

**Welcome,
This Web Conference
Will Begin Soon**

Technology Strategies for Ending Child Sexual Exploitation

#PowerInPrevention
Ending Child Sexual Abuse Web Conference Series



Ms. Foundation

12 MetroTech Center
26th Floor
Brooklyn, NY 11201

Website: ms.foundation.org

Facebook: www.facebook.com/MsFoundationforWomen

Twitter: Follow [@msfoundation](https://twitter.com/msfoundation)

Pinterest: <http://forwomen.org/content/127/en/>

YouTube: www.youtube.com/msfoundationforwomen

Email: info@ms.foundation.org

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PreventConnect

1215 K Street
Suite 1850
Sacramento, CA 95814

Website: preventconnect.org

Facebook: www.facebook.com/PreventConnect

Twitter: Follow [@PreventConnect](https://twitter.com/PreventConnect)

Flickr: www.flickr.com/people/preventconnect

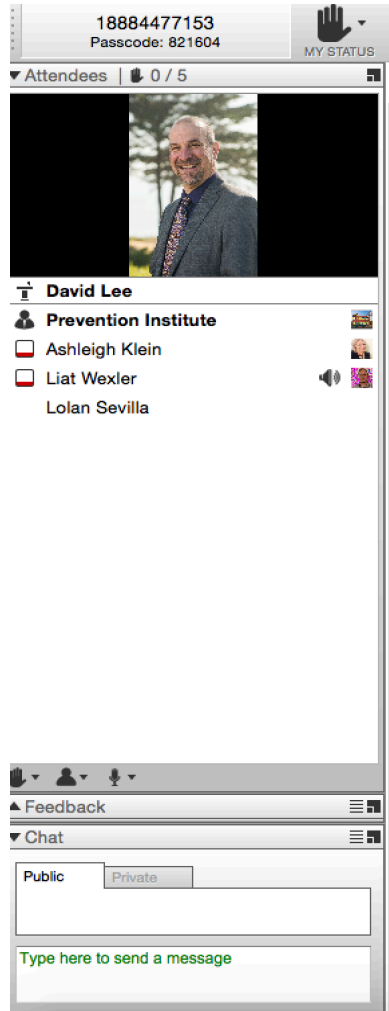
YouTube: www.youtube.com/CalCASAVideo

Email: info@preventconnect.org

Email Group: <http://groups.yahoo.com/group/Prevent-Connect/>



How to Use this Technology



- Raise hand
- Text chat & private chat
- PowerPoint slides
- Polling questions
- Phone
- Closed captioning
- Web conference guidelines
- iLinc Technical Support: 800.799.4510

Power in Prevention Ending Child Sexual Abuse Web Conference series is a national project of PreventConnect and the California Coalition Against Sexual Assault with support from the Ms. Foundation for Women. The Views and information provided in this web conference do not necessarily represent the official views of the Ms. Foundation for Women or CALCASA.

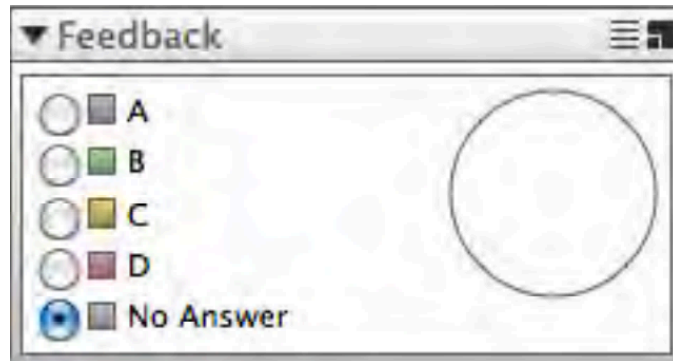
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Previous #PowerInPrevention Ending Child Sexual Abuse Web Conferences

Answer on
the left



- A. This is the **first** #PowerInPrevention Web Conference I have attended
- B. I have attended **one previous** #PowerInPrevention Web Conference
- C. I have attended **more than one** previous #PowerInPrevention Web Conference
- D. I **regularly attend both** #PowerInPrevention and PreventConnect Web Conferences

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Technology Strategies for Ending Child Sexual Exploitation

Monday, May 16, 2016



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Cordelia Anderson



Joan Tabachnick

Series Co-Hosts



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Learning Objectives

- To analyze the evolution of effective messages to reach those accessing child sexual abuse images.
- To identify new ways technology can be used to be part of the solution

Role of Pornography in General

- Yesterday's porn is today's mainstream media
- And Today's porn is the main sex educator
- "Teen" porn top searched for type of porn



Why this Session?



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Professional Mindset Challenge

- ❖ Differing perspective of many respected, credentialed professionals and thought leaders
- ❖ Juvenoa, David Finkelhor, PhD



Role of Technology



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Internet & Dark Web



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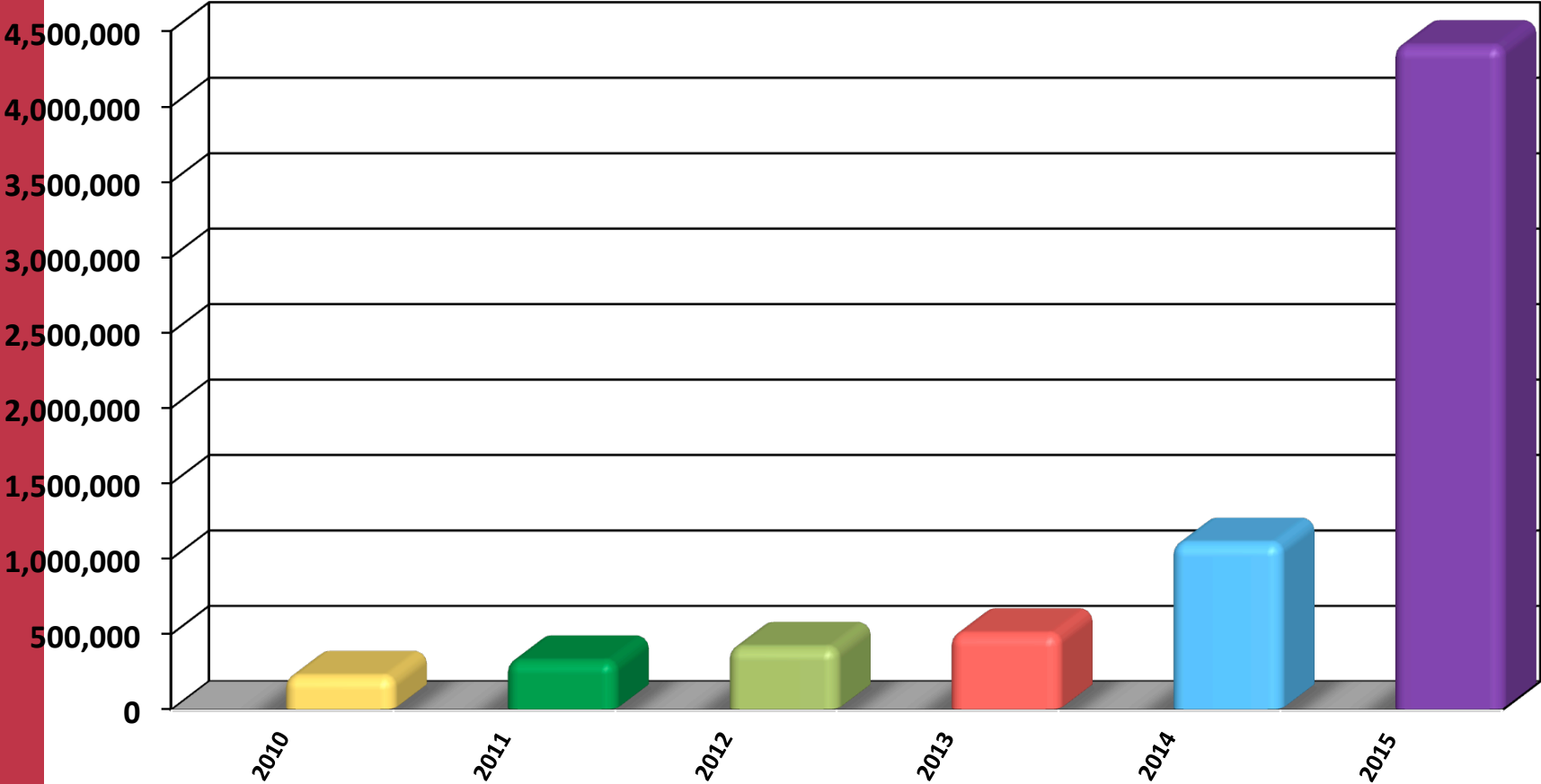


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CyberTipline Activity

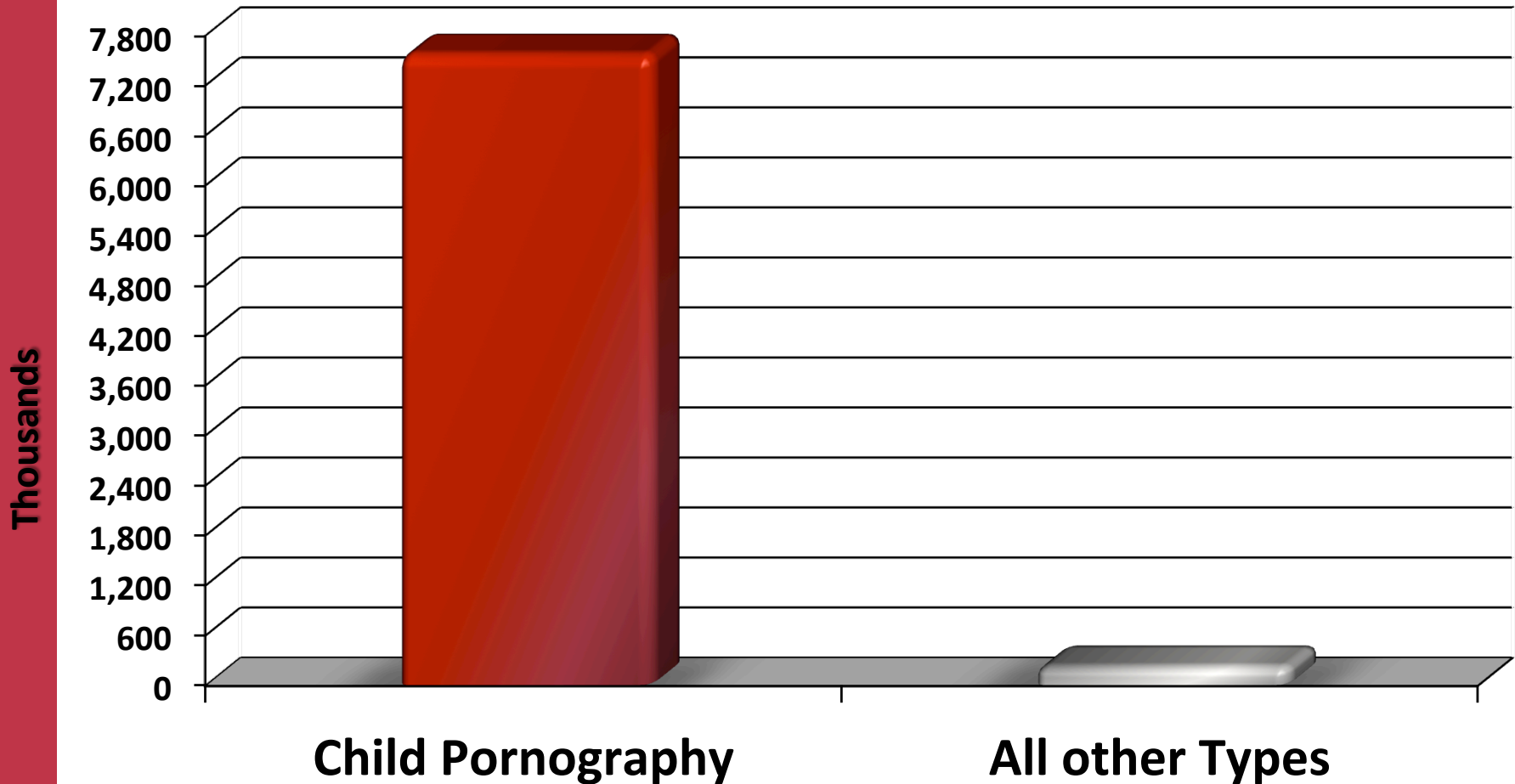


Data represents CyberTipline Reports received since January 2010 through December 31st, 2015

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Incident Types



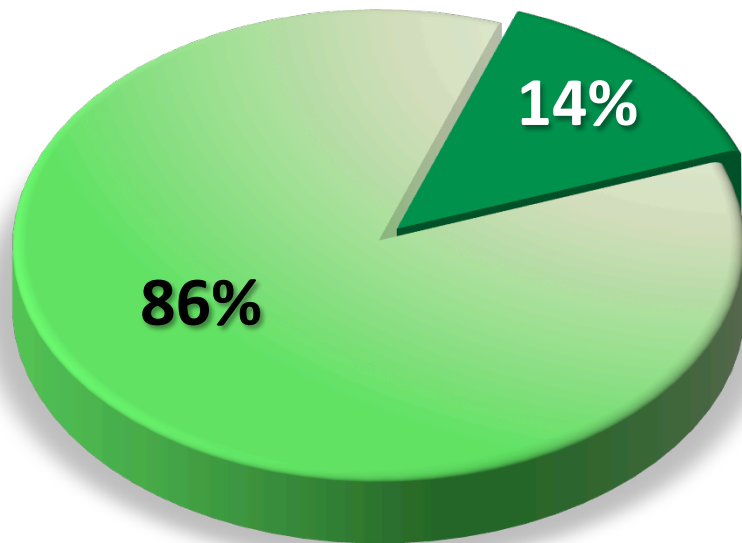
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Data represents CyberTipline Reports received since March 1998 through December 31st, 2015

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Identified Children – Actively Traded



■ Nontraded ■ Actively traded

Gender
61 percent female
39 percent male

Age of victim
8 percent infant/toddler
62 percent prepubescent
30 percent pubescent

Social Marketing

- **Social marketing** is the use of commercial **marketing** principles and techniques to **improve the welfare of people**. It is a carefully planned, long-term approach to **changing human behavior**.



Collaborations & Unusual Partnerships



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Leah Treitman

Presenter



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Thorn Deterrence Program



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Our Mission

Thorn drives technology innovation to fight child sexual exploitation.

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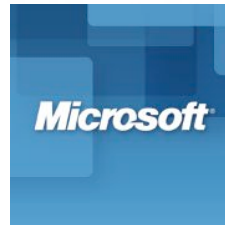
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Thorn Tech Task Force

We've brought together some of the brightest minds in technology to offer guidance and help support programs.



The Problem

People use the Internet to find child sexual abuse material and connect with others who share their sexual interest in children. This behavior often occurs under an assumed level of anonymity, and although some may recognize that this behavior is wrong, somebody needs to tell them to stop and seek help.

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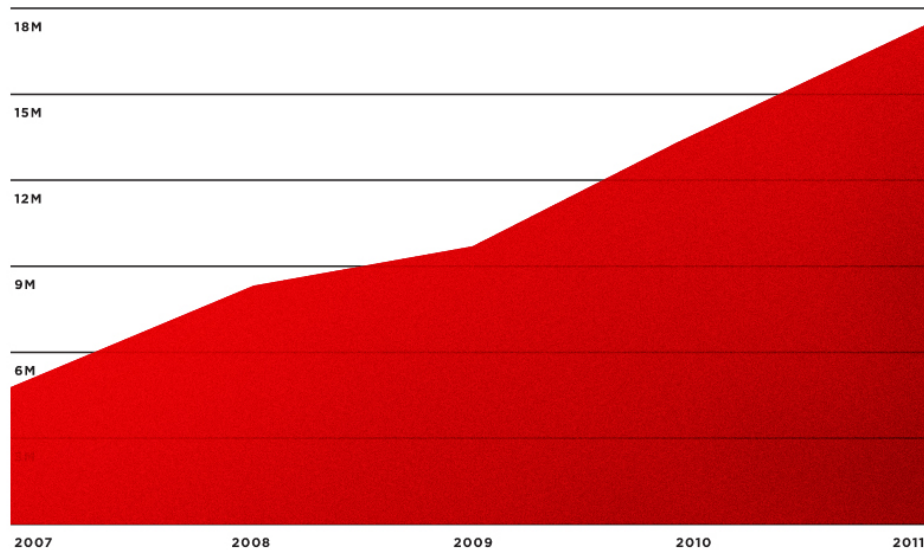
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The Problem

NUMBER OF CHILD PORNOGRAPHY FILES REPORTED ANNUALLY

The number of images/videos submitted to NCMEC by law enforcement and reviewed by the Child Victim Identification Program has increased from 450,000 in 2004 to more than 17 million in 2011. Technology has made it easier for predators to create and share child pornography and connect with like-minded individuals. The increased availability of exploitative content has the effect of "normalizing" behaviors that are both dangerous and illegal.

Source: National Center for Missing & Exploited Children (NCMEC)



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Our Approach

We communicate directly with people searching for CSAM, disrupting their sense of anonymity and encourage them to seek help. By suggesting help resources, we aim to change their behavior and increase their accountability.

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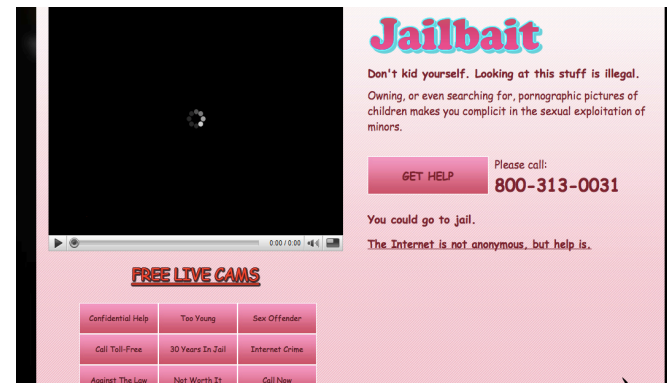
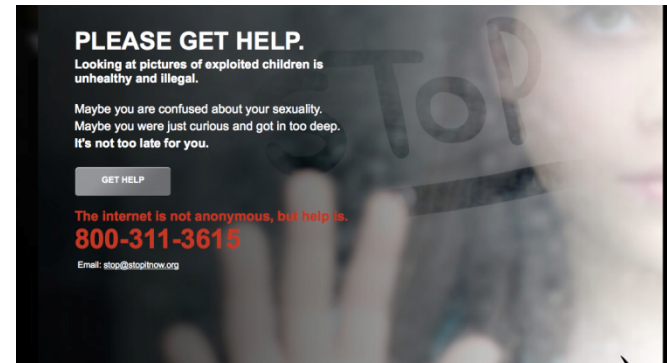
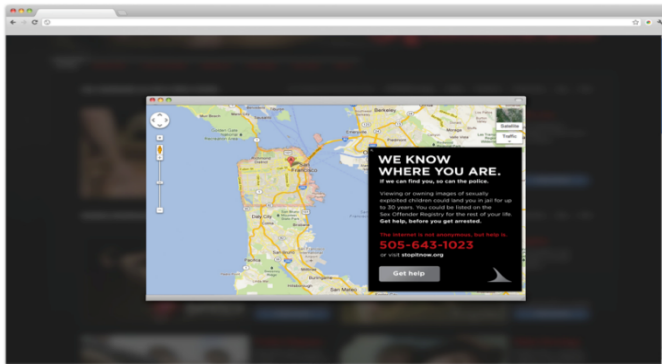
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Previous Messaging



Current Approach

- Public health issue
- Marketing help
- Non accusatory
- Expand audience

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Messaging Themes

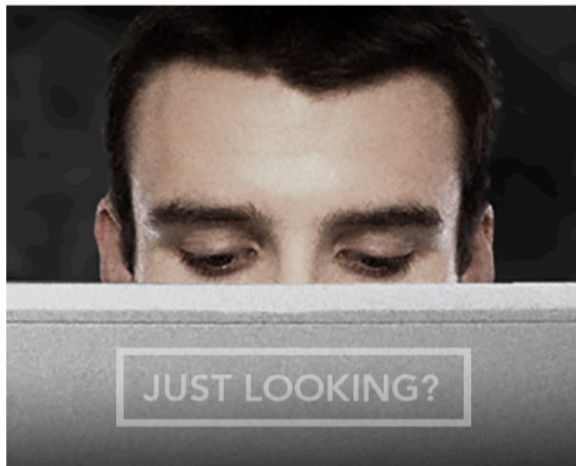
- Inform
- Empathetic
- Harm
- Hope
- Consequences

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Inform

Viewing Child Pornography is Illegal Just Looking is Not Okay



Viewing child pornography is a crime.

The penalties are severe for people caught viewing or possessing child porn.

They can lose their jobs, go to prison or have to register as Sex Offender.

Help is available if you need it.

- Confidential Hotline
- Anonymous Support
- Learn the warning signs

GET HELP



☎ 1.800.376.5934

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Empathetic

Sexually Attracted to Children?

Understanding People are Ready to Help

Some people struggle with sexual thoughts about children. Are you someone who wants to control or stop these feelings, but doesn't know how? Get help from professionals who understand.

- Confidential Hotline
- Anonymous Support
- Learn the warning signs

GET HELP 

 1.800.536.0915

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Harm to Children



Child Pornography is Child Sexual Abuse
This is **Not** a Victimless Crime

Viewing child pornography promotes the sexual abuse of children. We want to create healthy and safe environments for our kids. If you are concerned about your thoughts or behaviors, please take steps to keep children safe.

- Confidential Hotline
- Anonymous Support

GET HELP 

 1.800.541.0673

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Harm to Self

Child Pornography Hurts People

Make the Choice **Without Regret**



People who view child pornography can feel guilty, depressed and ashamed.

Specialized treatment programs can help people control their sexual thoughts or behaviors towards children.

Help is available if you need it.

- **Confidential Hotline**
- **Anonymous Support**

GET HELP



📞 1.800.668.6583

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Hope

Unwanted Sexual Attractions?

There is Hope for a Better Life



If you are struggling with an attraction towards children, there is a way out.

Confidential treatment is available and successful.

People can learn to control their sexual feelings toward children and find relief.

- Confidential Hotline
- Anonymous Support

GET HELP



📞 1.800.397.0247

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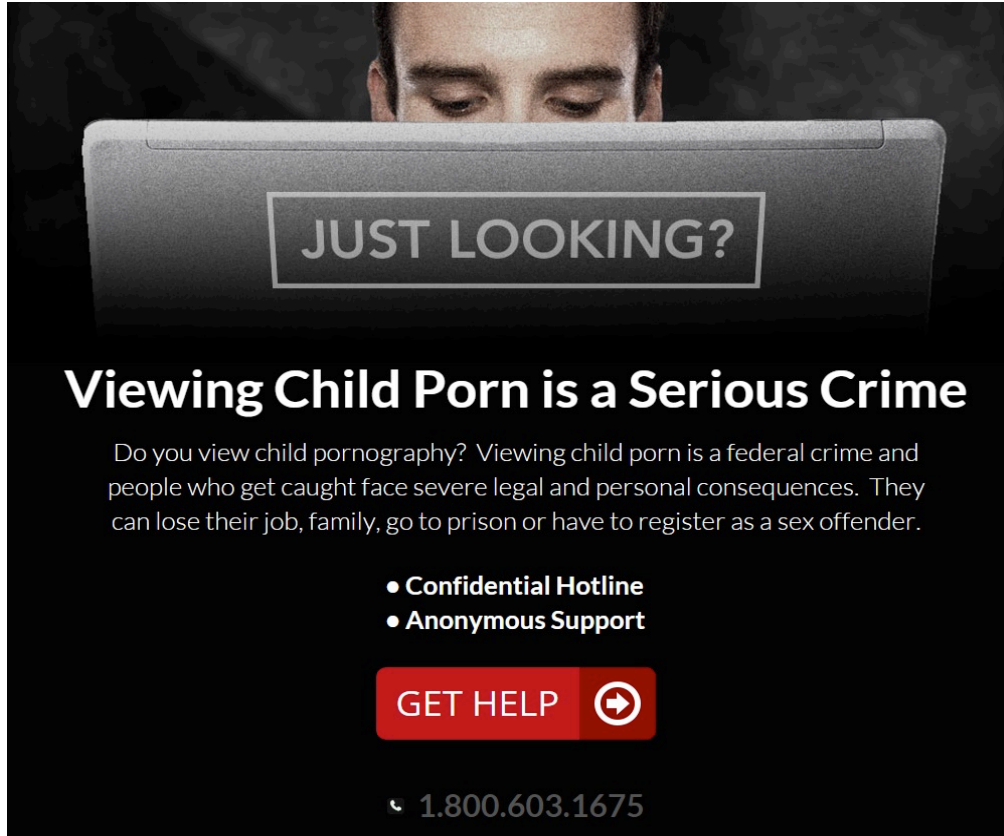
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Consequences




JUST LOOKING?

Viewing Child Porn is a Serious Crime

Do you view child pornography? Viewing child porn is a federal crime and people who get caught face severe legal and personal consequences. They can lose their job, family, go to prison or have to register as a sex offender.

- Confidential Hotline
- Anonymous Support

GET HELP 

☎ 1.800.603.1675

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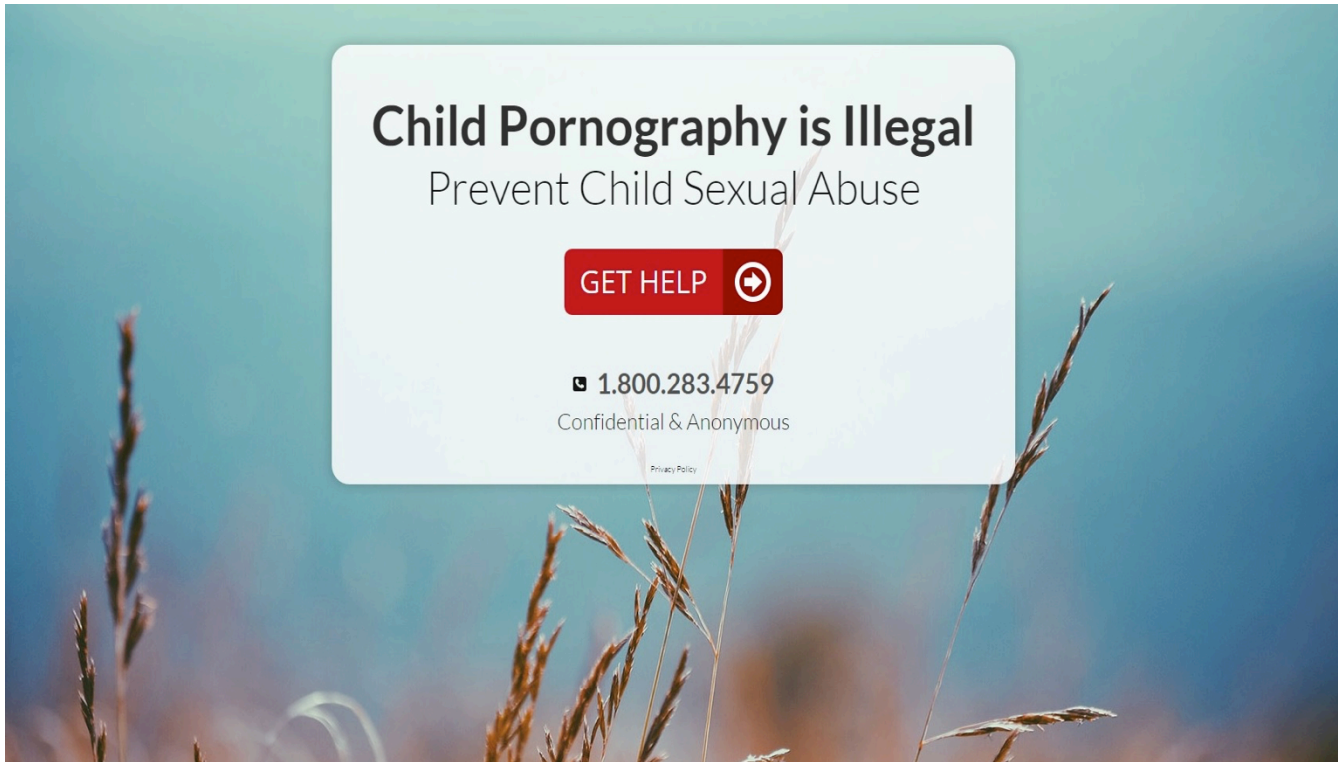
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
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Home Page



Child Pornography is Illegal
Prevent Child Sexual Abuse

GET HELP 

 **1.800.283.4759**
Confidential & Anonymous

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Remarketing

**JUST
LOOKING?**

GET HELP →

underagechildguard.org

BUILD A BETTER LIFE

underagechildguard.org

GET HELP →

STRUGGLING?

GET HELP →

underagechildguard.org

JUST LOOKING?

underagechildguard.org

GET HELP →

**MAKE THE
RIGHT
CHOICE**

GET HELP →

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Impact

- P2P decoy files **downloaded over 2 million times** since June 2012
- More than **1.6 million visitors** to our landing pages since early 2011
- More than **40,000 instances** of individuals taking further action to seek help

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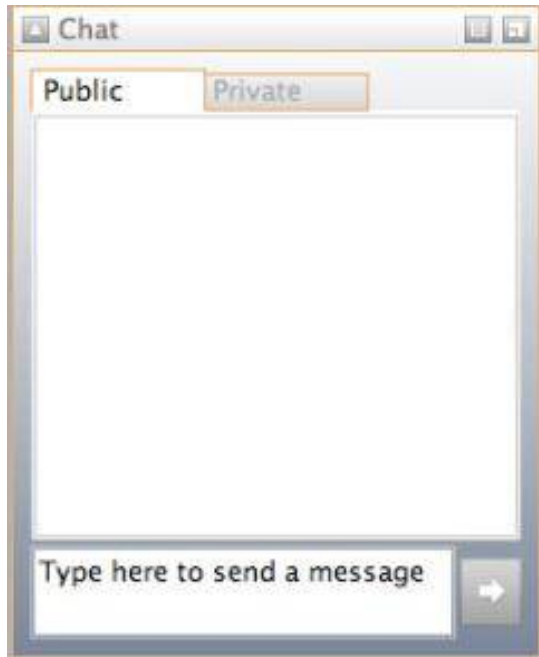
Stop It Now!

Thorn partners with Stop It Now! (www.stopitnow.org) a national sex abuse prevention organization which includes a confidential help line for adults and/or youth who have abused children or who are at-risk of abusing children.

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Benefits



What do you see as the benefits to this type of program?

Discussion with Speakers



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ONE Action



What is ONE action you will take in your work going forward?

Take Away



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Thank you



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