



MANITOBA'S INTIMATE IMAGE PROTECTION ACT

This annual report highlights the Canadian Centre for Child Protection's role in Manitoba's IIPA and is a summary of activities from April 1, 2019, to March 31, 2020, as required under our agreement with the Province of Manitoba.

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).

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.

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

The CANADIAN CENTRE FOR CHILD PROTECTION (Canadian Centre) is a national charity dedicated to the personal safety and protection of children. Our goal is to reduce the sexual abuse and exploitation of children, to assist in the location of missing children, and to prevent child victimization by providing national programs and services to the Canadian public. The Canadian Centre through its Cybertip.ca national tipline, offers assistance to youth whose intimate images have been shared without consent, and depending upon the circumstances, can assist in sending removal requests to service providers, provide guidance on other options for managing the situation, and where appropriate facilitate the transfer of the incident to police in the appropriate jurisdiction. The assistance offered by the Canadian Centre involves a comprehensive approach covering all aspects from prevention to intervention tactics and resources.

About **cybertip!ca**®

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



**Child Pornography
 (Child Sexual Abuse
 Material or CSAM)**



Online Luring



**Children Exploited
 Through Prostitution**



Child Sex Tourism



Child Trafficking



**Making Sexually Explicit
 Material Available
 to a Child**



**Agreement or Arrangement
 with Another Person to
 Commit a Sexual Offence
 against a Child**



**Non-Consensual Distribution
 of Intimate Images**

As of March 31, 2020, **3,208,253 reports have been processed by Cybertip.ca in conjunction with Project Arachnid**. In 2019/20, we processed **1,371,796 reports**. Approximately 99% of the child sexual exploitation (CSE) reports processed in 2019/20 were forwarded to one, or a combination of, the following entities: law enforcement agencies (LEAs), child welfare agencies, and/or INHOPE member hotlines, or a notice was sent to an electronic service provider.

As of March 31, 2020, Cybertip.ca was aware of **at least 562 arrests executed by LEAs** and **at least 520 children removed from abusive environments** in connection with reports submitted to the tipline by the Canadian public.



2019/20 HIGHLIGHTS

On January 15, 2016, the *Intimate Image Protection Act (IIPA)* was proclaimed in Manitoba. This legislation assists a Manitoban whose intimate/sexual images have been distributed without consent by providing resources and supports to help them remove the images from public display. It allows victims to pursue legal action and sue for damages (tort) in civil court.

Under Manitoba's *IIPA*, the Canadian Centre, through Cybertip.ca, is designated as the agency for receiving and responding to requests for information or assistance received from a resident of Manitoba who has been negatively impacted by the non-consensual distribution of an intimate/sexual image (NCDII).

The Canadian Centre has been managing self/peer exploitation reports for years now along with addressing content removal and supporting those youth affected by the sharing of sexual images among peers. Support and resources have been enhanced by and are delivered to Manitobans in a consistent manner under the *IIPA*¹.

Along with receiving reports and providing support to youth effected by the sharing of intimate images/videos, the Canadian Centre provides Manitobans targeted education and prevention material — ranging from in-person training to in-school lessons to public awareness campaigns. In 2019/20, all these initiatives resulted in the following highlights:

¹ The criteria used for diversion and support offered to Manitobans are specifically outlined in Appendix A.



630+ reports involving concerns about the sharing of a sexual/intimate image/video were received by Cybertip.ca. Of the more than 630 reports from the Canadian public, 7% (45) involved a Manitoban concerned about NCDII.



21,700+ pieces of printed material related to NCDII of intimate images were distributed to professionals within Manitoba.



First filing of a Canadian Centre Community Impact Statement (CIS) in an NCDII case, which spoke to the harms associated with that particular crime.



9,700+ professionals with education, parents/guardians, and youth were reached with either in-person and/or online training.



5,500+ visits to Canadian Centre websites that deal with online sexual exploitation of children and aspects specific to youth and NCDII.



111,000+ impressions generated in Manitoba by social media campaigns that either underscored resources to help youth affected by instances of NCDII, or generate awareness surrounding the emotional harms of sharing someone's intimate image/video.

NCDII REPORTS SUBMITTED TO CYBERTIP.CA

In 2019/20, Cybertip.ca received **630+ reports** involving concerns about the sharing of a sexual/intimate image/video. This represents 29% of the total reports received over the last five years and a 36% increase over the 2018/19 fiscal year. Of the more than 630 reports from the Canadian public, **7% (45) involved a Manitoban** concerned about NCDII.

However, submission into Cybertip.ca's online report form is only one aspect of the ways in which a Manitoban can interact with the tipline and receive support if they have been negatively impacted by the sharing of an intimate images. The public's intersection with our services comes through our toll-free line, email, or through one of our contact us accounts on needhelponow.ca, protectkidsonline.ca, dontgetsexorted.ca, and protectchildren.ca.

The support that analysts provide through phone calls, email, or the contact us pages are not always entered as a formal report within the Cybertip.ca system. The reason for this is that youth/young adults commonly request information not be entered formally in our system as their primary focus is getting the material removed and moving on with their lives. In 2019/20, Cybertip.ca received five additional requests for information and/or assistance through the toll-free number and contact forms.

Additionally, schools and primary caregivers come to the tipline with instances of self/peer exploitation, requesting assistance on how to help support the youth involved and the need to be connected to appropriate resources. We assist with answering questions, preparing safety planning for youth, navigating reporting processes, accessing support services, and providing educational resources (*to be discussed further on in this report*).

On March 9, 2015, the offence of non-consensual distribution of intimate images (NCDII) came into force under the Criminal Code of Canada. If someone has an intimate/sexual image of a person that was created in private circumstances, and knowingly posts it online or shares it with someone else knowing that that person would not consent to that (or being reckless about whether the person in the image would consent to it), the person who shared/posted the image could be charged. In essence, an intimate image is one that involves nudity or sexual activity; was taken in a private place/under private circumstances; and is still private at the time it is distributed (e.g., the person in the image did not post online).

Project Arachnid and Notices Dealing with Early Pubescent and Post-Pubescent Children

Cybertip.ca receives regular updates from national and international policing databases on hashes involving youth-related exploitation. Local agencies, such as the Winnipeg Police Service (WPS) and RCMP D Division, contribute to the submission of these hashes into those databases which in turn are added to Project Arachnid. For Cybertip.ca reports where there is information indicating that intimate images/videos involving an alleged Manitoba youth are publicly posted online, Cybertip.ca assesses the material. Senior management from the tipline then work with the child exploitation units in Manitoba to verify age for material involving post-pubescent youth. Once this has been confirmed, the hashes are added into Project Arachnid for the purpose of issuing notices to electronic service providers and requesting removal of the material when detected. For images/videos involving early pubescent youth, who are easily identified as being under the age of 18 based on visual assessment of sexual maturation, the hashes are added into Project Arachnid without consultation with police for the same purpose of issuing notices as outlined above.

In the 2019/20 fiscal year, the system recorded **5,223,687 confirmed CSAM votes in Project Arachnid**. 1,763,104 notices were issued to electronic service providers in relation to CSAM detected on their service. This total number of notices would also include images tied to youth-related exploitation involving early pubescent youth in Manitoba that were submitted to the national database by WPS or RCMP D.

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.



Expanding Beyond the Definition

Industry also has access to Project Arachnid's exploitative hash list, which flags online content that doesn't fall under the *Criminal Code* as child pornography but is still harmful to survivors and children by being available. This could include self-generated intimate images that were shared online without consent. Removal of this material falls directly in line with the Canadian Centre's recommendations in our new children's protection and rights framework, *How We Are Failing Children: Changing the Paradigm*, which expresses images/videos that are part of the continuum of abuse must be removed in order stop survivors' continued victimization.

While some of the material associated with intimate images doesn't fall under the *Criminal Code*, it often violates a provider's terms of service (TOS). Currently, notices related to TOS are being done manually by Cybertip.ca analysts, who email and follow-up daily to ensure the material is removed by the service. During 2019/20, Cybertip.ca was able to get harmful/abusive material along with material meeting a criminal threshold removed for youth in Manitoba in a number of situations.

In addition to the content removal, industry can play a role in reducing the re-victimization of survivors by de-indexing results. Cybertip.ca analysts have increasingly begun to work with providers such as Google and YouTube in efforts to not only make sure the content comes down, but that it doesn't continue to appear in other places.

Total NCDII Reports Submitted to Cybertip.ca

In 2019/20, Cybertip.ca received **630+ reports** under the reporting category of NCDII:



39%

pertained to concerns of images/videos of a youth being distributed and 62% pertained to concerns of images/videos of an adult being distributed.



33%

of the reports received involved a youth between the ages of 15 and 17.



92%

of reporting persons chose to provide contact information.



78%

of the time the reporting person appeared in the image.



65%

of the incidents involved threats to the victim.

NCDII Reported to Cybertip.ca from Manitoba

When Cybertip.ca receives a report into its secure system, a child protection analyst first assesses whether there may be a child at risk and raises the priority level for processing where child victim and/or alleged suspect information is included. Once an initial priority has been assigned, the child protection analyst breaks the report into its component parts based on the number of incidents in a report. For example, one public report may contain information about a website and a chat room. This would be considered two separate incidents and are analyzed independently.²



Between April 1, 2019, and March 31, 2020:

- **45 reports** were submitted by individuals within Manitoba under the category of NCDII and five inquiries were received from parents of youth and adults within Manitoba via our toll-free phone line or contact us email form for assistance dealing with situations involving the non-consensual distribution of intimate images. In each situation involving an inquiry, the individual did not wish to submit a report.
- 43 of the 45 reports were submitted via Cybertip.ca's online reporting form (cybertip.ca/report); the other two were submitted based on contact through the Cybertip.ca toll-free line.
- Six individuals chose not to provide any contact information;³ 38 provided a phone number and/or email address.
- 47% of the reported incidents (21) involved content being shared through mobile devices; 16% (seven) pertained to content being publicly shared on a website; 11% (five) involved an incident in a chat room or on instant messaging; 4% involved an incident over email; and in 22% (10) there was not enough information provided to clearly assess type of technology used to facilitate the NCDII incident.
- 51% (23) of reports related to youth between the ages of 14 and 17; 38% (17) of reports related to an adult reporting NCDII; 9% (four) of reports involved a child under the age of 14; 2% (one) of reports were related to a situation that did not pertain to NCDII.
- In relation to the youth in the images of concern:
 - 54% (15) involved the youth reporting concerns related to their own intimate image
 - 19% (five) involved a friend/peer reporting the concerns
 - 11% (three) involved the parent/guardian of the youth reporting the concerns
 - 11% (three) involved professional working with the youth (e.g., teacher/school admin, therapist, social worker, etc.)
 - The final report was submitted by an unknown individual concerned about the youth

² Each incident is assigned a secondary (Cybertip.ca) classification by a child protection analyst based on the Criminal Code (Canada). This is either a confirmation or correction of the reporting person's classification.

³ When submitting a report to Cybertip.ca, an individual has the option to provide identifying information; the only information requested is the reporting person's age. When the report is submitted (by phone or online), the reporting person is provided with a confirmation number. In the event they choose to remain anonymous, this number could be used to confirm they reported their concerns.

- Where the reported situation pertained to an adult concerned about NCDII, 94% (16) were reported by the adult themselves.
- Following assessment by an analyst, the secondary classifications⁴ break down as follows:
 - 66% (29) incidents were classified as “Non-Consensual Distribution of Intimate Images”
 - 20% (nine) incidents were classified as “Not enough information”
 - 9% (four) incidents were classified as “Child Pornography”
 - 7% (three) incidents were classified as “Other”



Cybertip.ca forwarded 12 of the 45 reports to law enforcement and/or child welfare and the following were the outcomes/feedback as a result:

- Five reports involved an educational approach, where, at the request of law enforcement, Cybertip.ca assisted by providing additional outreach to the reporting person, victim and/or school administration, sharing information and resources to help them manage the situation and regain control of a sexual image/video.
- Two reports involved Cybertip.ca, in consultation with law enforcement, reaching out to electronic service providers to have material related to the incident removed.
- Two reports involved law enforcement connecting with the reporting person and/or victim to gather further information for possible investigation. No further feedback provided.
- One report involved Cybertip.ca confirming to law enforcement/child welfare that the material in question was already removed and child welfare providing ongoing support for the victim and family.
- One report was concluded without any further details.
- One report did not include any feedback from law enforcement.

Of the 15 reports involving youth that were not sent to law enforcement and/or child welfare, five did not provide any contact or identifiable information; four involved an individual who was over the age of 18 but was under the age of 18 at the time the images were taken; four involved 16 and 17 year old youth looking for assistance in getting imagery removed, who only provided an email address for contact information and who did not want police involvement; and two involved a protective parent/guardian reporting to get assistance in having online material removed and/or managing a peer related situation.

⁴ Each incident is assigned a secondary (Cybertip.ca) classification by a child protection analyst based on the *Criminal Code* (Canada). This is either a confirmation or correction of the reporting person’s classification.





For those reports, phone calls, and contact us inquiries that related to adults impacted by NCDII, guidance was provided to the reporting person on next steps they should take in dealing with the situation. This may include:



**Information about contacting websites
and what information to provide**



**Encouragement surrounding involving
a support person(s) and importance
of self-care**



**An order of protection in the form
of a Peace Bond**



Tort information



Model in image. Intended as illustrative.

Sample of Outcomes from Reports/Inquiries Received Under NCDII/IIPA

15-year-old youth concerned about the public distribution of sexual videos of her taken when she was 14 years old

- The youth provided information about sexual images and videos of herself that were publically distributed on an adult dating website and adult pornography websites. The youth described being harassed and tormented as a result of the material being publically available and that her username for her account on a popular social media platform was posted alongside the images and videos. The youth said numerous users had contacted her as a result and that the images and videos were being sent to her friends and family.
- The information was forwarded to the Winnipeg Police Service (WPS). Cybertip.ca followed-up with the WPS to help determine how to best assist the youth with the distribution of the video.
- In consultation with the WPS, Cybertip.ca reached out to the youth to get further information about the situation and provide support. Cybertip.ca provided the youth with information to help manage the situation and information about her options through the IIPA, including the sample message for those contacting her in relation to the sexual content. Cybertip.ca also provided the youth with detailed information on sending requests to sites to have the sexual content removed.
- Cybertip.ca then took steps to send removal notices to the sites where the images and videos were posted, as well as sending an abuse complaint to a social media platform about one particular user who was contacting the youth. As a result, the images and videos were removed from the sites and the social media account for the user was suspended.
- The sexual images and videos of the youth were also submitted for use in Project Arachnid. To date, Project Arachnid has not detected any further distribution.

18-year-old concerned about an intimate image taken when she was underage being distributed on a popular social media platform

- The victim reported to Cybertip.ca, describing that her account on a popular social media platform had been hacked and sexual images of herself were being posted to another account on the social media platform. The victim described that she contacted police and was redirected to Cybertip.ca for assistance in getting the images removed from the account.
- Cybertip.ca connected with the victim multiple times to gather information and provide support. Cybertip.ca also connected with the abuse team at the social media platform, and as a result the images of the victim were removed from the platform and the account distributing the material was suspended.
- Cybertip.ca followed up with the victim and encouraged her to contact Cybertip.ca if the images resurfaced.

23-year-old victim being threatened with the distribution of her intimate images

- The victim reported to Cybertip.ca providing information indicating that she had connected with another user on a location-based dating app. The victim described having sent the user intimate images of herself through another social media app and the user immediately began threatening to post the images if the victim did not send more images. The victim indicated that the user was relentless in sending messages requesting additional images and as a result of the victim not responding to those messages, the user had distributed the images. The victim reportedly then began receiving requests from other users on the social media platform, some of whom were sending the victim her own intimate images that were distributed by the initial user.
- Cybertip.ca provided the victim with specific information and language to put these users on notice that the activity they were engaged in was illegal, requesting they delete her intimate images and they cease further distribution. Cybertip.ca also provided the victim with step-by-step instructions to report the users to social media platforms and what information to include in the abuse reports.
- In follow-up with the victim to help determine if the situation had been resolved and whether the images had re-surfaced on the social media platform or any other services, Cybertip.ca learned the victim was still struggling with ongoing contact from the user who originally distributed the material. The victim asked for further guidance regarding her options under the *IIPA* and was provided with a number of options including civil processes (e.g., a Peace Bond, Tort information) and criminal proceedings if necessary. The victim was referred to police and victim services for further discussions on the options related to criminal proceedings.

INTERVENTION & PREVENTION ACTIVITIES

Education and Prevention Digital Resources

Cybertip.ca is responsible for keeping NeedHelpNow.ca, ProtectKidsOnline.ca, and DontGetSextorted.ca updated in areas related to the online sexual exploitation of children and aspects specific to youth and the non-consensual distribution of intimate images. Emerging tactics used by those targeting youth for intimate images is regularly updated on these sites which garner a significant amount of traffic.

Information gleaned from the tipline also helps guide and update our downloadable education and prevention resources which are available to child-serving organizations, families, law enforcement agencies, and schools on these sites. In 2019/20, from Manitoba there were:

- **1,900+ visits** to NeedHelpNow.ca, a website that guides teens on how to stop the spread of sexual images or videos and provides support along the way.
- **1,700+ page views** on ProtectKidsOnline.ca with information related to NCDII and sextortion.
- **1,300+ page views** on the Cybertip.ca site with information related to NCDII.
- **600+ visits** to DontGetSextorted.ca, a humour-based resource that tackles the issue of sextortion and how teens can prevent this from happening to them.
- **460+ pieces of material** downloaded from someone within Manitoba related to NCDII and sextortion, including digital copies of:
 - Downloadable sheets on NeedHelpNow.ca, which includes information on how to get help removing pictures, the laws surrounding NCDII, seeking support, and more.
 - The Self/Peer Exploitation (SPEX) guides for families and schools
 - SPEX overview and information sheet
 - *Parenting Teens and Tweens in the Digital World*
 - *What is the Big Deal* activity book
 - *It is a Big Deal* activity book
 - Sextortion lesson plan



SPEX Guides and NeedHelpNow.ca

Our Self/Peer Exploitation (SPEX) guides 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 2019/20 fiscal year:

- **1,723 copies of the SPEX guides** (1,049 copies of the guide for families, 674 copies of guide for schools) were distributed and downloaded across Manitoba
- **195 SPEX and NCDII safety sheets** were downloaded from Cybertip.ca, NeedHelpNow.ca, and protectchildren.ca by someone within Manitoba



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. With this important website youth have a resource that can help them stop the spread of sexual images/videos and receive support along the way.

In 2019/20, NeedHelpNow.ca received close to 46,000 visits; 1,900+ of those coming from Manitoba, with Manitoba users spending almost 10 minutes on the site (the average across Canada is approximately five minutes). While "Removing Picture/Videos" continues to be the most visited page, we've seen an increase — almost 4% since 2018/19 — in visits and downloads of resources that offer support to deal with peers and the emotional effect of a sexting incident.

Social media ultimately plays the biggest role in reaching NeedHelpNow.ca's target audience. In 2019/20 we ran several campaigns across multiple platforms, including tying the resources to Bell's Let's Talk campaign, which generated 25,000+ impressions with Manitoba users.⁵

The site, along with the SPEX guides are also promoted through Canada-wide school mail outs, which reach up to 8,600+ English schools and 3,100+ French schools.



⁵ This includes impressions from English and French campaigns

DontGetSextorted.ca

Since its launch in 2017, the *Don't Get Sextorted, Send a Naked Mole Rat* campaign continues to be some of the most engaging social media posts the Canadian Centre runs. The unconventional character helps us cut through the clutter to convey an important message about teens protecting themselves from the very real threat of sextortion.

Well over half a million of our naked mole rat memes and gifs downloaded from the supporting website — dontgetsextorted.ca — have been shared worldwide, and continues to keep this issue top of mind with teens.

The website also features additional tips to help teens prevent sextortion and a lesson plan about sextortion for educators and law enforcement. **In 2019/20 the sextortion lesson plan was downloaded almost 200 times.** It is also regularly incorporated into school, law enforcement, and parent internet safety presentations given by Canadian Centre education staff, and was updated and integrated in the new Kids in the Know High School: Grade 9 and 10 lesson (*more information on that to follow*).



THE NAKED MOLE RAT CONTINUES TO TREND ON SOCIAL, GENERATING OVER 30,000 IMPRESSIONS IN MANITOBA ACROSS PAID AND ORGANIC POSTS.

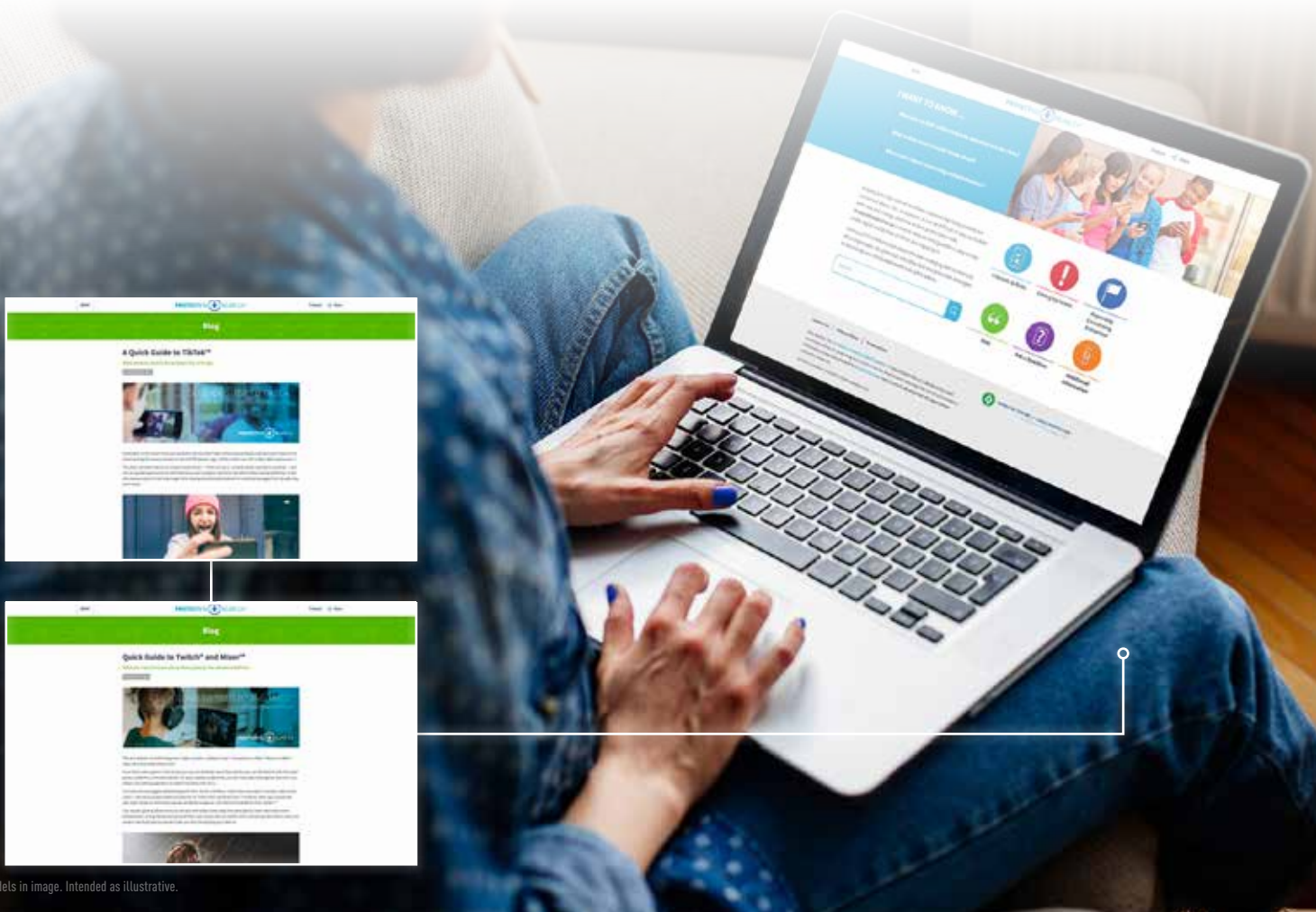


ProtectKidsOnline.ca

Through the operation of Cybertip.ca, the Canadian Centre has a unique lens into the risks facing kids online, and in turn can share this information with families along with tips to keep kids safe. ProtectKidsOnline.ca (PKO) brings together not only timely blogs detailing what we're seeing through the tipline but tangible talking points that help parents better understand the digital world their kids are engaging in.

Over the past year, the tipline has seen a concerning trend with youth being extorted through live streaming, where an offender (a peer or adult) captures images or videos from the streaming session. PKO outlined two of the biggest live streaming apps kids are currently on— Twitch, and TikTok — the possible risks that comes with youth being on these platforms, and what families can talk about to keep kids safe while using them.

These blogs, along with updated safety tips surrounding live streaming, drove PKO's page views up by 83% over the previous year.



Models in image. Intended as illustrative.

Training and Education

21,700+ pieces of material related to NCDII were distributed within Manitoba to law enforcement, educators, and child welfare agencies, including:

- *A Resource Guide for Schools: Addressing Self/Peer Exploitation*
- *A Resource Guide for Families: Addressing Self/Peer Exploitation*
- *Parenting Tweens and Teens in the Digital World*
- NeedHelpNow.ca/NCDII posters and cards
- Kids in the Know Grade 7, 8 and 9 kits
- *What's the Deal* activity book
- *It is a Big Deal* activity book

Professionals that intersect with children in Manitoba regularly connect with the tipline asking analysts to walk through how to manage the sharing of intimate images and our role under the *IIPA*. This information is then, in turn, shared within the organizations to better educate professionals on the issue and steps they can take to manage such situations.



**95%****OF MANITOBA'S SCHOOL DIVISIONS, BOARDS, AND DISTRICTS HAVE SCHOOLS USING KIDS IN THE KNOW.**

Kids in the Know

Children and youth are bombarded with pressures — both online and in real life — that affect their understanding of healthy and unhealthy relationships with both peers and adults. There are numerous examples that show education on cooperative versus controlling relationships, consent, and boundaries is needed to empower children/youth and provide them with the critical thinking skills in order to reduce their risk of victimization.

Kids in the Know (KIK) is the Canadian Centre's national, interactive safety education program that uses age-appropriate lessons to increase children's personal safety skills in order to reduce their risk of victimization online and in the real world.

Taught in numerous school divisions across Canada, KIK uses interactive lessons to build personal safety confidence by teaching critical problem-solving skills. Designed for kindergarten to high school, the program allows educators to adapt the lesson plans and activities to meet the individual needs of every child. Lessons meet curricula outcomes across the country and are purposefully designed to create a common language to help facilitate the way we teach kids about their own personal safety.

Topics include healthy relationships, safe and responsible use of technology, addressing high-risk behaviour, picture permanence online, as well as building capacity to handle difficult situations and knowing when to seek help for themselves and peers.

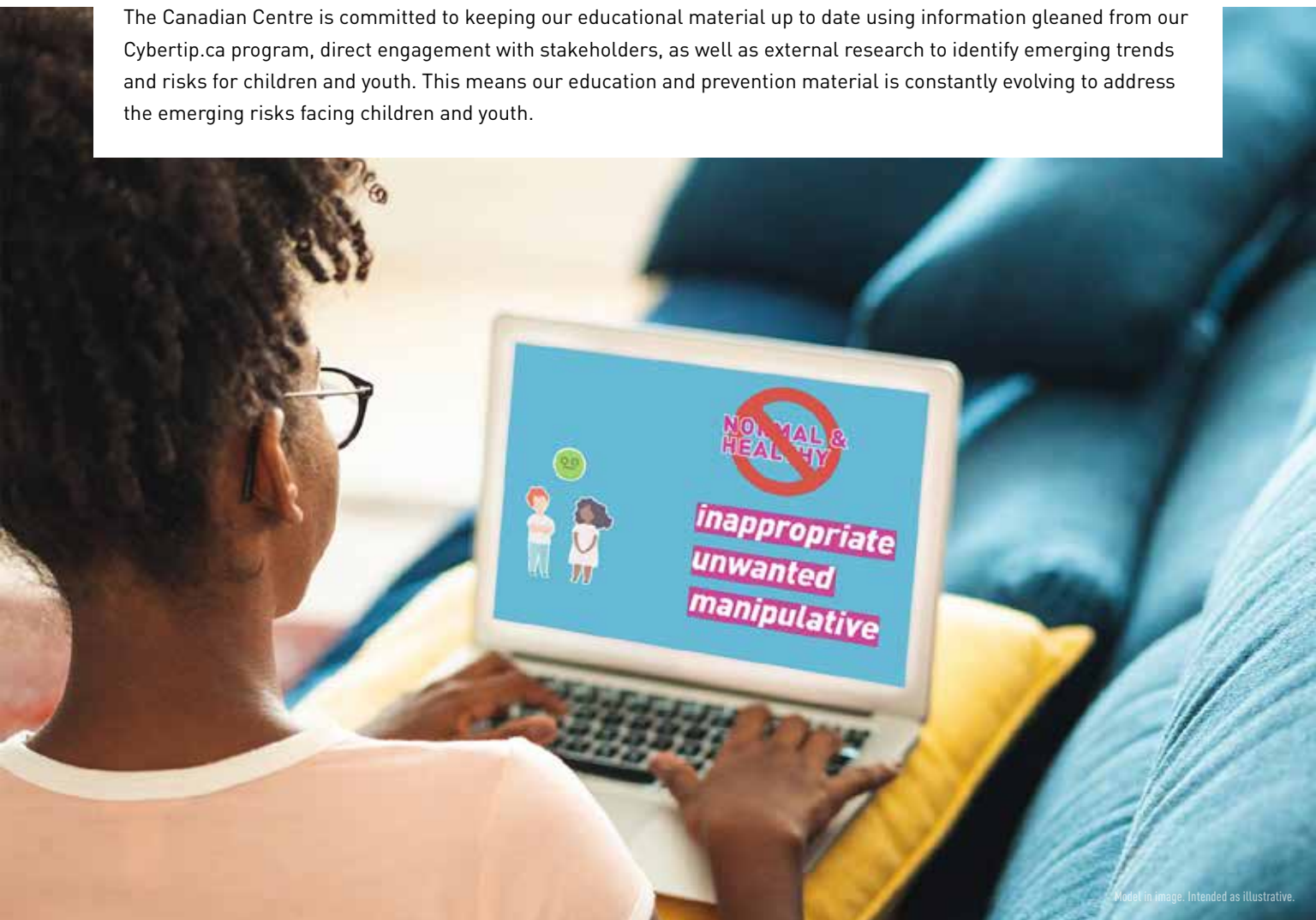
The program is offered as a print product, but more recently has moved to a digital format so educators can easily access and utilize the program lessons and its associated PowerPoint® presentations, lesson speaking notes, activity books, and videos.

In recent years, KIK grade 7 and 8, which are applicable to the younger age groups we're seeing being most effected by self/peer exploitation and sextortion, have been updated to address emerging online trends and risks.

In late spring 2020 (just outside of the Canadian Centre's fiscal year), the Canadian Centre launched new Kids in the Know High School: Grade 9 and 10 digital lessons (An extension into Grade 11 and 12 is set for later in 2020). At its basic level KIK high school is meant to help teens understand the difference between a healthy and unhealthy relationship, whether it be with peers, family, adults, or romantic partners. However after finishing the modules, teens will have a deeper understanding of cooperative versus controlling relationships, consent, and boundaries, all of which is needed to empower youth and provide them with the critical thinking skills in order to reduce their risk of victimization in relationships of all forms.

At the same time, students will be asked to think critically about stereotypes and the way they affect their relationships and how they treat their peers and partners.

The Canadian Centre is committed to keeping our educational material up to date using information gleaned from our Cybertip.ca program, direct engagement with stakeholders, as well as external research to identify emerging trends and risks for children and youth. This means our education and prevention material is constantly evolving to address the emerging risks facing children and youth.



Model in image. Intended as illustrative.

In-person and online training

This past year, the Canadian Centre offered **18 training sessions** (approximately **65 parents/guardians**, and **744 youth** were reached) related to youth and online exploitation, which included discussions about the non-consensual distribution of intimate images, Manitoba's *IIPA* and its implications. Training in this area involves a few departments within the Canadian Centre, including the Cybertip.ca team, legal department, and the education department.

The Canadian Centre also monitors reported NCDII cases that may include child pornography charges (and related constitutional challenges) that involve a person under 18 as the person charged, and cases that involve NCDII charges against a person over 18. The information is used in ongoing training of our staff, as well as in educating other professionals working in this space, such as Crown Attorneys.

From time to time, the Canadian Centre's legal department is contacted by Crown Attorneys for background information on the NCDII offence for case law information and to facilitate discussions with Crowns in other jurisdictions dealing with similar situations.



In October 2019, for the first time, the Canadian Centre submitted a community impact statement (CIS) in an NCDII case in Manitoba. It was submitted at the request of the Crown who is dealing with a case where the victim was refusing to file a victim impact statement (VIS). The statement was accepted, thus paving the way for similar filings in other NCDII cases where the victim is reluctant to file a VIS.





In 2019/20, the Canadian Centre's General Counsel Monique St. Germain, and Program Manager for Cybertip.ca Catherine Tabak presented at an information session hosted by the Shameless Circle, a Winnipeg-based organization that provides free programming for women who have experienced shame for a variety of reasons, including as a result of the non-consensual distribution of an intimate image of them. Information about the evolution of the law in this area and Cybertip.ca's services for NCDII victims was shared.

Public Awareness

The Canadian Centre executed a number of public awareness campaigns designed to raise awareness about the non-consensual distribution of intimate images to people within Manitoba. Showcased over social media and other spaces frequented by youth and young adults, these campaigns generated over **111,000+ impressions across Facebook and Twitter, and almost 1,600 direct link clicks to Canadian Centre websites** that provide help and resources with NDCII and sextortion.

What if it was Your Child's Photo?

For this campaign Cybertip.ca decided to focus on parents, and how they can talk to teens about the harm of sexting, both for themselves and the person in the image/video they're sharing.

Supporting Manitoba mediums, which included bathroom ads, street-level and transit ads, movie theatre spots, and social media, directed families to a dedicated page on Cybertip.ca that covered talking points about how to start the conversation, facts for youth and families on the risks of sending nudes, both the legal and emotional consequences of sharing someone else's nude, and what to do if a teen receives a nude. It also underscored if their teen has lost control over an intimate image/video they can contact Cybertip.ca for help.

Results of the campaign included generating over half a million impressions across Twitter, Facebook, and Instagram — 300+ coming from Manitoba — leading to over 13,700+ link clicks to Cybertip.ca's updated intimate images support page

The campaign also included five urban and rural movie theatre ads, 18 street level, and 424 transit shelter ads, and 93 digital and classic bathroom ads. However, due to COVID-19 many of the campaigns continued past the fiscal year or were placed on hold so results as of March 31, 2020 were not available.

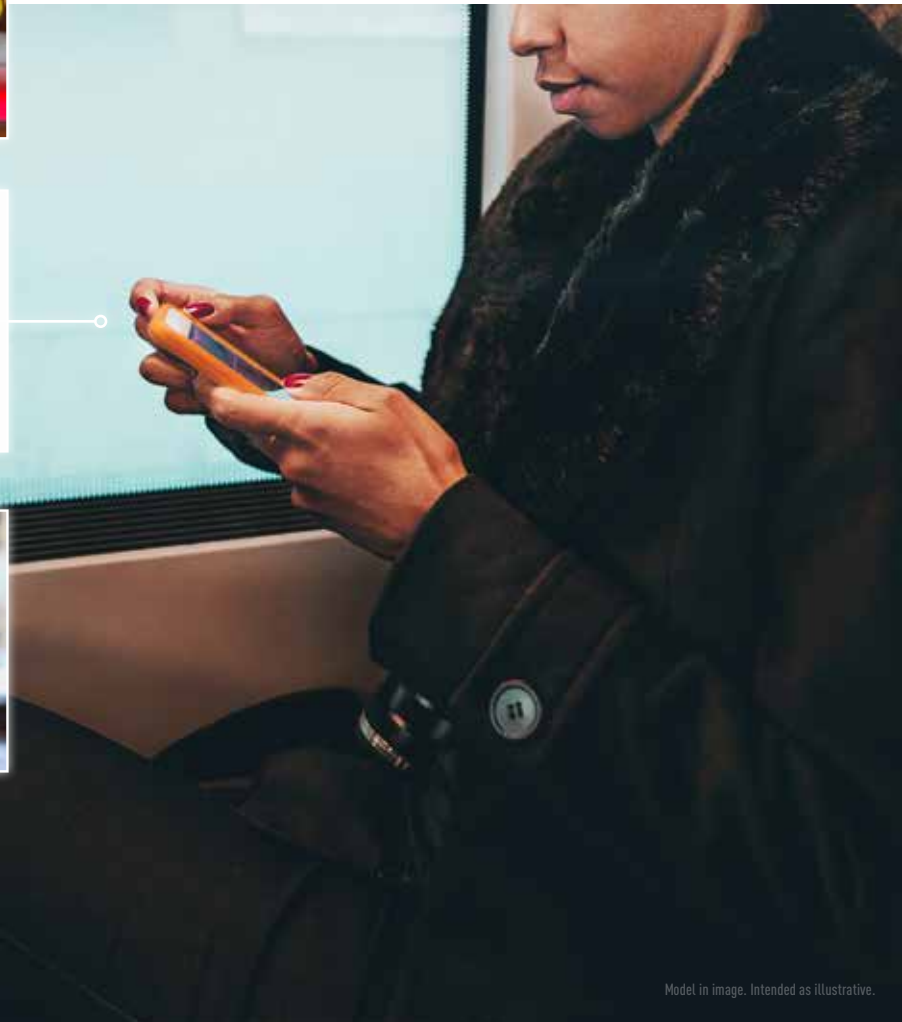
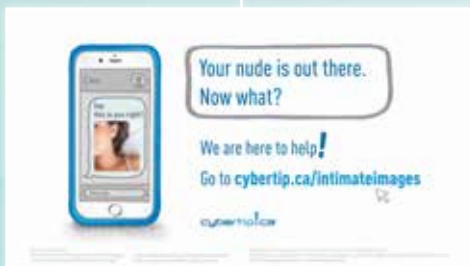


Social Media

Social media ultimately plays the biggest role in reaching the Canadian Centre's target audience for help with instances of self/peer exploitation, sextortion, and cyberbullying. In 2019/20 we ran 10 paid campaigns, and 65+ organic posts, across multiple platforms specific to these issues which generated over 68,000 impressions within Manitoba.

Media Interviews

In 2019/20, Canadian Centre staff participated in approximately 24 media interviews related to self/peer exploitation, sextortion, and NCDII-related issues that could have been viewed in Manitoba.



Model in image. Intended as illustrative.

Moving Forward

The Canadian Centre, through its Cybertip.ca program, will continue to offer support to those Manitobans impacted by the NCDII in the year ahead. We will also actively pursue the following objectives:



Increase Public Reporting to Cybertip.ca Through Engagement with Law Enforcement

The WPS Child Exploitation Unit and Domestic Violence Unit continue to refer incidents to Cybertip.ca related to the *IIPA*. Increased awareness of the comprehensive supports we offer, combined with these units being overwhelmed with cases involving the non-consensual distribution of intimate images has resulted in a large increase in youth/young adults being referred to us for support.

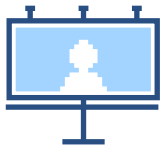


Utilize Project Arachnid for Notices Dealing with Pubescent Children

Cybertip.ca will further develop the methods by which it is tackling youth generated content that ends up being detected by Project Arachnid on a variety of platforms and sites. Law enforcement will continue to play a major role in the age verification process, which, in turn, assists in getting action taken on the material in question.

We will also continue our efforts in issuing notices for images of child sexual abuse material involving already identified post-pubescent victims.

In 2020/21 Project Arachnid will have the capability to send automated terms of service (TOS) notices to industry in order to request the removal of this content.



Run Public Awareness Campaigns About How To Get Help with NCDII Instances and the Consequences of Sharing Intimate Images Without Consent

Since we noticed an increased interest in the “getting help” and “mental health” pages of NeedHelpNow.ca, in 2020/21, the Canadian Centre will be executing a provincial campaign on how youth can get help with instances of NCDII; directing users to both NeedHelpNow.ca and Cybertip.ca for resources.

Additionally, campaigns will also educate youth on the seriousness of sharing intimate images on the affected youth from a psychological perspective. We know through our experience in operating Project Arachnid that images involving post-pubescent teens can often appear on adult-related sites. These images/videos are often not removed unless the victim is identified given that older teens often appear fully sexually mature from a visual assessment.

To that end, in 2020/21, we’re looking to further expand and strengthen NeedHelpNow.ca’s emotional and mental health resources for teens on the site, which include more downloadable and sharable content, as well as supporting social media campaigns.





Training for Professionals on the NCDII

School divisions/boards, school resource officers, family services and others continue to request training on the issue of NCDII and how to manage the influx of cases involving youth and the sharing of intimate images.

The Canadian Centre will offer more training on addressing the NCDII in 2020/21 and the various support services offered by our organization. This includes assistance with content removal, Project Arachnid's capabilities in supporting those impacted by this issue, educational resources, as well as victim support referral for those teens (and adults) struggling with the sharing of an intimate image or video.



Education and Prevention Material

Cybertip.ca's education and prevention material complements the tipline's intervention services, and provides a full spectrum of support for Manitobans. Through information gleaned from Cybertip.ca, the education team, the legal team, and professionals the Canadian Centre intersects with, education and prevention material will continue to be updated to reflect current trends and issues surrounding *IIPA*.

Continued promotion of Cybertip.ca's education and prevention materials through school mail outs and social media will ensure more Manitobans know about, and have access to these important resources.



Model in image. Intended as illustrative.





Appendix A:

Criteria for Diversion

It was necessary to determine what criteria would be considered in order for a request to result in diversion. In doing so, a distinction was made based on the age of the individual being impacted by the non-consensual distribution of an intimate/sexual image (under 18 years versus over 18 years).

UNDER 18 YEARS:



Situation (includes image/description of image, circumstance of creation and expectation of privacy) appears to meet *Criminal Code* definition of an intimate image



Law enforcement/child welfare do not flag any concern after receipt of FYI copy (no additional information on Acting-out Youth/Affected Youth in their systems that would warrant a different response from diversion)



Affected Youth and Acting-out Youth aged 13-17 years old or contact made by the parent/guardian of youth



One youth aged 13-15 years old, other older but within close-in-age exceptions



No indication of abuse, extortion, harassment, suicidal ideation, etc.



Affected Youth and Acting-out Youth know one another offline (or through a peer)



18 YEARS AND OVER:



Situation (includes image/description of image, circumstance of creation and expectation of privacy) appears to meet *Criminal Code* definition of an intimate image



Victim age 18+ years (note: for victims 18-23 years of age, the Canadian Centre may provide more direct support)



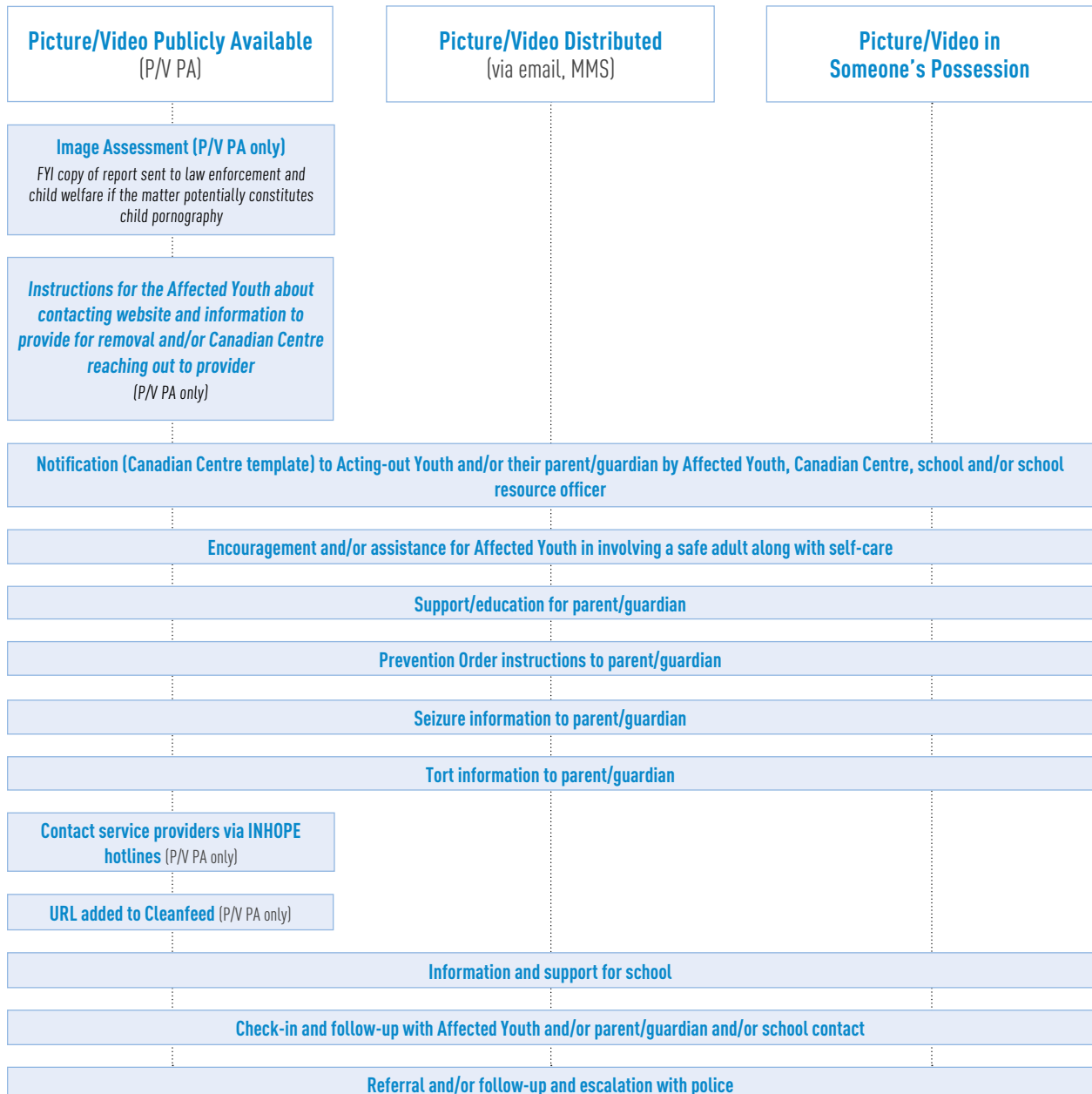
Person posting/distributing /possessing is 18 or older

Supports Provided by the Canadian Centre

The support provided by the Canadian Centre to an individual being impacted by the non-consensual distribution of an intimate/sexual image varies based on the age of the individual.

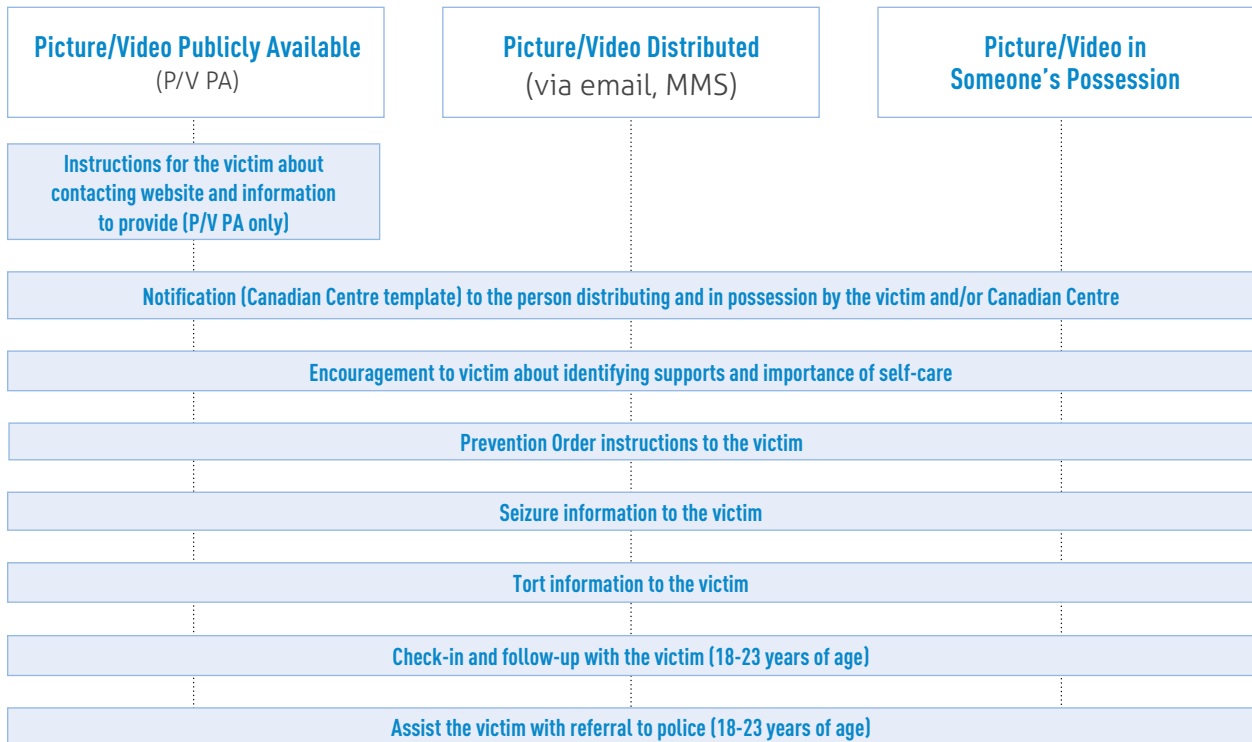
Under 18 Years:

Depending on the information provided (e.g., identifying information for Affected Youth or Acting-out Youth, intent behind production of the images, the location of the content, the extent of distribution, school information for Affected Youth or Acting-out Youth), the Canadian Centre may take any one or more of the following actions:



18 Years and Over:

Depending on the information provided, the Canadian Centre may take any one or more of the following actions:



Model in image. Interact as illustrative.

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