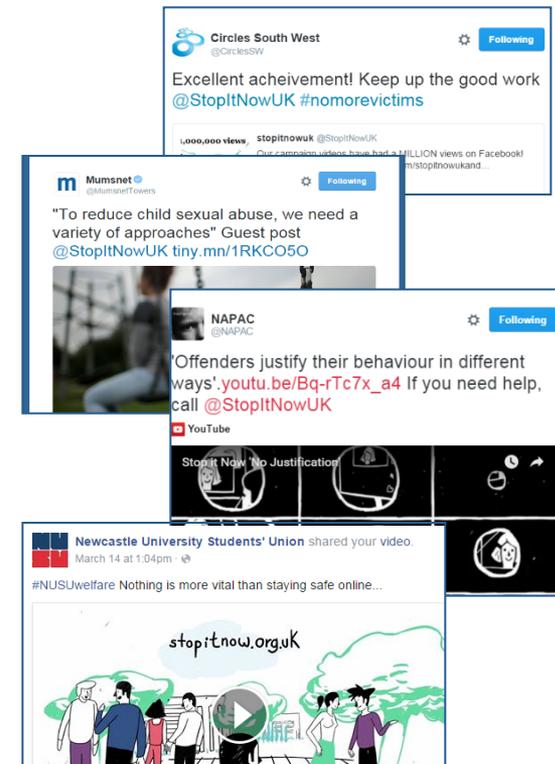
“About time there’s a project to help potential offenders get help before they create more victims of these horrific offences”

“Totally agree, prevention is key to protecting children.”

“Not something I expected to see in my timeline.... But wanted to drop a comment to say its really quite impressive to see a campaign/organisation trying to tackle the subject in a mature way... Best of luck.”



15% of men 18-30 surveyed recognised the campaign



Pilot success

We established a broad evaluation programme to assess reach and impact. Results demonstrate that deterrence activity increased the number of individuals with concerns about their own offending behaviour seeking help to stop, with clear examples of offenders self-reporting the adoption of positive behavioural strategies to avoid reoffending as a result.

- Overwhelmingly, offenders reported that the campaign had;
- **Drawn on deep-seated fears** about their behaviour online
- Demonstrated that help to stop was available and that **change was possible**
- Forced them to **consider the impact** on their victims

Immediate reactions to material



- **25% uplift in calls** to the confidential helpline, predominantly driven by online and media coverage
- Calls by offenders not known to law enforcement doubled
- **8862 unique self-help visitors** during the campaign period- spikes in visits correlated with media activity
- 1050 visits driven by Google interventions- **deterrence at point of offence**

Immediate impact- increased numbers of offenders seeking help to manage behaviour



- 129 callers known to law enforcement engaged with campaign materials and **reported materials supported their on-going rehabilitation.**
- 20 callers not known to law enforcement reported that campaign materials/activity played a major part in helping them address their behaviour and **subsequently took steps to ensure they did not reoffend.**

Longer-term impact- self-reported behavioural strategies to stop supported by campaign materials

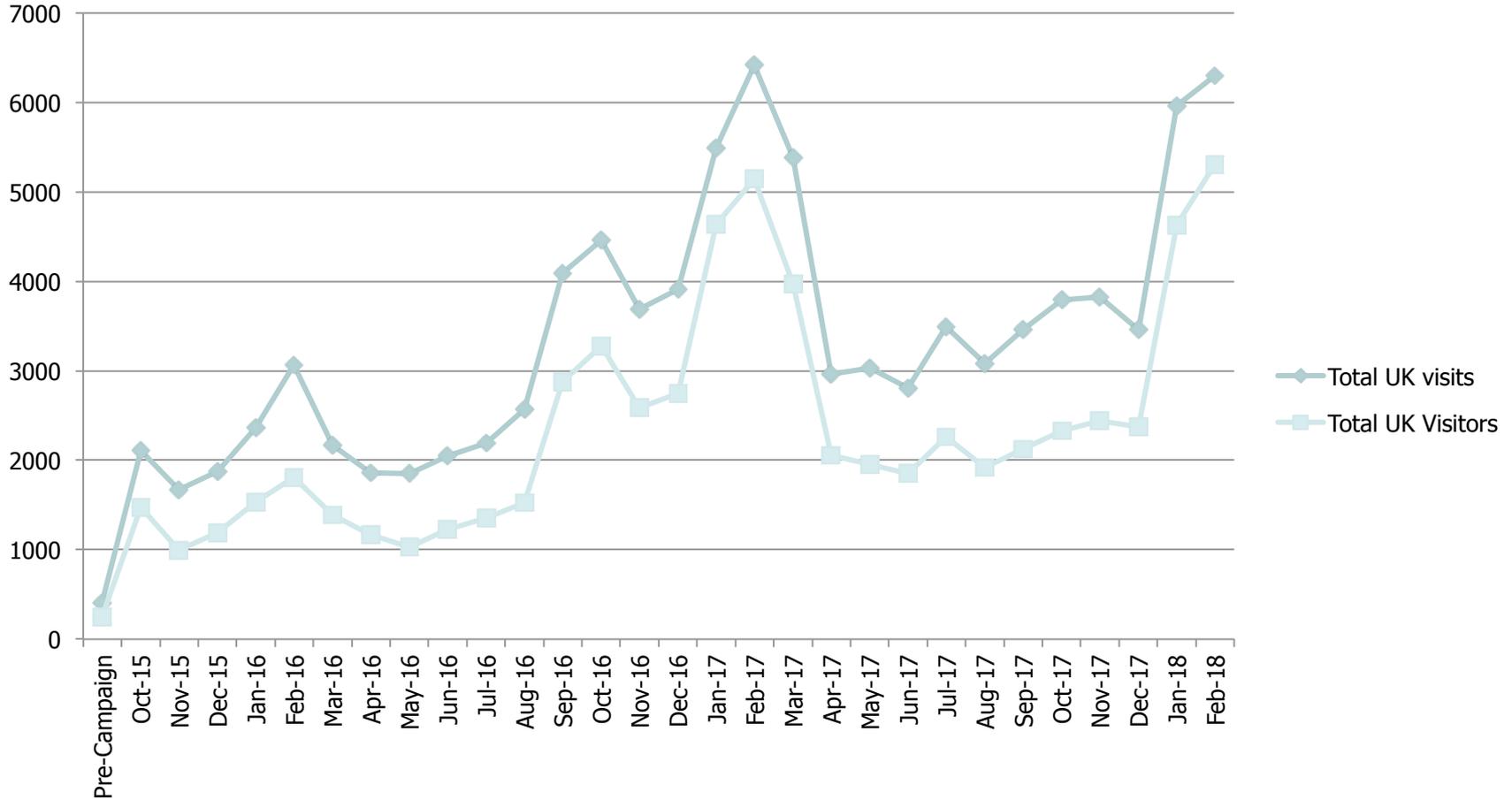


“Get-Help” website results

- Total number of UK website visits* = 105,688
- Total number of individual UK users* = 73,243
- Average number of pages viewed / visit = 7.02
- Average duration of a visit = 6 mins 7 secs
- **14,367 sessions lasted between 10 and 30 mins**
- **8,583 sessions lasted 30 minutes or more.**

*October 2015 – March 2018

Get Help Website Traffic



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Phases two and three: October 2016 – March 2018

National and regional media/PR: National media pushes in October 2015 and 2016 with regional on going – over 500 pieces of regional media coverage

Regional engagement with multi-agency partners: geographical campaigns in Wales, East of England, North West England and South West England

Bespoke communications packages for partner organisations: Working with an NHS setting and a University to create bespoke packages

Social media activity: Reaching large numbers of target audience through promoted social media

IIOC Deterrence January 2018

Objective: Deter pre-arrest offenders from accessing Indecent Images of Children and drive access to confidential and anonymous support to stop, reducing re-offending and preventing the escalation of harmful behaviour.



Effective, sustained partnerships across varied sectors

Welsh Police: Operation Netsafe

Launched in November 2016, a long-term partnership with Welsh police has resulted in a **50% increase in people from Wales seeking help.**

Led by Welsh police, activity includes:

- A short film featuring three Welsh rugby players, played on the big screen at the Wales v Ireland match in March 2017
- Press and social media activity
- The Together Tackling Online CSE conference



Cambridgeshire and Peterborough NHS Trust

Pilot campaign activity is taking place with an NHS partner

What we all need to know about sexual images of under 18s



Organic social messages amplified by partner organisations

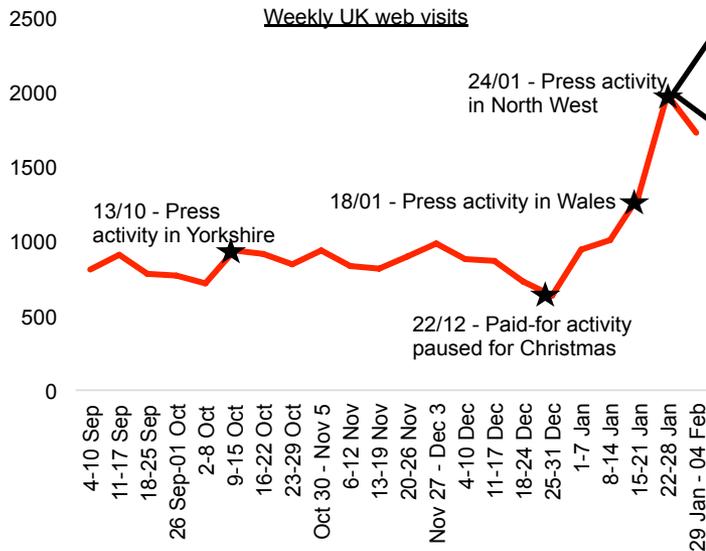
Year-on-year increase in mentions

November 2017: **84% increase** to 79 mentions (vs 39 in 11/2016)

December 2017: **239% increase** to 139 mentions (vs 41 in 12/2016)



Press activity drives spikes in web visits

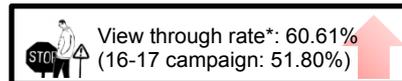


Innovative targeting techniques

Digital display

Ads are targeted based on:

- Gender, age and behaviour
- Intelligence-led targeting on known offender behaviour
- Proxy risk behaviours: relevant, legal pornography searches; visits to streaming, file sharing and pornography URLs



Paid-for social media

- October 2017 piloted new targeting approach based on disorder behaviour indicators – an interest in alcohol and gambling



Regional press: North West



93 pieces of press coverage across print, online and broadcast, along with social media and partnership activity, resulted in:

- **25% increase** in web visits on launch day
- **220% increase** in web visits from the North West
- **41% increase** in Twitter profile views
- **Engagement** from police forces, NHS Cumbria, Stockport, Cumbria and Wrexham Councils and NotOkay.

New creative supports 'consequences' messaging

The Knock

Tested with focus groups of IIOC offenders during creative development

Filmed in 1:1 and presented with subtitles, to improve user experience on social

Highest performing campaign film



Stop it Now! films have been viewed **20 million** times since the launch of the campaign in 2015

Comms activity drives take-up of support and increased awareness of consequences

'Ed' first heard about Stop it Now! when he saw a **Google ad** in response for a search for IIOC, with a link to the Get Help website. Since engaging with Stop it Now!, Ed feels his **awareness of the personal and legal consequences of his offending has changed.**

Case studies are sourced from an anonymous web survey