

MANITOBA'S INTIMATE IMAGE PROTECTION ACT

2020/21 ANNUAL REVIEW



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

cybertip.ca®



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, 2020, to March 31, 2021, as required under our agreement with the Province of Manitoba.

This report was published in June 2021 by the Canadian Centre for Child Protection Inc. 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, 2020 and March 31, 2021. Reasonable efforts have been made to ensure the accuracy and completeness of the records.

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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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THE CANADIAN CENTRE FOR CHILD PROTECTION

The Canadian Centre for Child Protection Inc. (C3P) is a national charity dedicated to the personal safety of all children. The organization's goal is to reduce the sexual abuse and exploitation of children through programs, services, and resources for Canadian families, educators, child-serving organizations, law enforcement, and other parties. C3P also operates Cybertip.ca®, Canada's national tipline to report child sexual abuse and exploitation on the internet, and Project Arachnid®, a web platform designed to detect known images of child sexual abuse material (CSAM) on the clear and dark web and issue removal notices to industry.

Through Cybertip.ca, C3P 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 C3P 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 Sexual Abuse Material (CSAM)



Child Sex Tourism



Online Luring



Child Trafficking



Children Exploited Through Prostitution



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 (NCDII)

As of March 31, 2021, **4,803,599 reports were processed by Cybertip.ca in conjunction with Project Arachnid.** In 2020/21, we processed **1,595,346 reports.** Approximately 99% of the child sexual exploitation (CSE) reports processed in 2020/21 were forwarded to one, or a combination of, the following entities: law enforcement agencies (LEAs), child welfare agencies, and/or other international hotlines, or a notice was sent to an electronic service provider.

As of March 31, 2021, Cybertip.ca was aware of **at least 580 arrests executed by LEAs** and **at least 542 children removed from abusive environments** in connection with reports submitted to the tipline by the Canadian public.

2020/21 HIGHLIGHTS

On January 15, 2016, the *Intimate Image Protection Act (IIPA)* came into force 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 also allows victims to pursue legal action and sue for damages in civil court.

Under Manitoba's *IIPA*, C3P, 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).

C3P 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 affected by the sharing of intimate images/videos, C3P provides Manitobans targeted education and prevention material — ranging from facilitated virtual training to education and prevention lessons to public awareness campaigns. In 2020/21, all these initiatives resulted in the following highlights:

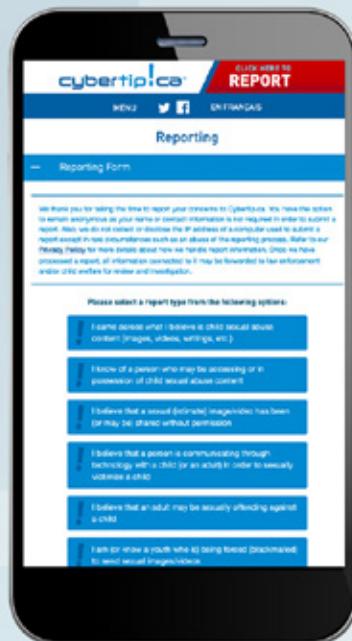
- **1,330+ reports** involving concerns about the sharing of a sexual/intimate image/video were received by Cybertip.ca. Of the more than 1,330 reports from the Canadian public, **4% (60) involved a Manitoban** concerned about NCDII.
- **31,300+ visits** by Manitobans to C3P websites that deal with online sexual exploitation of children and aspects specific to youth and NCDII.
- **150+** Manitoba educators, parents/guardians, childcare workers, and post-secondary students were reached through webinars hosted by C3P education staff.
- **30,400+** digital and print resources related to NCDII were distributed to professionals within Manitoba.
- **5.4+ million** social media impressions generated by a Manitoba-targeted campaign which expressed to youth they are not alone in dealing with instances of NCDII; Cybertip.ca is here to help.

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

NCDII REPORTS SUBMITTED TO CYBERTIP.CA

In 2020/21, Cybertip.ca received **1,330+ reports** involving concerns about the sharing of a sexual/intimate image/video. This represents 43% of the total reports received over the last five years and a 110% increase over the 2019/20 fiscal year. Of the more than 1,330 reports from the Canadian public, **4% (60) involved a Manitoban** concerned about NCDII. This represents a 25% increase in reports from Manitobans over the previous fiscal year.

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 image. The public's intersection with our services comes through our toll-free line, email, or through one of our Contact Us support forms on NeedHelpNow.ca—which was updated to streamline the process during a time of possible crisis—ProtectKidsOnline.ca, DontGetSextorted.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 2020/21, Cybertip.ca received 14 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 an intimate image (NCDII) came into force under Canada's *Criminal Code*. 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 the person in the image would not consent to that (or being reckless about whether the person in the image would consent to that), 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 it 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 for the same purpose of issuing notices as outlined above.

In the 2020/21 fiscal year, the system recorded **3,901,017 confirmed CSAM votes in Project Arachnid**. 1,677,655 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, the Brandon Police Service, 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™ (Shield)** an industry API. Rather than waiting for Project Arachnid to detect material and send a notice, industry can use Shield 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 can register their service/domain with C3P to have any notices sent directly to them instead of being sent to their hosting provider.

Other companies, 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 harmful-abusive content hash list, which flags online content that doesn't meet the legal definition of "child pornography" in the *Criminal Code* but is still damaging 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 C3P's recommendations in our children's protection and rights framework, *How We Are Failing Children: Changing the Paradigm*, which expresses that images/videos that are part of the continuum of abuse must be removed in order to stop survivors' continued victimization.

While some of the material associated with intimate images doesn't meet the threshold required by the *Criminal Code*, it often violates a provider's terms of service (TOS). Project Arachnid is sending automated TOS notices to industry in order to request the removal of this content.

During 2020/21, Cybertip.ca was able to get harmful-abusive content removed for youth in Manitoba in 6 situations.

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

Case in Point

In one particular case here in Manitoba, Cybertip.ca analysts were able to get links to a sexualized image of a youth deindexed from search engines. The image did not clearly meet the *Criminal Code* definition for "child pornography" or "intimate image" but was still harmful to the youth. It was posted to a page that did not respond to requests for removing it and employed exploitative removal practices – requiring large sums of money to pay for removal. In order to reduce the exposure of the victim, Cybertip.ca analysts worked with search engines to de-index the links to the page where the image was posted that resulted from a search of the youth's personal information.



Model in image and intended as illustrative.

TOTAL NCDII REPORTS SUBMITTED TO CYBERTIP.CA

In 2020/21, Cybertip.ca received **1,330+ reports** under the reporting category of NCDII:

 **54%** pertained to concerns of images/videos of a youth being distributed and **46%** pertained to concerns of images/videos of an adult being distributed.

 **45%** of the reports received involved a youth between the ages of 14 and 17.

 **87%** of reporting persons chose to provide contact information.

 **63%** of the time the reporting person was the subject of the image.

 **57%** of the incidents involved threats to the victim.

NCDII REPORTED TO CYBERTIP.CA FROM A 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, 2020, and March 31, 2021:

- **60 reports** were submitted by individuals within Manitoba under the category of NCDII and 14 inquiries were received from parents of youth and adults within Manitoba via our toll-free phone line or Contact Us emails or forms 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.
- **58 of the 60** 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.
- One individual chose not to provide any contact information;³ 59 provided a phone number and/or email address.
- **33%** (20) of the reported incidents involved content being shared through mobile devices; **22%** (13) pertained to content being publicly shared on a website; **8%** (five) involved an incident in a chat room or on instant messaging; **2%** (1) involved an incident over email; and in **35%** (21) there was not enough information provided to clearly assess the type of technology used to facilitate the NCDII incident.
- **38%** (23) of reports related to youth between the ages of 14 and 17; **38%** (23) of reports related to an adult under the age of 30 reporting NCDII; **15%** (9) of reports related to an adult 30+ years old reporting NCDII; **3%** (two) of reports involved a child under the age of 14; **5%** (three) of reports were related to situations that did not pertain to NCDII.

¹ 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.

² 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.



- In relation to the youth in the images of concern:



57% (13) involved the youth reporting concerns related to their own intimate image.



4% (one) involved the adult sibling of the youth reporting the concerns.



26% (six) involved a friend/peer reporting the concerns.



13% (three) involved a professional working with the youth (e.g., teacher/school admin, therapist, social worker, etc.).

- Where the reported situation pertained to an adult concerned about NCDII, 84% (27) were reported by the adult in the image/video.
- Following assessment by an analyst, the secondary classifications⁴ break down as follows:



65% (39) incidents were classified as "Non-Consensual Distribution of Intimate Images."



12% (seven) incidents were classified as "Not enough information."



8% (four) incidents were classified as "Child Pornography."



2% (one) incident was classified as "Luring"



8% (five) incidents were classified as "Other."



5% (three) incidents were classified as "Outside Mandate."

Cybertip.ca forwarded 13 of the 60 reports to law enforcement and/or child welfare and the following were the outcomes/feedback as a result:



Five reports involved Cybertip.ca, in consultation with law enforcement, reaching out to electronic service providers to have material related to the incident removed. The material was also included in Project Arachnid for the purposes of ongoing detection and removal.



Three reports involved Cybertip.ca attempting to contact the youth to provide further support, however, in all three of the cases, the youth did not respond after repeated reach-outs.



One report involved Cybertip.ca attempting to contact the youth to provide further support, however, the email address provided by the youth was not valid.



One report involved police attempting to contact the reporting person to gather more information, however, the reporting person did not connect with police. The file was concluded by police.



One report involved an educational approach, where, at the request of law enforcement, Cybertip.ca assisted by providing additional outreach to the reporting person to share information and resources to help them manage the situation and regain control of a sexual image/video.



Two reports were concluded without any further details.

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.

Of the 12 reports involving youth that were not sent to law enforcement and/or child welfare:

- Four involved limited information being reported and Cybertip.ca attempting to contact the reporting person or the youth for more information but receiving no response.
- Four involved 16 and 17 year old youths looking for assistance in getting imagery removed, who only provided an email address for contact information and who did not want police involvement.
- Two involved a protective parent/guardian reporting to get assistance in having online material removed and/or managing a peer related situation.
- One involved a family therapist who was supporting a client and her family in getting assistance managing a peer related situation.
- One involved a reporting person not providing contact information in the report.

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
- Advice on language that could be used to notify the individual in possession of the image
- Tort information (but not legal advice)
- Guidance on how to obtain an order of protection in the form of a Peace Bond
- Encouragement surrounding involving a support person(s) and importance of self-care

In certain circumstances, C3P staff also assisted adults in making requests to websites for the removal of the material distributed without their consent.





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

The following are a few samples of the reports/inquiries received by Cybertip.ca/C3P and the associated outcomes.

1. Youth NCDII Report:

- A youth reported that a peer was sharing exploitative images of her with other peers and at least one image was posted online by the peer.
- The youth described that, to her knowledge, all of the posts had been removed but was concerned about further sharing/posting of the image.

C3P Support Provided:

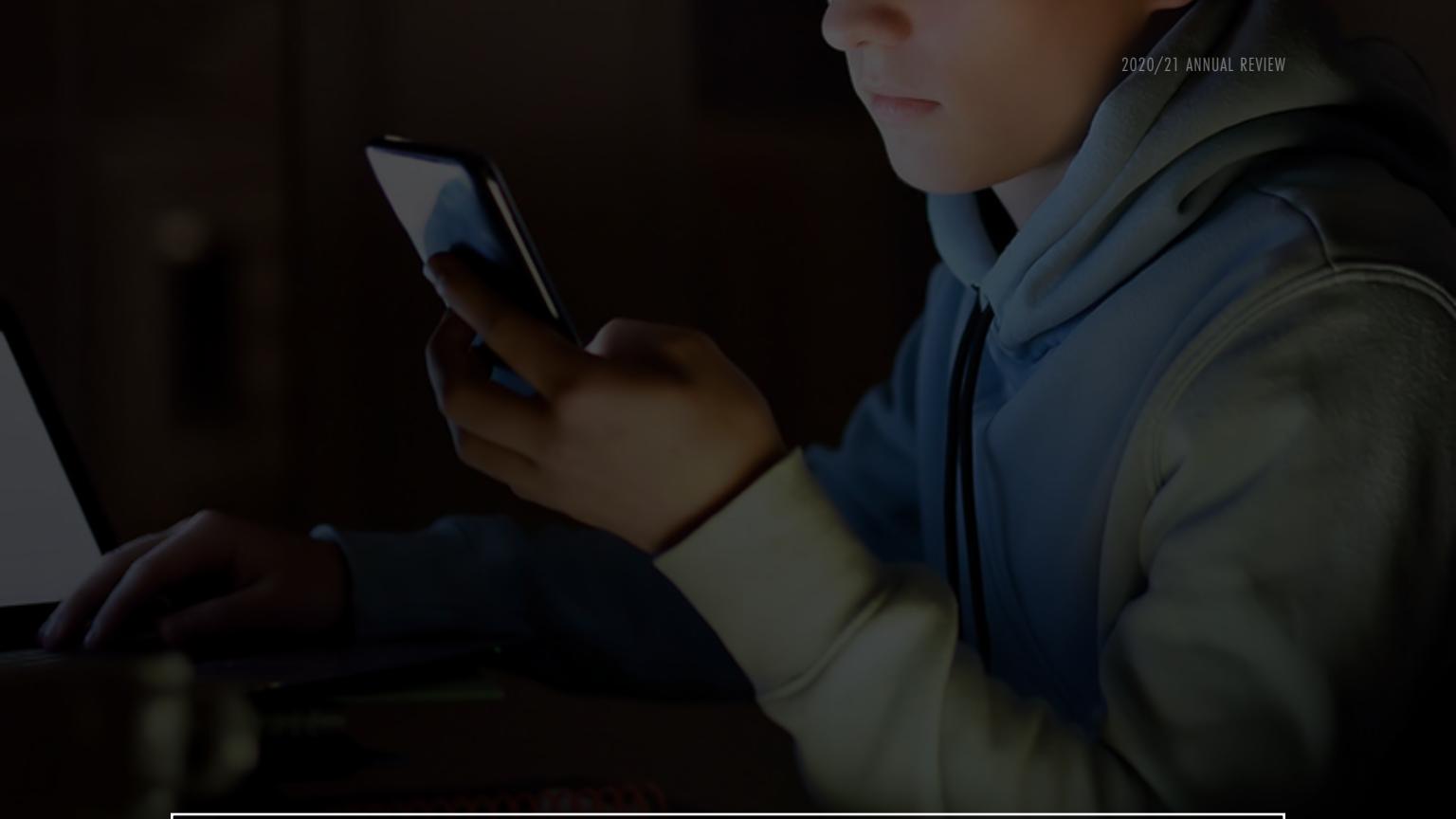
- The report was sent to police and child welfare due to her intersections with both prior to reporting.
- In consultation with police and child welfare, the exploitative images of the youth were submitted into Project Arachnid to assist in removal in the event they were found online in the future.

2. Adult NCDII Report:

- A young adult reported finding videos of herself online that were recorded a few years ago.
- The original video was recorded without her consent during a live-stream chat with an unknown individual.
- The adult contacted C3P looking for support in having the material removed.

C3P Support Provided:

- Cybertip.ca analysts sent requests for removal on behalf of the adult to a number of websites displaying the video.
- A referral was made to a support group for adult victims of NCDII.



3. Youth Related Inquiry From an Adult:

- C3P was contacted by a high school guidance counsellor.
- A 16-18-year-old female shared a sexual image with an 18-20-year-old male in the context of a dating relationship.
- The female was concerned that the male still had the image and that it may be shared.

C3P Support Provided:

- Information about Project Arachnid provided in the event the image was shared.
- Guidance surrounding sending a message to the male requesting he delete the image and putting him on notice that the female does not consent to the image being shared/posted.
- Educational information and resources provided to guidance counselor to share with both the female and the female's parents.

INTERVENTION & PREVENTION ACTIVITIES

EDUCATION AND PREVENTION DIGITAL RESOURCES

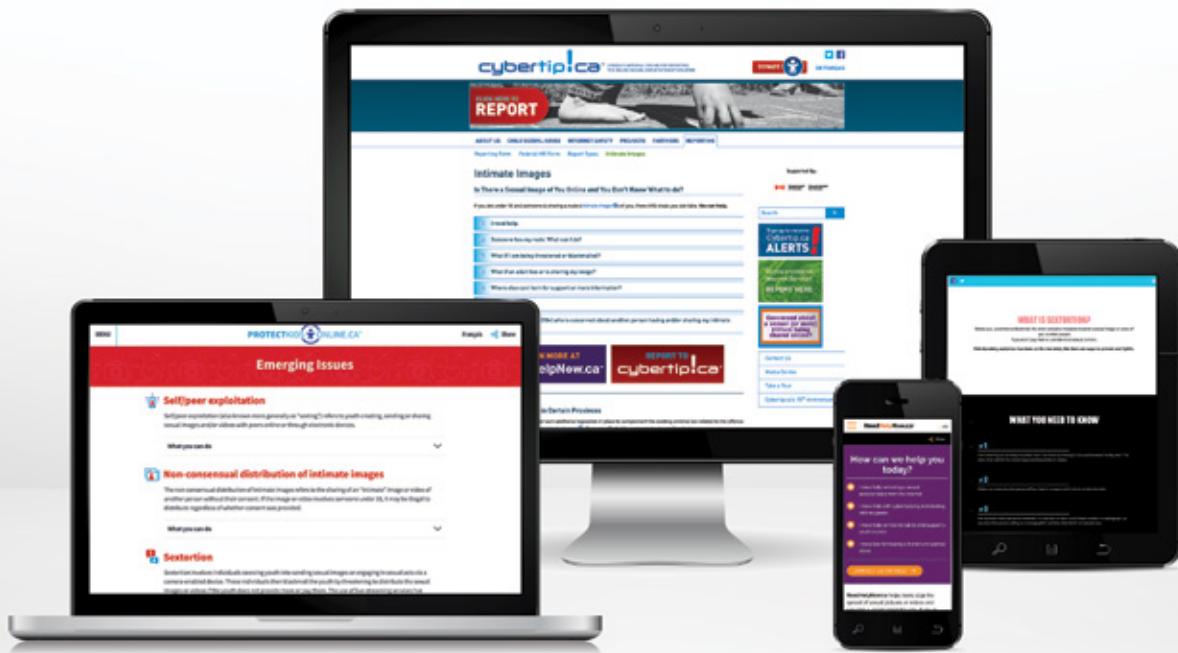
Cybertip.ca is responsible for keeping NeedHelpNow.ca, ProtectKidsOnline.ca, and DontGetSextorted.ca updated in areas related to the online sexual exploitation of children and aspects specific to youth and the non-consensual distribution of intimate images. Emerging tactics used by those targeting youth 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 2020/21, from Manitoba there were:

- **2,800+ 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.
- **5,000+ visits** to ProtectKidsOnline.ca with information related to NCDII and sextortion.
- **1,300+ page views** on the Cybertip.ca site with information related to NCDII.
- **50+ visits** to DontGetSextorted.ca, a humour-based resource that tackles the issue of sextortion and how teens can prevent this from happening to them.

- **850+ pieces of material** downloaded in relation to NCDII and sextortion, including digital copies of:

- » Guides for dealing with the sharing of an intimate image (SPEX) for families and schools
- » SPEX overview and information sheet
- » *Parenting Teens and Tweens in the Digital Age*
- » *What's the Deal* activity book
- » *It is a Big Deal* activity book
- » Sextortion lesson plan
- » Downloadable sheets on NeedHelpNow.ca, which includes information on how to get help removing pictures, the laws surrounding NCDII, seeking support, and more.



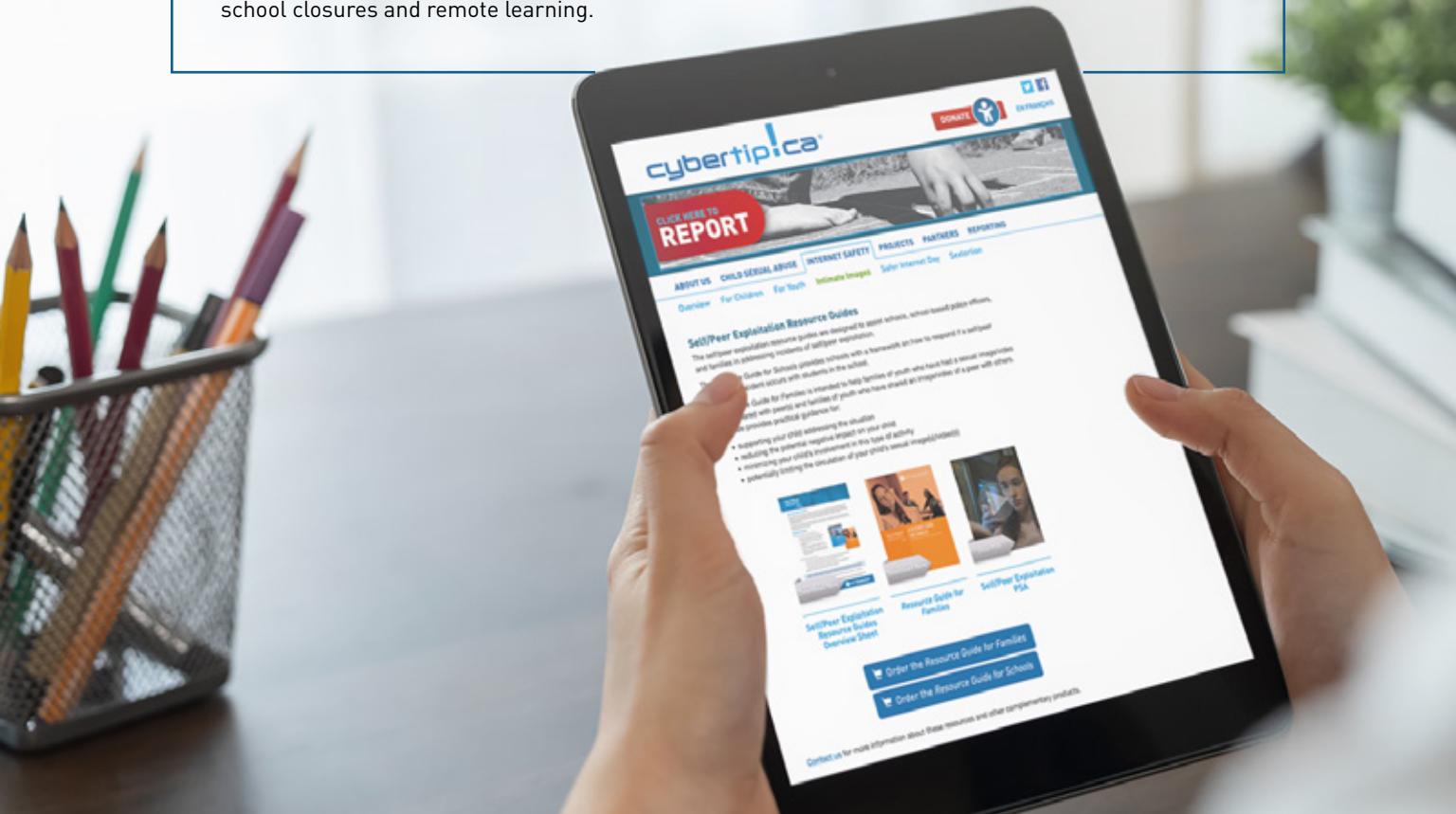
SPEX Guides and NeedHelpNow.ca

Our guides for dealing with the sharing of an intimate image (SPEX) 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 2020/21 fiscal year:

- **380+ printed copies of the SPEX guides** were distributed across Manitoba
- **390+ SPEX and NCDII safety sheets** were downloaded from Cybertip.ca, NeedHelpNow.ca, and protectchildren.ca by someone within Manitoba



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, as well as the Kids in the Know® e-newsletter which was revamped for 2020/21 to ensure educators were receiving current information and resources during school closures and remote learning.



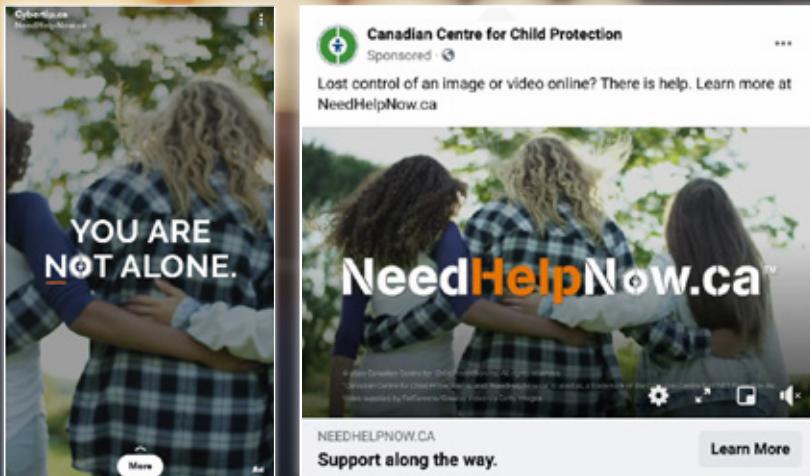
Need Help Now

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 of having their intimate image/video shared 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 2020/21, NeedHelpNow.ca received more than 57,400 visits; 2,800+ of those coming from Manitoba, with Manitoba users **spending almost 5 minutes** on the site (the average across Canada is approximately two minutes). "Removing Pictures/Videos" continues to be the most visited page, underscoring the critical assistance nature of NeedHelpNow.ca.

As such, in early 2021, C3P began to map out an updated version of the site which will streamline the process for teens/youth to find information about removing photos/videos from popular social media platforms, how/where to seek emotional support, and quick links to report to Cybertip.ca and other critical services, such as Kids Help Phone®.

More than ever, social media plays a key role in reaching NeedHelpNow.ca's target audience with information about image/video removal, emotional support, and how to get help. In 2020/21 we ran several campaigns generating more than 28,000+ impressions across Manitoba through Facebook, Instagram®, and Twitter, as well as a targeted Snapchat® ad which saw more than 700,000 impressions and 7,500+ swipe ups to NeedHelpNow.ca.



Montage of images and intended as illustrative.



DONTGETSEXTORTED.CA

On average, Cybertip.ca receives 45 sextortion reports a month nationally, with an average of two reports per month coming from Manitoba. Many of the reports involve offenders connecting with youth through social media and live stream platforms like Snapchat, Google Hangouts®, Facebook Messenger, and Omegle™.

Simply put, sextortion is blackmail. It's when someone online threatens to send a sexual image or video of the child/youth to other people if they don't pay the person or provide more sexual content.

Since its launch in 2017, the *Don't Get Sextorted, Send a Naked Mole Rat* campaign continues to be one of C3P's most engaging. 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, while offering up a unique way to respond to a "send a nude" request.

Well over 500,000 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 2020/21, the sextortion lesson plan was **downloaded almost 200 times, four per cent of those coming from Manitoba**. It is also regularly incorporated into school, law enforcement, and parent internet safety presentations given by C3P education staff, and was the basis for the new Kids in the Know Online Safety grade 8 lesson.

The naked mole rat continues to trend on social, generating more than 17,000 impressions in Manitoba through paid and organic posts in 2020/21.



PROTECTKIDSONLINE.CA

Through the operation of Cybertip.ca, C3P 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.

In 2020/21, C3P touched on pornography — an often hard topic to broach with children and youth, but an extremely important conversation to have. Youth lack the understanding that what they're seeing is fictional adult entertainment and how it can misshape their view of what healthy sex and relationships look like. The outright violence that is often shown is of course problematic, but pornography also features subtleties — like the lack of intimacy — that create confusion about the expectations and attitudes surrounding what healthy relationships look like, including the sharing of intimate images.

**Close to 700 Manitobans
read this important piece.**



TRAINING AND EDUCATION

30,400+ digital and print resources related to NCDII were distributed within Manitoba to law enforcement, educators, child welfare agencies and other child protection professionals, 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 and 8 kits
- Digital Kids in the Know: Healthy Relationships lesson for Grade 9 and 10
- Kids in the Know Online Safety Lessons for Grades 7 and 8
- *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



Kids in the Know

Kids in the Know (KIK) is C3P'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.



Currently, 97% of Manitoba's school divisions, boards, and districts have schools using Kids in the Know.



Models in image and intended as illustrative.



KIK 9/10: Promoting Healthy Relationships: In 2020, C3P launched a new grade 9/10 digital lesson plan and video series to facilitate important conversations and empower students with information to help them make healthy choices in difficult situations. The videos cover topics such as boundaries, sexual consent, stereotypes, and healthy versus unhealthy behaviours in relationships—which includes discussions around what to do when someone is pressuring you to send nudes—while the outcomes of the lessons will equip youth with critical thinking skills to reduce their risk of victimization.

More than 17,200 educators in Manitoba have been given access to the lessons and videos since their release.



Online Safety Lessons — Focus on Grade 7 & 8

With more children online during the pandemic, for both recreation and education, the need for online safety resources became more important than ever. To support teachers facing remote learning and families in need of this urgent information, C3P launched free digital online safety lessons for children and youth in grade 3 to grade 8. Lessons address what to do when you see something “weird” online, healthy and unhealthy relationships, consent, and how to get help. Grade 7 and 8 specifically address the risks of sharing images/videos, sextortion, and how to get help when you’ve lost control of content online.

Roughly **870 Manitobans** have been given access to the online safety lessons since their launch.

Zoom and Digital Presentations

Even before the pandemic shut down travel and in-person presentations, need for online professional development has exploded. As such C3P has continued to develop new facilitated presentations for educators and child-serving organizations surrounding digital learning environments. For educators and schools, the training covers trends in online child exploitation, particularly those seen through Cybertip.ca during the pandemic, which would include instances of NCDII and sextortion, professional boundaries when working with children online, and developing policies and procedures to better safeguard children both in school and in online education settings.

Feedback: "Exceptional session and incredible work." – Manitoba educator

Schools also reached out to C3P for help in supporting parents with online safety information. To meet this need C3P developed a new online safety presentation for families.

These facilitated Zooms focused on the risks to children and youth we've seen through Cybertip.ca, what families can do to keep their kids safe, talking points to get the conversation around online safety started, and what additional resources and services C3P can offer families. These sessions have been well "attended" and generated some incredible dialogue that would not happen if the presentation was just emailed to parents.

Feedback: "[The session] was so helpful and clear. I've been looking at many websites and asking friends for recommendations for the past months and this presentation summed everything up along with sharing such user-friendly resources... I now feel my questions are clarified and I have a clearer way to speak with my child about her online usage...It's something all parents/caregivers/teachers should have the chance to listen to."

– Parent who participated in Zoom session



Additional education and training opportunities

Training in the area of the non-consensual distribution of intimate images, Manitoba's *IIPA* and its implications, involves a few additional teams within C3P, including the legal department.

For example, in November 2020, C3P's General Counsel Monique St. Germain presented to staff from the University of Manitoba's Human Rights office, Legal Department, and Sexual Violence Resource Centre, to help familiarize them with the NCDII offence. In addition to learning about C3P in general and our role under Manitoba's *IIPA*, participants were provided with background/contextual information on the NCDII offence in Canada, information gleaned from Canadian reported case law, and emerging trends in this area.

C3P 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.

A Manitoba First: In 2019, C3P filed a newly developed Community Impact Statement (CIS), focused on the impacts specific to victims whose intimate images were distributed without their consent, for the first time in a Manitoba sentencing proceeding. The offender in this case was initially given a 14 month sentence, which was appealed by the Crown. In 2020, the Manitoba Court of Appeal issued its written decision, increasing the sentence to two years less a day, along with citing points from C3P's CIS regarding the permanent impacts of NCDII. **This marks the first time a CIS filed by C3P has ever been recognized in a written decision issued by an appellate court in Canada.**

Help Youth Understand: Diversion sessions address the criminal nature of NCDII with youth who have been charged with a NCDII offence through a targeted education meeting instead of proceeding with a criminal court charge. In 2020/21, a Crown Attorney in Manitoba reached out and asked C3P to complete two diversion sessions with individuals involved in NCDII charges:

- A 20-year-old female participated in a diversion session that lasted two hours. She attended the session with her mother. Subsequent to the session C3P also followed up to assist with her deactivating social media accounts.
- A 28-year-old female participated in a diversion session that lasted two hours. She attended the session alone.

Diversion sessions often include information on:

- An introduction to C3P
- The law around NCDII
- The consequences of NCDII
- The impact of NCDII on victims



PUBLIC AWARENESS

In 2020/21, C3P executed a number of public awareness campaigns designed to raise awareness about the non-consensual distribution of intimate images to people within Manitoba, including how they can turn to Cybertip.ca for help and support.

We're Here to Help

When youth are faced with an intimate image or video being spread online, it can feel like they are all alone. With this campaign, Cybertip.ca reminded teens and young adults the tipline is here to help with regaining control and removal of the content.

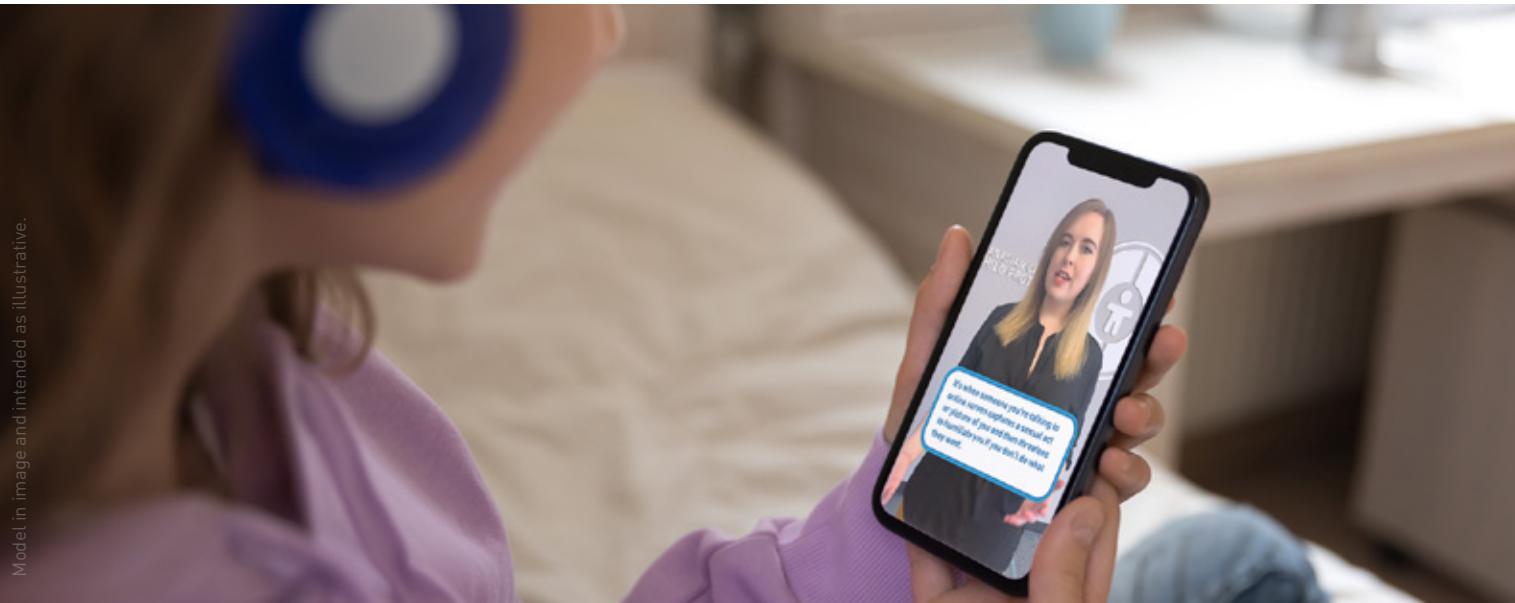
Targeting youth-driven platforms like Snapchat—which received **2.6+ million impressions** and **24,000+ swipe ups** in Manitoba alone—along with YouTube®, Facebook, and Instagram, C3P also conveyed this message through the organization's first-ever Spotify® ad, which generated over **370,000+ impressions**.

Additional placement included billboards, bus shelters, and transit ads in Winnipeg, Brandon, and other areas of Manitoba which generated over 8 million impressions combined.

During the campaign, the Cybertip.ca/intimateimages page, which outlines the steps youth can take if their content has been shared, saw more than **16,700 page views** in just under four weeks; **two per cent** of that coming from Manitoba.⁵



⁵ March 4-31, 2021



Safer Internet Day

Held at the beginning of February each year, Safer Internet Day (SID) provides an opportunity for people around the world to join forces to educate children and youth about using online technology in a safe and responsible way. For SID 2021, C3P launched a series of videos for youth around sextortion. The short clips addressed what sextortion is, how it can happen, and how youth can get help, while the accompanying page on Cybertip.ca offered prevention material for families and educators to help protect youth from being victimized.

Select videos from the series were promoted across social media, including C3P first TikTok™ ad which generated **8+ million impressions, 47,000 link clicks, 15,000 likes, and 380+ comments**, including:

 **"Casually saves video"**

"The one ad that should go viral cause it actually helps people"

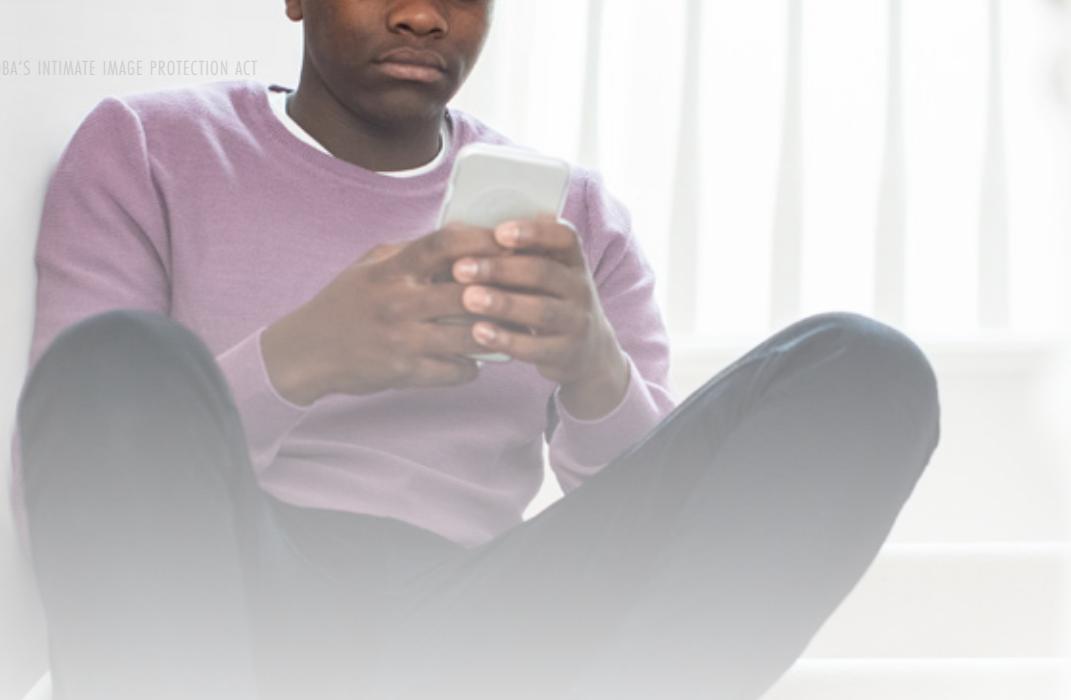
"Finally, this is the first ad I saw that mattered"

"I gotta send this to my health teacher"

TikTok accounted for 85% of the social media traffic driven to Cybertip.ca/sextortion which received a huge spike in traffic on February 9 with **6,700+ visits** compared to 506 visits the previous week; just over **four per cent** of the traffic came from Manitoba.



Media Interviews: In 2020/21, C3P staff participated in approximately **36 media interviews** related to self/peer exploitation, sextortion, and NCDII-related issues that could have been viewed in Manitoba.



MOVING FORWARD

C3P will continue to offer support to those Manitobans impacted by instances of NCDII in the year ahead. We will also actively pursue the following objectives:

Increase Engagement with Law Enforcement to Improve Support Services for Victims

In the past year, Winnipeg Police Service's Child Exploitation Unit, Domestic Violence Unit and Counter Exploitation Unit have continued to refer victims and their families to C3P for support who have been affected by the sharing of intimate images. C3P will continue to work with these units to raise broader awareness of the comprehensive supports we offer and to assist in responding to this type of victimization.

In 2021/22, C3P and the Winnipeg Police Service will work to enhance the training provided to frontline officers on the IIPA and the supports available.

Increase Utilization of Project Arachnid for Notices Dealing with Pubescent Children

Cybertip.ca continues to develop the methods by which it is tackling youth generated content that is detected by Project Arachnid on a variety of platforms and sites. In efforts to reduce the volume of harmful, sexual material of youth being posted online, C3P began sending automated terms of service (TOS) notices to industry in order to request the removal of this content.

In 2021/22, C3P will continue to issue these type of notices and anticipates more youth reaching out requesting C3P's assistance with issuing removal notices.

Explore Additional Opportunities to Support Young Adults

In 2021/22, C3P will look at ways of enhancing the support provided to victims of NCDII who are over the age of 18. Beyond the current guidance and assistance provided to these individuals, C3P is examining opportunities to formalize processes and mechanisms to directly assist young adults in having intimate images removed online.

Run Public Awareness Campaigns About How To Get Help with NCDII Instances, Including Information on Removal

In 2021/22, C3P 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 and the traumatic impact this can have on the affected youth. We know through our experience in operating Project Arachnid that images involving post-pubescent teens can often appear on adult-related sites. An increasing number of teens came into Cybertip.ca for assistance with image removal and we anticipate this will only increase in 2021/22 with additional awareness campaigns within Manitoba.

Training for professionals on 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.

C3P will offer more training on addressing the NCDII in 2021/22 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 experts C3P intersects with, education and prevention material will continue to be updated to reflect current trends and issues surrounding IIPA.

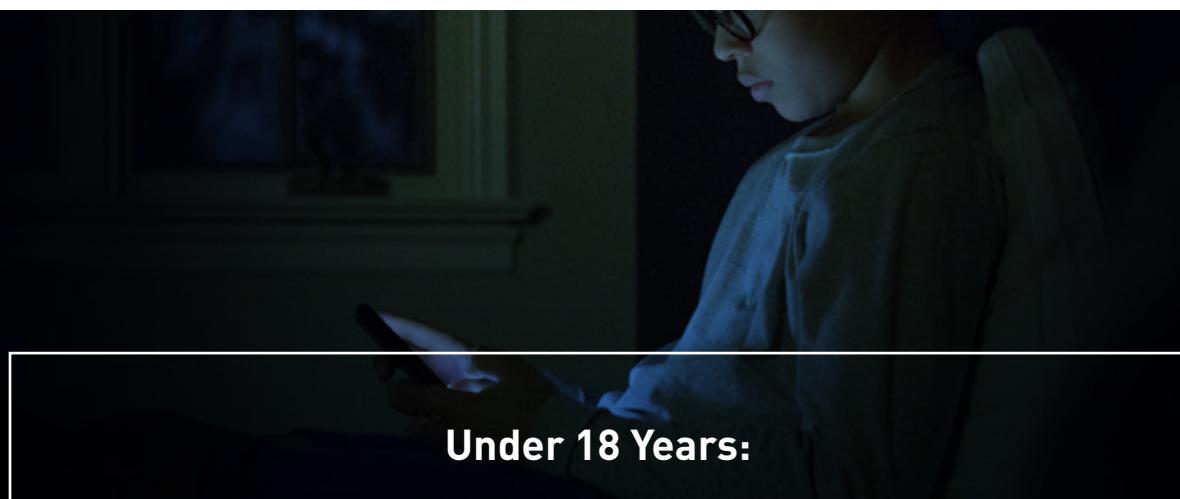
Continued promotion of Cybertip.ca's education and prevention materials through school mail outs, e-newsletters, and social media will ensure more Manitobans know about, and have access to these important resources.



APPENDIX A:

CRITERIA FOR DIVERSION

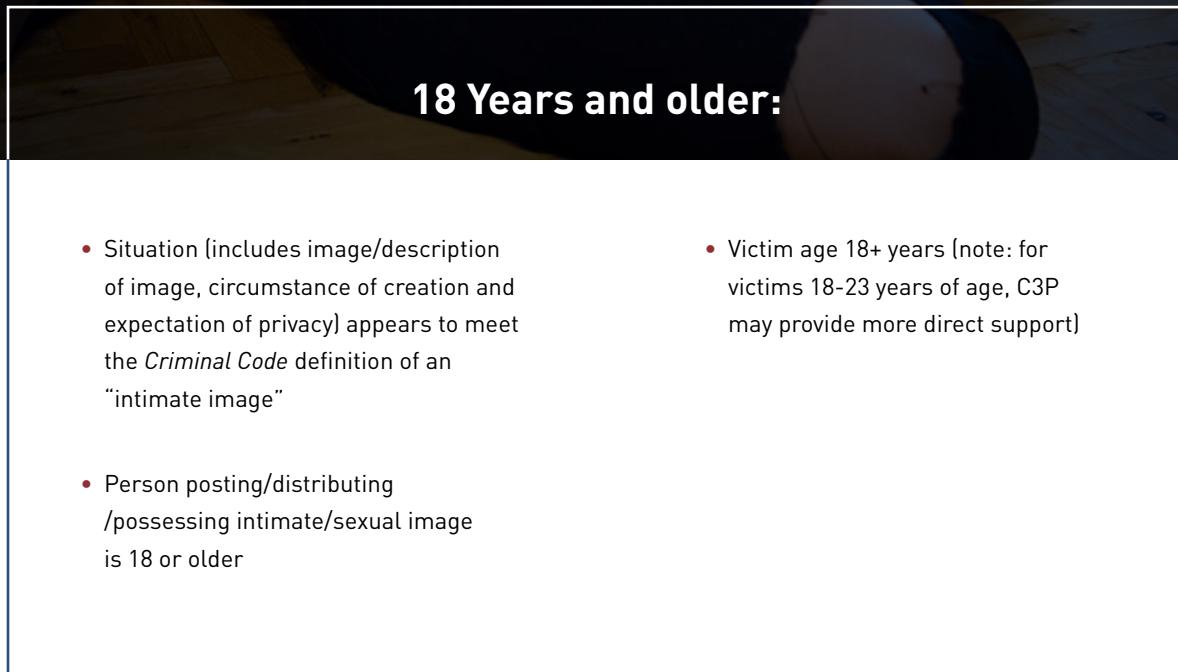
It was necessary to determine what criteria would be considered in order for a request to result in diversion. In doing so, a distinction was made based on the age of the individual being impacted by the non-consensual distribution of an intimate/sexual image (under 18 years versus over 18 years).



Model in image and intended as illustrative.

Under 18 Years:

- Situation (includes image/description of image, circumstance of creation and expectation of privacy) appears to meet the *Criminal Code* definition of an “intimate image”
- Affected Youth and Acting-out Youth aged 13-17 years old or contact made by the parent/guardian of youth
- No indication of abuse, extortion, harassment, suicidal ideation, etc.
- 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)
- One youth aged 13-15 years old, other older but within close-in-age exceptions
- Affected Youth and Acting-out Youth know one another offline (or through a peer)



18 Years and older:

- Situation (includes image/description of image, circumstance of creation and expectation of privacy) appears to meet the *Criminal Code* definition of an “intimate image”
- Person posting/distributing /possessing intimate/sexual image is 18 or older
- Victim age 18+ years (note: for victims 18-23 years of age, C3P may provide more direct support)

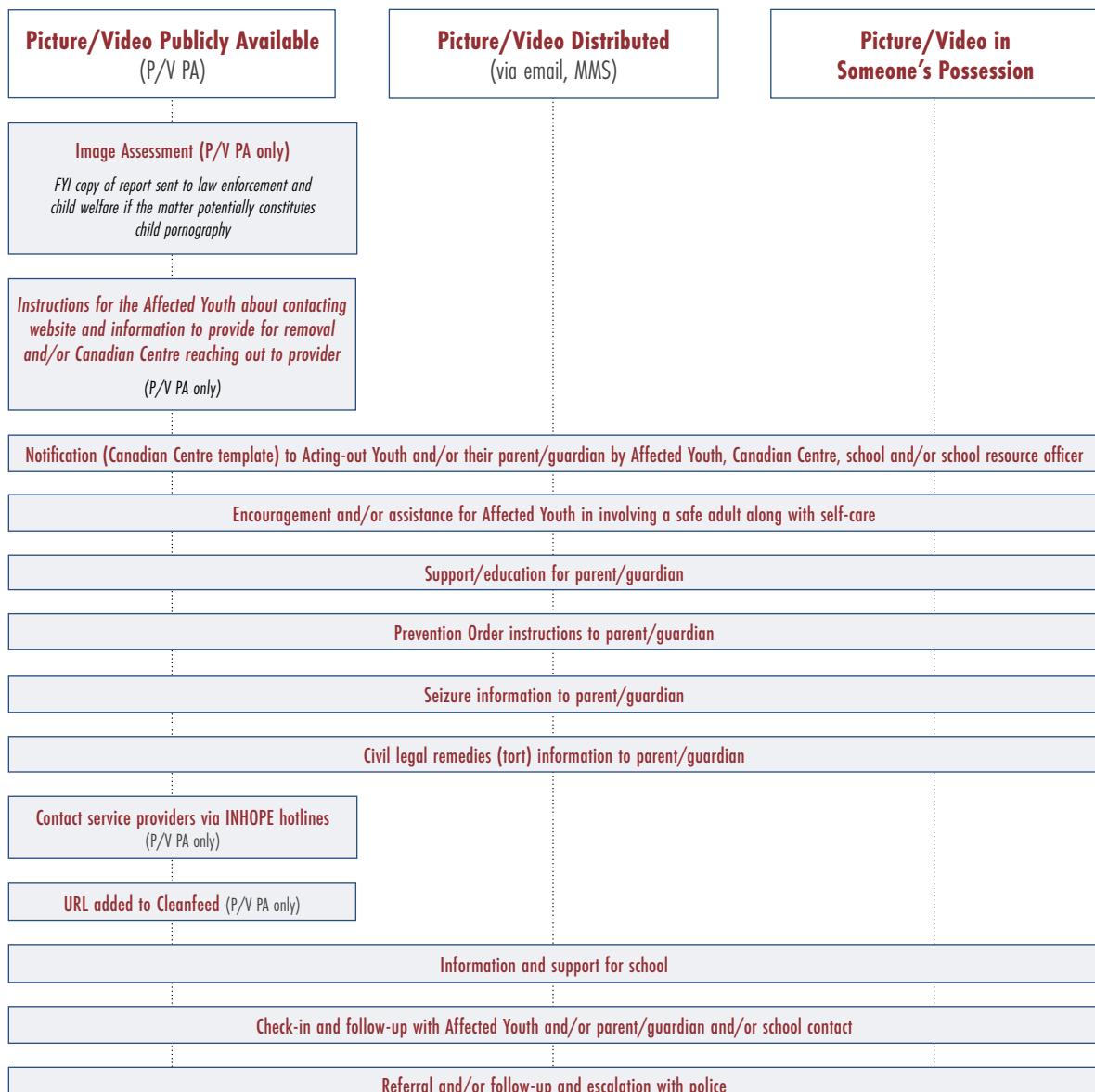
Model in image and intended as illustrative.

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.

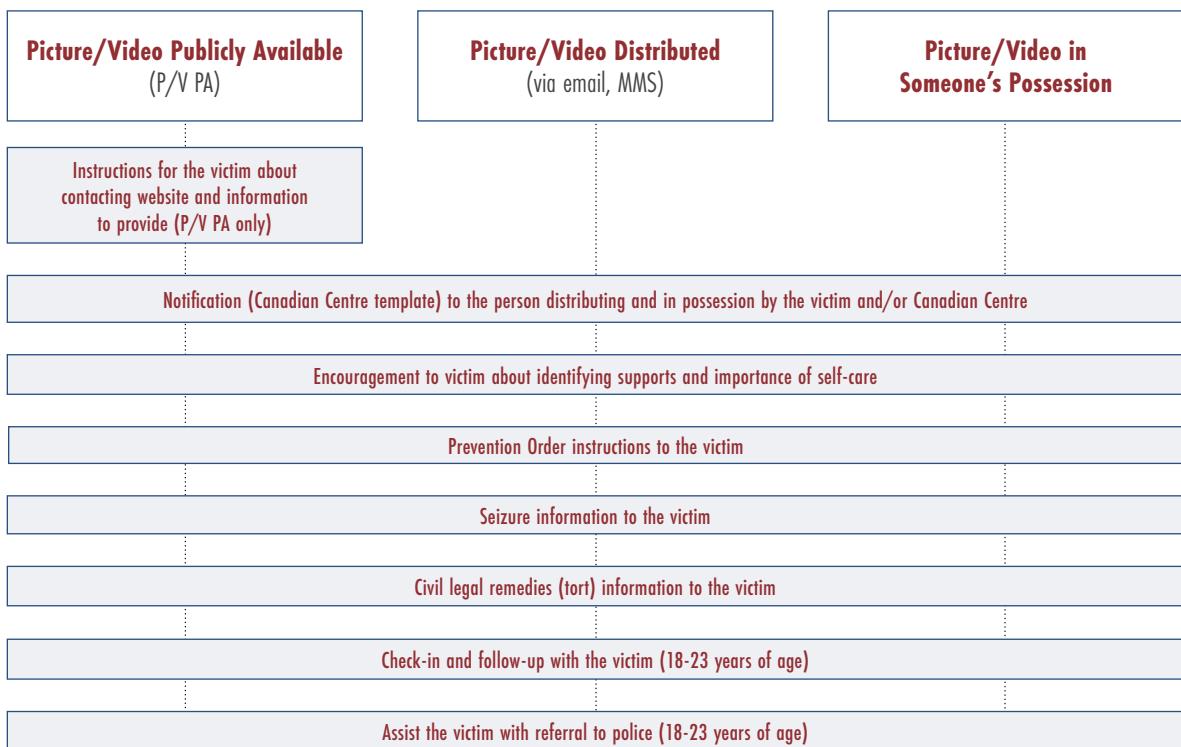
Under 18 Years:

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:



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