



# STEERING CLEAR

of Indecent Images of Children

Educating and empowering young men  
to navigate the internet more responsibly.

**SUPPORTER PACK**

LAST UPDATED DECEMBER 2018

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\*All assets have been created and tested with input from the target audience, aged 18-24. They have not been age certified. Any sharing of assets with under 18s is at the partner's discretion.

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## INTRODUCTION

The Steering Clear campaign aims to **educate and empower** young men (**18-24 years old**) to navigate the internet more responsibly by:

- Building knowledge of how to report sexual images that could be of under 18s to the Internet Watch Foundation
- Increasing understanding of the law regarding Indecent Images of Children (IIOC)
- Increasing understanding of the harm caused to victims of IIOC

The campaign is jointly led, having been developed in partnership with the **NSPCC**, **Marie Collins Foundation** and the **Internet Watch Foundation** - all of whom do important work to tackle IIOC and its effects.

But we can't do this alone. We need the support of partners to help deliver our messaging and ultimately reach more young men. Together we can make a difference.



HM Government



**NSPCC**



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## INSIGHTS

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We conducted quantitative and qualitative research with Ipsos MORI which revealed a **gap in understanding of the law around IIOC among young men aged 18-24:**

- 22% of men aged 18-24 do not agree that the children in indecent images are harmed by the experience.
- 76% would report an indecent image of a child online. The biggest barrier preventing them from doing so is not knowing how or what to report.
- 11% do not think it is illegal to download, view or share indecent images of a child when they are under 16.

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## KEY MESSAGES

The key messages have been developed and tested with the target audience.

### Building understanding of legal definitions

- Looking at images of under-18s is illegal.

### Challenge misconceptions

- I could stumble across illegal images of under-18s.
- Just because it is available online doesn't mean it's legal.

### Building understanding of victim harm

- These images are real children and young people, and viewing them causes further harm.

### Building knowledge of reporting

- I will report any IIOC I stumble across to the Internet Watch Foundation (IWF).
- The reporting process is quick, anonymous and makes a difference.
- By reporting, I'm protecting the person featured from further harm.
- It is my responsibility to report it if I stumble across it.

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# A PARTNER LED APPROACH



The campaign has led directly to increased contact from victims. To date, we have had **21 direct contacts or referrals** as a result of the campaign, showing the positive impact it is having on real lives.

We have the skills and experience to help children with their recovery and to equip organisations with the knowledge and understanding they need to respond to children who have been abused via the internet and mobile technologies.



We work internationally to make the internet a safer place. We help victims of child sexual abuse worldwide by identifying and removing online images and videos of their abuse.

We offer a place for the public to report child sexual abuse images and videos **anonymously**. During the first year of the campaign we processed 132.6k reports (26% increase on the previous year)

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## HIGHLIGHTS TO DATE

Campaign successes in 2017-18 included:



Our campaign films were viewed over **11 million** times across social media, digital display and Xbox.



Our award-winning partnership with LADbible has produced a range of articles and films, including:

- [This video](#) of an IWF analyst telling the story of the difference one report can make which to date has been viewed 2.5 million times, prompting positive discussion around the role of the IWF.
- [This video Stephanie's Story highlighting the impact on young people affected, viewed 5.4 million times.](#)



Football vlogger Theo Baker worked with us to produce:

- A [video](#) explaining the law and reporting process.
  - A follow-up [video](#) answering questions on the campaign.
- The vlogs received over **137,000** views and **24,000** likes.

We partnered with YMCA to deliver a pilot workshop programme run by volunteer MENTors to encourage young men to act responsibly online.



11 MENTors trained across 2 branches  
14 workshops piloted  
reaching 115 18-24 year old men



*I learned a lot today and I would report it if I seen it online"*  
*"I'm glad you told me this happens on well-known sites. I would have thought everything on there was okay to view"*

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## PARTNER ACTIVITY HAS INCLUDED

Partners from across a broad range of sectors have supported the campaign in a number of ways:



- Built a team of ambassadors to deliver campaign messaging to young men during workshops
- Crafted editorial content for use within owned media e.g. magazines, newsletters and online
- Social media support
- Displayed messaging and assets on website
- Ran webinars for members
- Printed and displayed posters and leaflets in universities and community venues.

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## ASSETS - VIDEOS

### Campaign films

We have worked with the NSPCC, Marie Collins Foundation and IWF to create 4 powerful videos\* illustrating the damage viewing indecent images of children can cause.

The 4 videos focus on 3 themes:

- Consequences for the viewer
- Victim harm
- Education around the law

The hard-hitting nature of the videos has meant these videos have prompted positive discussion online about the law and the need to behave responsibly and safely online.

Download these assets [here](#).



### Vox pops

We produced a number of short video interviews with young men to bring to life the issues faced. Questions cover:

- How hard it can be to tell someone's age from a photo or video online
- The possibility of accidentally viewing illegal sexual images of under 18s
- Understanding around the legal minimum age to appear in pornography
- What to do if sexual images of under 18s are discovered online
- Whether they would report sexual images of under 18s online

Download these assets [here](#).



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# ASSETS - POSTERS AND LEAFLETS

We have created an A3 poster and double-sided A5 leaflet. Please download these assets [here](#) or get in touch with [molly.courtice@homeoffice.gov.uk](mailto:molly.courtice@homeoffice.gov.uk) to enquire about ordering physical copies.



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# SOCIAL MEDIA

Example social media posts:

Under 18 is underage. If you see online sexual content that doesn't look right, report it to the @InternetWatchFoundation <https://report.iwf.org.uk/en>

Do you know the law around online sexual content? Learn about how you can help to stop online child sexual abuse here: <https://stoponlinechildsexualabuse.campaign.gov.uk>

Want to help victims of child sexual abuse? Report any sexual images or videos of u18s you encounter online anonymously and confidentially here: <https://report.iwf.org.uk/en>

[Download full calendar here.](#)



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### Steering Clear Campaign

We are proud to support Steering Clear, a campaign jointly led by the Government, Marie Collins Foundation and the Internet Watch Foundation to educate and empower young men to navigate the internet more responsibly.

We all want to do the right thing online, but it's not always clear how. The Steering Clear campaign aims to address this by raising awareness of the law: that sexual images or videos of under 18s online are illegal, even if the person featured looks older. If such content is stumbled across, young men are encouraged to do the right thing by reporting it anonymously to the Internet Watch Foundation: <https://report.iwf.org.uk/en> so the content can be swiftly removed. This could ultimately lead to the safeguarding of the victim featured.

Put simply, by countering myths and justifications around the law, Steering Clear equips young men with the motivation and knowledge they need to confidently and legally navigate their online environment.

More information can be found here - <https://stoponlinechildsexualabuse.campaign.gov.uk/>.



# STEERING CLEAR

of Indecent Images of Children

More information on the campaign and further sources of support for anyone impacted by these issues can be found here:  
<https://stoponlinechildsexualabuse.campaign.gov.uk/>



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