What we have achieved over the last two and a half years

UK Safer Internet Centre Public Report
1 July 2016 - 31 Dec 2018

UK Safer Internet Centre

www.saferinternet.org.uk

Executive Summary

The UK Safer Internet Centre is a partnership of three charities – Childnet International, the Internet Watch Foundation (IWF) and South West Grid for Learning (SWGfL) - with **a mission to make the internet a better and safer place for all**.

The UK Safer Internet Centre began its existence in 2011 and is **co-financed by the European Commission's Connecting Europe Facility**. We have just completed our fourth consecutive phase of operation, which span over the period of two and a half years between **1 July 2016 and 31 Dec 2018**. As we are beginning our fifth period of funding, this report provides an overview of what we have achieved over the last two and a half years.

The Centre has three main pillars:

1   **An awareness centre** – with an aim to educate and raise awareness in children, young people, parents and professionals about online safety ; the awareness work is led by Childnet and SWGfL – two UK charities with a world-renowned reputation in online safety.

2   **A Hotline**, operated by the Internet Watch Foundation (IWF), for the public to report criminal content on the Internet in a confidential way. The Internet Watch Foundation works in partnership with the online industry, law enforcement, government, and international partners to take down or minimise the availability of child sexual abuse images and videos online, hosted anywhere in the world.

3   **A Helpline**, provided by South West Grid for Learning (SWGfL), helps professionals working with children and young people with any online safety issues they may face themselves or with the children in their care. As an established Helpline for children already exists in the UK, the Professionals Online Safety Helpline is unique within the European network of centres in that it supports professionals rather than children.

We coordinate Safer Internet Day in the UK in February each year and promote positive, kind and responsible behaviour on the internet. We work with a wide range of partners in the UK, Europe and globally to promote a better internet – these include government, industry, third sector, educators and many more stakeholders.

Our Work in numbers

2 Million

Distributed almost 2 million copies of our **printed resouces**

Our **Safer Internet Day campaign 2018** reached
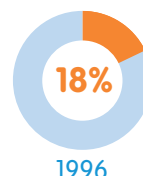
45%

of **8-17 year olds** in 2018 and

30% of **parents** in the UK

Thanks to the work of our **Hotline**, child sexual abuse content hosted in the UK has **reduced** from **18%** in **1996** to **below 1% today**

18% 1996

>1% TODAY

Ran **128 Online Safety Live** free briefings for nearly

7,500 professionals around the UK

Delivered **504 training sessions** around the country which reached over

40,000 children, professionals and **parents**

Our **Professionals Online Safety Helpline** dealt with over

5,190 emails and calls

to resolve **2,235** cases where professionals had contacted us with an online safety concern

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413,649 Reports

Our **Hotline** which helps victims of child sexual abuse worldwide by identifying and removing online images and videos of their abuse received **413,649 reports from the public, assessed them and removed**

213,366 URLs of criminal child sexual abuse material.

Trained 5,500 young people as digital leaders in their school community and involved **695 schools** in our **Childnet Digital Leaders Programme**

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More about our highlights from the past two and a half years

1 Awareness raising and education highlights

Safer Internet Day (SID) 2017 and 2018

Each February hundreds of organisations right across the UK get involved to help inspire the safe and positive use of technology. For SID 2017 we focused on the role and influence of images and video in young people's digital lives. The campaign included the launch of a ground-breaking report into the Power of Image at a national youth event and our innovative #giveasmile campaign.

SID 2017 highlights:

- 1,645 organisations supported the day

- 7.7m reached on social media by our Thunderclap

- 42% of children (8-17) and 23% of parents heard SID messages

- 500,000+ downloads of our educational resources

- 1 million views of SID TV films

Safer Internet Day 2018

Our main topic for SID 2018 in the UK was around healthy online relationships and digital wellbeing,

also exploring concepts such as empathy online. We focused our research on 'Digital friendships: a report into the role of technology in young people's relationships', which we launched on the day. The SID 2018 education packs (including lesson plans, assemblies, drama scripts, quick ideas for teachers, posters, whole school or community activities and more) further explored the topic of digital wellbeing and encouraged young people to take control of their lives online and explore the positive opportunities the internet has to offer. A pack was developed for educators working with each of 4 ages of children, the 3-7s, the 8-11s, the 11-14s, and the 14-18s, as well as an education pack for parents and a pack for teachers and educators. All of these were supported by film content, SID TV 2018.

SID 2018 highlights

- 1,772 organisations supported the day

- 800,000+ downloads of educational resources

- Half a million views of SID TV

- Reached 45% (3.3 million) of children and young people aged 8-17

- And 30% of parents and carers

The campaign has a hugely positive impact, with 80% of children saying that as a result of hearing SID messages they felt more confident about what to do if they are concerned about something online, and for parents, 74% went on to talk to their child about using the internet safely. See the 2018 infographic.

Youth Participation - Childnet Digital Leaders Programme

In September 2016, we launched the Childnet Digital Leaders programme for primary schools to join the existing one for secondary schools. This innovative peer-to-peer programme empowers young people to promote the safe and positive use of technology in their school. The numbers continue to grow, and we have over 5,500 Digital leaders across the country who are active in their school communities. These Digital Leaders are active on our online platform, earning points and badges as they undergo training and contribute to community discussions. The Digital leaders have achieved a great deal, and some examples of this are given in blogs about their achievements, ways to share online safety tips and top tips for staying safe online. Some Digital leaders have also been able to contribute directly by speaking at conferences, as well as responding to the Government consultation on a proposed internet safety strategy.

Supporting children with Special Educational Needs (SEN) – STAR SEN toolkit

Based on focus group research with SEN teachers and with academics we identified the urgent need for more focus on online safety resources available in secondary schools. Responding to this, we embarked upon expanding our existing STAR toolkit resource which was first launched in 2014 for use with pupils on the autistic spectrum. We have worked closely with teachers to develop a new approach to the toolkit which allows them to deliver a tailored and appropriate online safety curriculum for all. We have launched the first instalment of this work which focuses on the rule 'S is for Safe' and explores the sharing of our own personal information online and that which belongs to other people. This update is a very comprehensive development, responding to the need articulated in our focus groups, that the teachers needed three different ways of teaching to suit the different needs of their learners, as well as additional activities to reinforce the learning. As a result, each teaching point has an activity to suit learners who prefer a discussion-based activity, a written-based activity and a more active and practical activity.

Digiduck's Famous Friend

We have written and illustrated the second instalment of Digiduck's adventures titled Digiduck's Famous Friend. This book has been written to tackle the idea of critical thinking with very young children, particularly that people online may not be who they say they are.

Collating resources for key professionals working with children

We have collected and curated key information and resources for professionals working with children, including Governors and trustees, Social Workers, Foster carers and Adoptive parents, Residential care settings, and Healthcare professionals. This is available in the Advice Centre on the UK Safer Internet Centre Website.

2 Hotline highlights

The Hotline continues its core work of assessing and removing online child sexual abuse material. In the period July 2016 – December 2018, **we processed 413,649 reports** and of those **removed 213,366 URLs** of illegal child sexual abuse material. Of these 58,140 were defined under UK law as Category A, 44,164 were Category B and 107,470 Category C. Of the total child sexual abuse reports actioned 175,878 of the victims were female, 24,783 were male and 8,728 reports involved both with the remainder undefined.

2015 was the first full year of the new proactive programme where analysts not only take reports from the public but also actively search for the content. This has resulted in a dramatic increase of content being removed. In the period, the total actioned reports found by proactively searching was 156,270.

IWF Hash List

A key challenge for the Hotline continues to be the number of duplicates in circulation. In 2015, the IWF worked with industry to introduce a new service, the IWF Image Hash List. A 'hash' is a unique code that's generated from the data in an image, like a digital fingerprint. Our Image Hash List is a list of these individual codes for known images of child sexual abuse. At the end of the period, the Hotline team had hashed nearly 343,000 images. The IWF hash list is used in two ways, to provide to industry and by the IWF as part of the crawler programme to identify matching images on the open internet. Most importantly the hash list prevents online distribution, the re-victimisation of children and even stops images from being uploaded in the first place.

Research

The Hotline team have continued their programme of research into trends and patterns pertaining to online child sexual abuse. Specific research has looked at 'distribution of captures of live-streamed child sexual abuse' and 'adverts appearing alongside child sexual abuse imagery online'.

On-going analysis have also taken place regarding long-term trends in 'commercial content', 'hidden services on the dark web', 'use of disguised websites' and 'new generic top level domains'. The purpose of the research is to help partners to understand emerging threats and risks to young people to enable them to tailor their messaging to keep young people safe online.

Awards

In 2016, the IWF's Hash List was named 'Innovation of the Year 2016' at the Cloudhosting Awards and we were awarded the 'Excellence in Internet Safety Award' at the Corporate Livewire's Innovation and Excellence Awards.

In 2017 the IWF received a number of awards including The World Informational Technology and Services Awards as the Public Sector Excellence Awards Winner and our Technical Projects Officer, was named 'Rising Star' at the Women in IT Awards. In November the IWF alongside partners Aarambh, received India's National Award for Child Welfare.

In 2018, the IWF won the UK ISPA '20th Anniversary Award' for our ground-breaking work removing child sexual abuse imagery from the internet and in June, our analysts won the 'Hidden Heroes Award' at the Comms Business Awards.

3 Helpline highlights

The Helpline has continued to support the children's workforce in the UK with online safeguarding issues. Since 1 July 2016 we have handled 5,190 calls and emails with a total number of cases at 2,235. Of those, the majority of our calls have come from schools, with police and social workers making up most of the rest.

The top three categories of calls in this time have been:

- online reputation
- cyberbullying
- harmful content

Of all contacts, only 28% have been escalated to a social media contact and we retain a 99% success rate in that content then being removed.

Launch of the Report Harmful Content Online platform - reportharmfulcontent.online

We have worked tirelessly to fill the gap for the general public to get support with reporting and removing of online content by launching the new Reporting harmful content platform. This service aims to help anyone over the age of 13 to report harmful content online which falls into one of the following eight categories:

- Threats
- Impersonation
- Bullying or Harassment
- Suicide or self-harm content
- Online abuse
- Violent content
- Unwanted sexual advances
- Pornographic content

We help by providing information about community standards – the terms and conditions different tech companies have about what they consider to be acceptable on their platforms or not. We provide help by giving advice to users on how they can report specific types of content to a provider and where appropriate we can explain why content hasn't been removed. In cases where content does breach community standard we provide assistance in removing harmful content from platforms.

Taking part in Safer Internet Day 2017 and 2018 campaigns

Safer Internet Day 2017 saw us produce and publish a podcast from the event at the BT centre in London. In 2018 we supported the Safer Internet Day event held at Anfield in partnership with Liverpool Football Club – the Helpline team ran a professionals session for teachers and others in the area, followed by a very busy day running online safety sessions with up to 800 primary school children from the area.

Growing and developing relationships with industry to improve safety on social media platforms

We have continued to build and improve our working relationship with industry and have been active members of the Twitter safety council, the Snapchat Advisory Board and continue to work closely with Facebook's Safety team. We are also now part of the UKCIS (UK Council for Internet Safety) evidence group.

Contribution to the European network

The UK Safer Internet Centre is part of a European network of 31 Safer Internet Centres – co-financed by the by the European Commission's Connecting Europe Facility Programme and cooperating under the Better Internet for Kids core service platform. We take a very active role in the work of the network by sharing best practices and resources, attending network events, exchanging expertise and knowledge and providing data and stats about our work.

UK Safer Internet Centre Contacts

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✉️ enquiries@saferinternet.org.uk

🐦 @UK_SIC; @UK_SICHelpline
Report harmful content on Twitter @reportHC

📘 /saferinternetuk

▶️ /c/uksic

📷 @uk_sic

References

UK Safer Internet Centre website

Partner websites – SWGfL, Childnet and IWF

Professionals Online Safety Helpline

To report criminal online content to IWF

To subscribe for our monthly newsletter

UK Safer Internet Centre Advice Centre

UK Safer Internet Centre resources for children and young people

UK Safer Internet Centre resources for professionals

UK Safer Internet Centre resources for parents & carers

Safer Internet Day 2017 info pages

Safer Internet Day 2018 info pages

UK Safer Internet Centre research hub

Digital Leaders Programme

Digiduck's Famous Friend

Voice-Assisted technology

Digital resilience

STAR toolkit extension for teaching children with SEN

Screen time boundaries

Posters for primary and secondary

Childnet Film competition 2017

Childnet Film competition 2018

360 degree safe

Online Compass

Social Media checklists – Facebook, Twitter, Snapchat, Instagram & Ask.fm

360 data - Data protection self-review tool for schools

Appropriate filtering and monitoring for schools

Education for a connected world framework

UK Safer Internet Centre