



Stop It Now!

WALES | CYMRU

Helping prevent
child sexual abuse

**THE
LUCY FAITHFULL
FOUNDATION**

Working to protect children

The Stop It Now! UK and Ireland helpline

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The only UK-wide charity dedicated solely to
tackling child sexual abuse



Topics to cover.....

The Lucy Faithfull Foundation

Stop It Now! Helpline

Get Help and Get Support

Online child sexual abuse prevention and
deterrence

What next.....?

The Stop It Now! UK and Ireland helpline



- Available for anyone with concerns about child sexual abuse.
 - Callers do not need to give identifying information, so can remain anonymous.
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Parents and carers concerned that their child has been sexually abused or is at risk



People concerned about another adult who may be a sexual risk to children

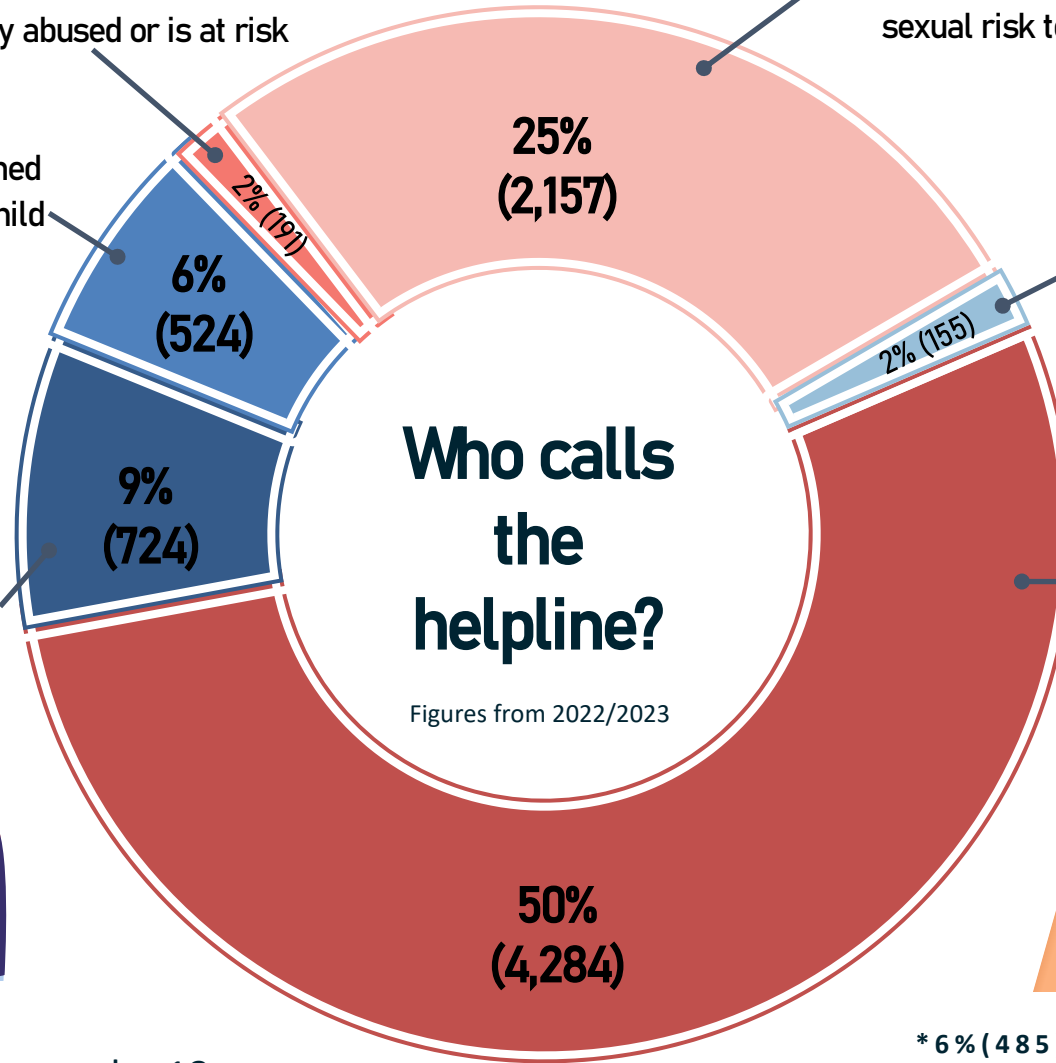
Parents, carers or others concerned about the sexual behaviour of a child or young person

Survivors of child sexual abuse looking to make sense of what happened to them



Professionals seeking case advice and support

People concerned about their own sexual thoughts or behaviours towards children



Who calls the helpline?

Figures from 2022/2023



*6%(485) Other including requests for general information, and inappropriate callers

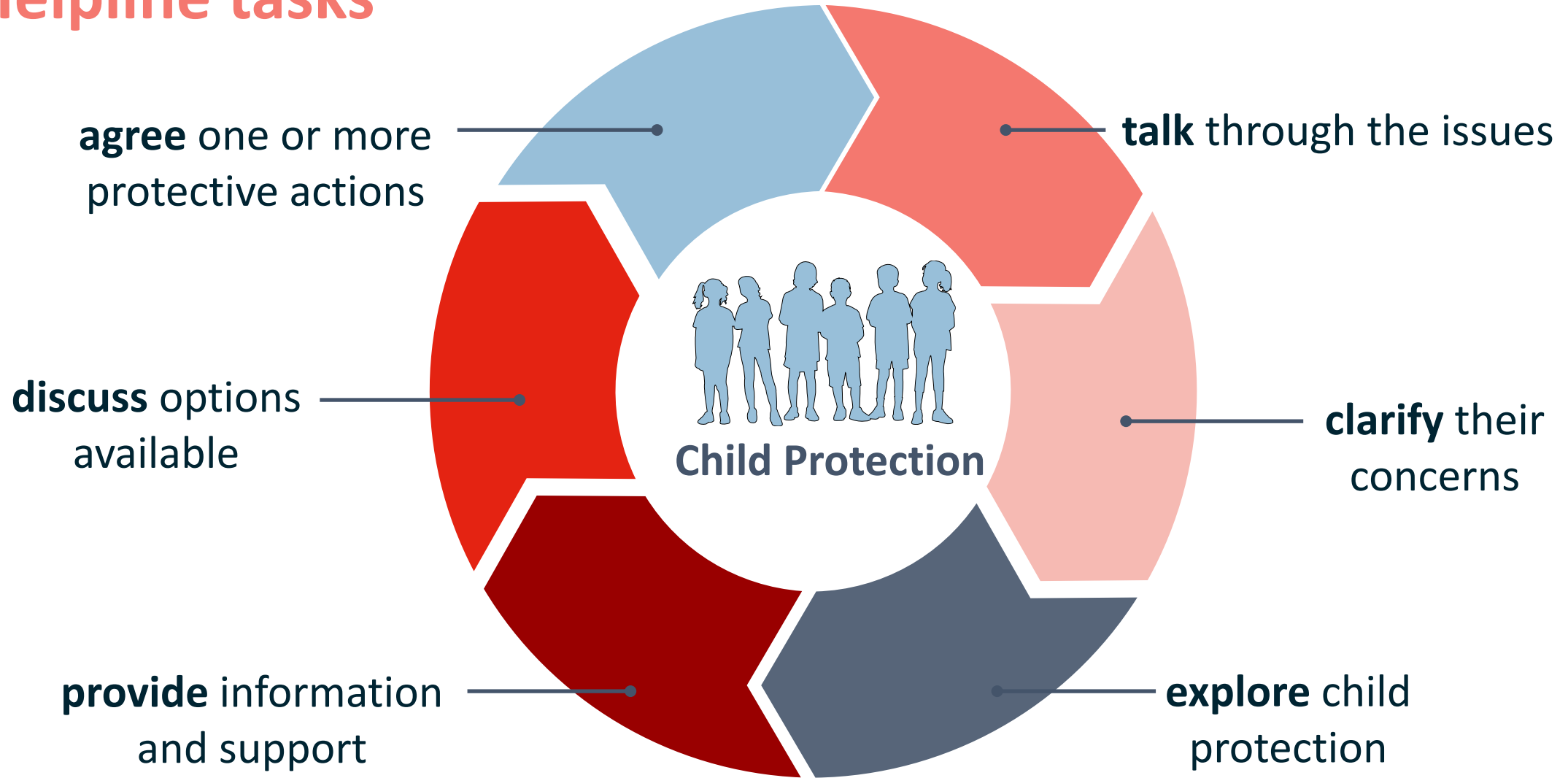
2% of these calls/chats/emails came from under 18s

Confidentiality statement

“The helpline is anonymous and confidential, so you don’t have to give me any identifying information. If you do give me such information and a child has been abused, a crime has been committed or there is a risk of harm to anyone including children or yourself, then I would have to pass that information on.”



Helpline tasks



Helping people take action

The helpline is not simply a listening service. We advise callers about actions to consider, agreeing one or more protective steps the caller will take.

During the period 2022/23



97%

of callers agreed one or more actions to protect a child - reducing the likelihood of offending or reoffending.

94%

of repeat callers tell us they had taken the actions they had previously agreed.

Who are our advisors?

Social Care

Psychology

Police

Health



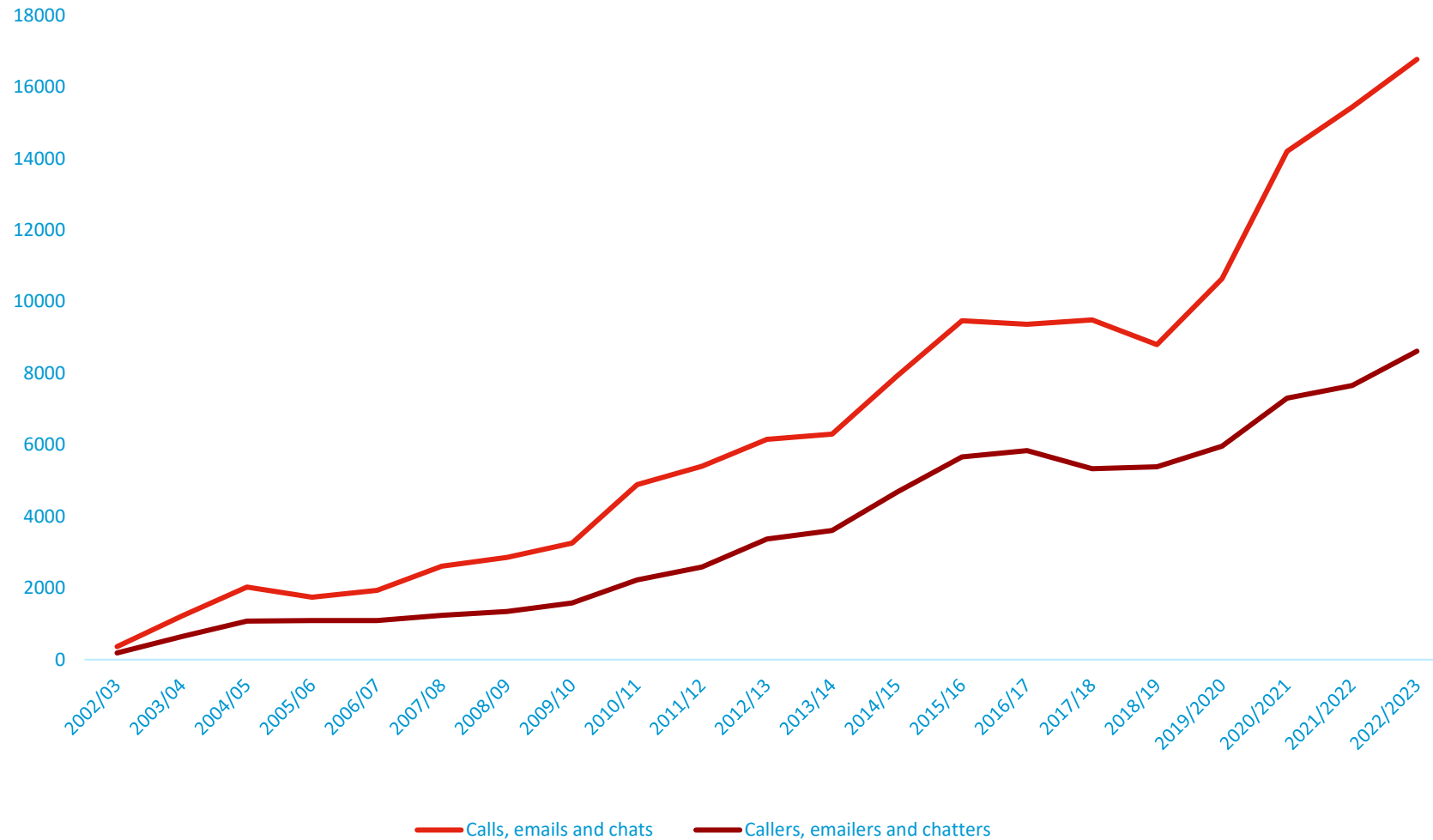
“Knowing that in some small way you’re preventing child sexual abuse – it’s a very powerful motivator.”

Counselling

Education

Probation Service

Total calls/emails/chats and total callers/emailers/chatters



Since 2002, we have helped **71,554** individual people

Who made **140,055** calls, emails and chats to the Stop It Now! helpline

Highlights of the financial year 2022/2023



Total overall:

Calls, chats and emails 16,764

Callers, chatters and emailers 8,614

Get Help & Get Support websites - modules/content

The screenshot shows a web browser window displaying the Stop It Now! website. The browser's address bar shows the URL stopitnow.org.uk/concerned-about-your-own-thoughts-or-behaviour/. The website header features the Stop It Now! logo with the tagline "Helping prevent child sexual abuse" and a "Confidential Helpline: 0808 1000 900" with social media icons for Facebook, Twitter, LinkedIn, and YouTube. A navigation menu includes "Home", "Help & Support", "About", and "Support Us", along with a "Donate Now" button. A grey banner below the menu says "Use our secure messaging service by clicking here". The main content area has a breadcrumb "Home » Concerned about your own thoughts or behaviour?" and a large image of a person's head in silhouette against a sunset. A red vertical button on the left says "Click to escape". The Windows taskbar at the bottom shows the search bar and several open applications.

Introduction

Get the facts

- ◆ Introduction
- ◆ UK law
- ◆ No 'Grey Area'
- ◆ **Consequences**
 - ◆ Involvement with the Criminal Justice System (CJS)
 - ◆ Being on the Sex Offender's Register (SOR)
 - ◆ Being subject to a Sexual Harm Prevention Order (SHPO)
 - ◆ Children's Services will be involved in your family
 - ◆ Your life and relationships
 - ◆ Your financial situation
- ◆ Consequences for me

Why change?

Self-awareness

Self-help

Useful resources

Self-help

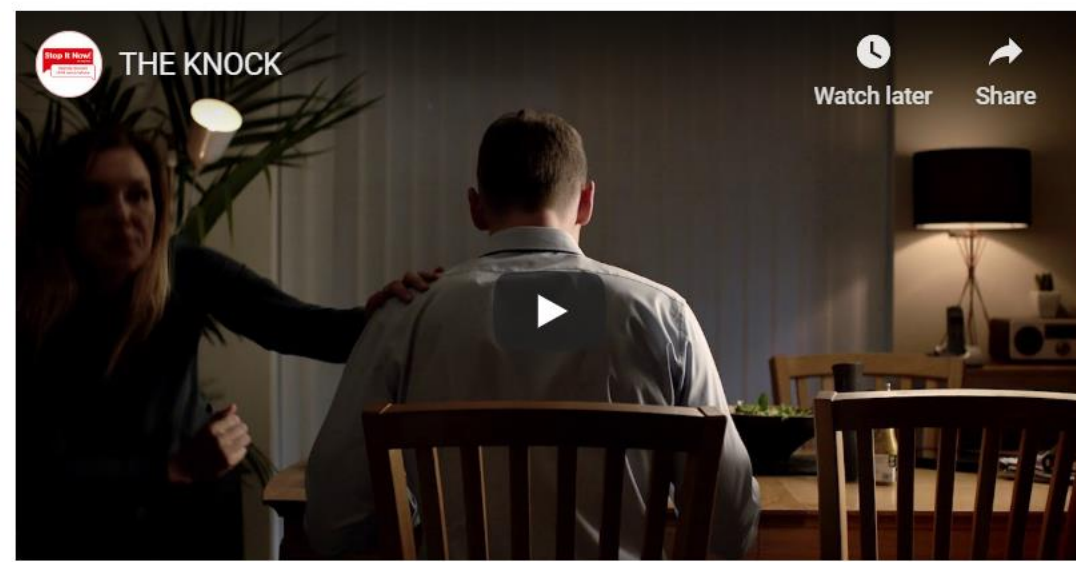
There is a lot that you can do to help

Many people who commit internet offences believe that they will never be caught: **this is not true**. Police forces all over the country are running operations to specifically catch internet offenders and it could be you next.

Many people who offend online think that their only consequence will be involvement with the police and the worst case scenario is going to prison.

In actual fact, for many internet offenders who are arrested, this is not the only consequence. It affects **your access to your children, your relationship, your finances and your job**.

You can find out about the consequences by watching these short films:

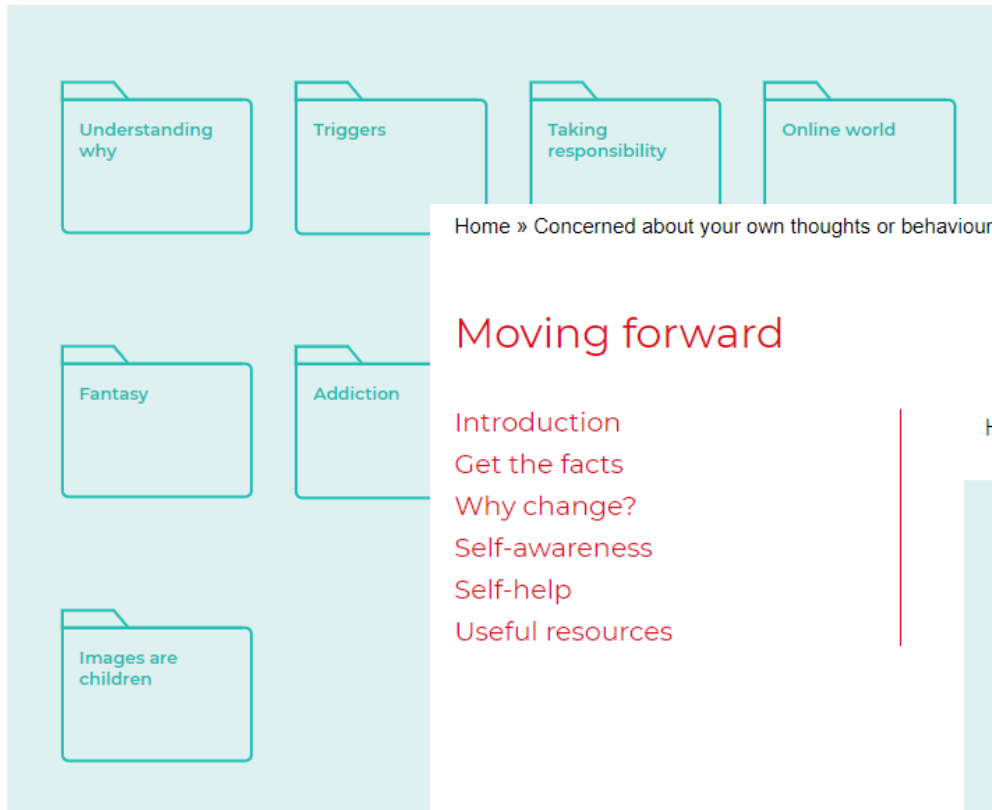


Click to escape

Understanding the behaviour

- Introduction
- Get the facts
- Why change?
- Self-awareness
- Self-help
- Useful resources

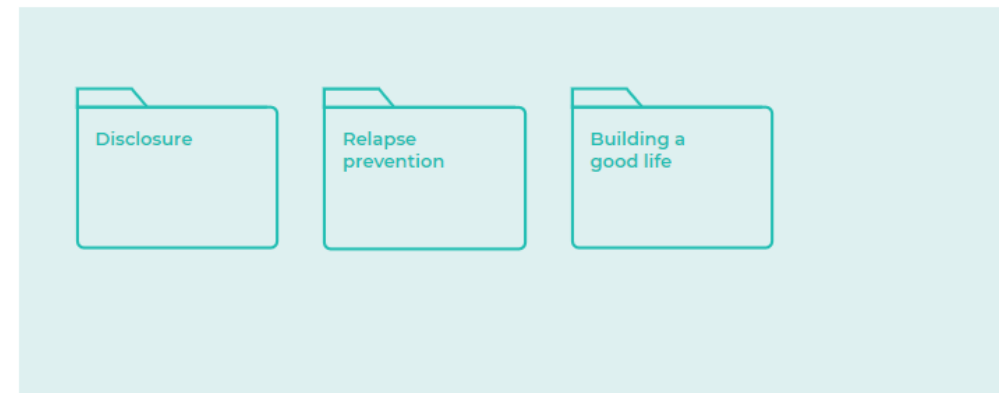
Gain understanding of your online sexual behaviours, your motivations, trends and patterns.



Moving forward

- Introduction
- Get the facts
- Why change?
- Self-awareness
- Self-help
- Useful resources

How to continue moving forward, disclose your offending and build a fulfilling life.



Partnerships beyond police and NHS.....

TalkTalk
For Everyone

 **TikTok**

 **IWF**
Internet
Watch
Foundation



Pornhub

REDTUBE



Google



Would a campaign work?

Research told us that we needed to get across these messages:

- It's a **crime**
- It causes **harm**
- It has **consequences**
- There is **help to stop**



25%



Pilot evaluation

...and what would a campaign look like?

Stop it Now! UK and Ireland
December 5 at 9:00pm · 🌐

There are no grey areas when viewing sexual images of children online, it's a crime. But there is help to stop through the Stop it Now! helpline on 0808 1000 900



266K Views

👍 Like 💬 Comment ➦ Share

👍 🤔 🍷 68

Top Comments ▾

THE TIMES

36,000 people seek help for viewing child abuse images

The number of people seeking help to stop viewing child abuse images has risen by 40 per cent, figures suggest.

The Stop it Now campaign run by the Lucy Faithfull Foundation, a child protection charity, said 36,443 people contacted the scheme last year, up from 26,089 in 2016.

Most came through the campaign's website, although 2,251 people called the anonymous helpline with concerns about their own or someone else's behaviour.

The National Police Chiefs' Council head of child protection, Simon Bailey, who is also chief constable of Norfolk, said more offenders were being arrested for viewing or sharing sexual images of children, but added that it could not be tackled by enforcement alone. "It requires schools and parents to educate children to ensure they stay safe, as well as for technology and social

media companies to take their responsibilities seriously in protecting young people online," he said. "It is also crucial that offenders who are yet to be arrested are given the opportunity to seek help."

The number of people in England contacting the campaign went up 41 per cent from 22,325 in 2016 to 31,373 the following year. In Scotland it was up 55 per cent from 1,614 to 2,508 while in Wales there was a 20 per cent increase from 896 to 1,073. Contacts made from Northern Ireland rose from 456 to 639.

Tom Squire, the clinical manager at The Lucy Faithfull Foundation, said: "When you make people aware that help is available to stop, people will take up that offer of help. We work with many men arrested after downloading huge numbers of abusive images of children. Nearly all of them say they wish they had known sooner about the help that's available to stop."



'Triggers' | Preventing online child sexual abuse | Stop It Now! UK and Ireland - YouTube



Cambridgeshire and Peterborough NHS Foundation Trust



NICE National Institute for Health and Care Excellence

AN ESTIMATED 100,000 PEOPLE IN THE UK VIEW ONLINE SEXUAL IMAGES OF CHILDREN*

Viewing and sharing sexual images of anyone under 18 is illegal

It is not a victimless crime. It causes real harm to the children in the pictures. There are serious consequences for offenders, including imprisonment, loss of job and family, ending up on the Sex Offender Register.

But anonymous help is available to stop.

For help to address your online behaviour visit www.get-help.stopitnow.org.uk

or FREEPHONE the Stop it Now! Helpline on **0808 1000 900**

Calls to our experienced advisers are confidential - you don't need to give your name or contact details to access help and support.

*According to Chief Constable Simon Bailey, Child Protection lead on the National Police Chiefs Council.



YMGYRCH OPERATION NETSAFE

Viewing and sharing sexually explicit images of children is a crime - **STOP!**

Working together to end online child sexual abuse and exploitation #OperationNetSafe



weird student friend ashamed isolated boyfriend brother neighbour me?

What do you call someone who looks at sexual images of children?

Anonymous and confidential help is available for anyone concerned about their own online behaviour, or that of someone else. We have already helped thousands of people to stop looking at sexual images of children.

For advice, information and self-help resources go to www.get-help.stopitnow.org.uk or call the Stop it Now! Helpline 0808 1000 900

weird student boyfriend isolated ashamed another neighbour friend?

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Social Media



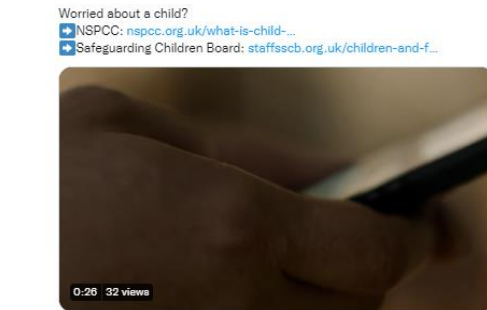
Posts were made from the **Stop It Now!** accounts and **partner accounts from Staffordshire.**

Staffordshire Police @StaffsPolice · Mar 1
We are working with @StopItNowUK, @StaffsPFCC, @StaffordshireCC, @SoTCityCouncil, @StaffsSCB and Together for Childhood county-wide to back a campaign to target potential offenders of child sexual abuse.

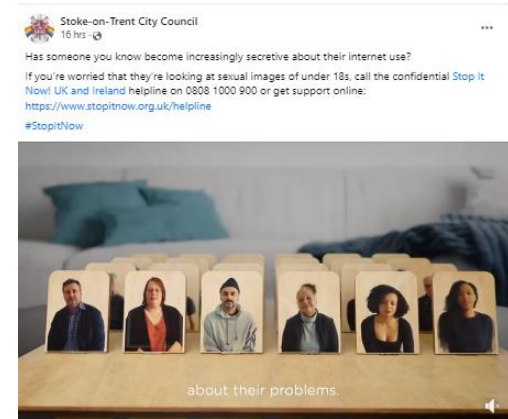
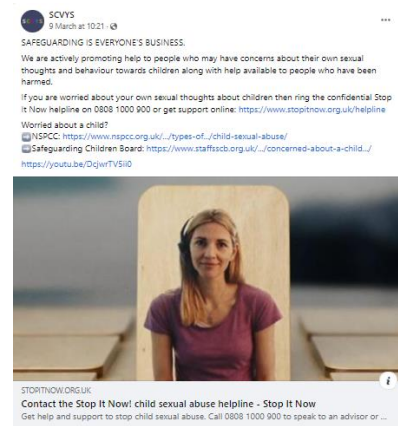
More info here: orlo.uk/NKNCu



Staffordshire Commissioner @StaffsPFCC · Mar 8
We are promoting help to people who may have concerns about their own sexual thoughts & behaviour towards children.
For help & information stopitnow.org.uk/helpline



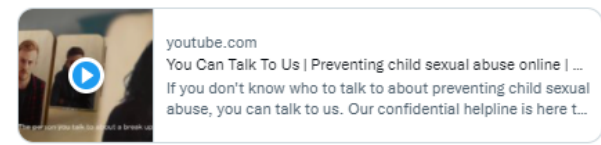
Stoke-on-Trent CC @SoTCityCouncil · Mar 1
We are supporting the **Stop It Now!** Campaign as it aims to educate and inform adults that this type of behaviour is not ok and is a form of abuse.
Child sexual exploitation is happening in Stoke-on-Trent, so if you know what you are doing is not right, please seek help to **stop**.



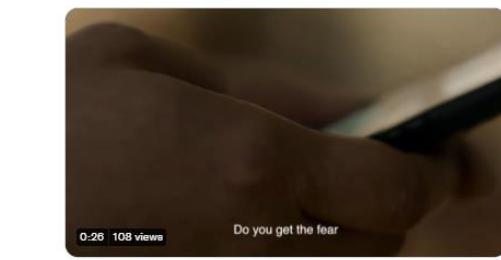
Staffordshire Police 1 March at 16:01
We are working with Stop It Now! UK and Ireland, Staffordshire Commissioner, Staffordshire County Council, Stoke-on-Trent City Council, Staffordshire Safeguarding Children Board and Together for Childhood county-wide to back a campaign to prevent Child Sexual Abuse by targeting adults who are at risk of sexually harming children.
The Stop It Now! Campaign aims to support those worried about their own sexual thoughts, feelings and behaviours towards children. It also infor... See more



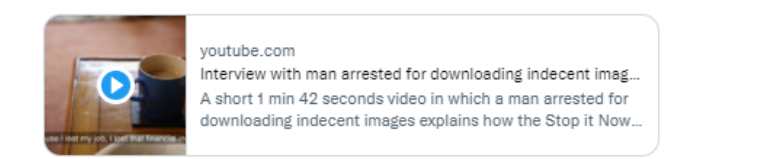
SCVYS @staffscvys
Has someone you know become increasingly secretive about their internet use?
If you're worried that they're looking at sexual images of under 18s, call the confidential @StopItNowUK helpline on 0808 1000 900 or get support online: stopitnow.org.uk/helpline



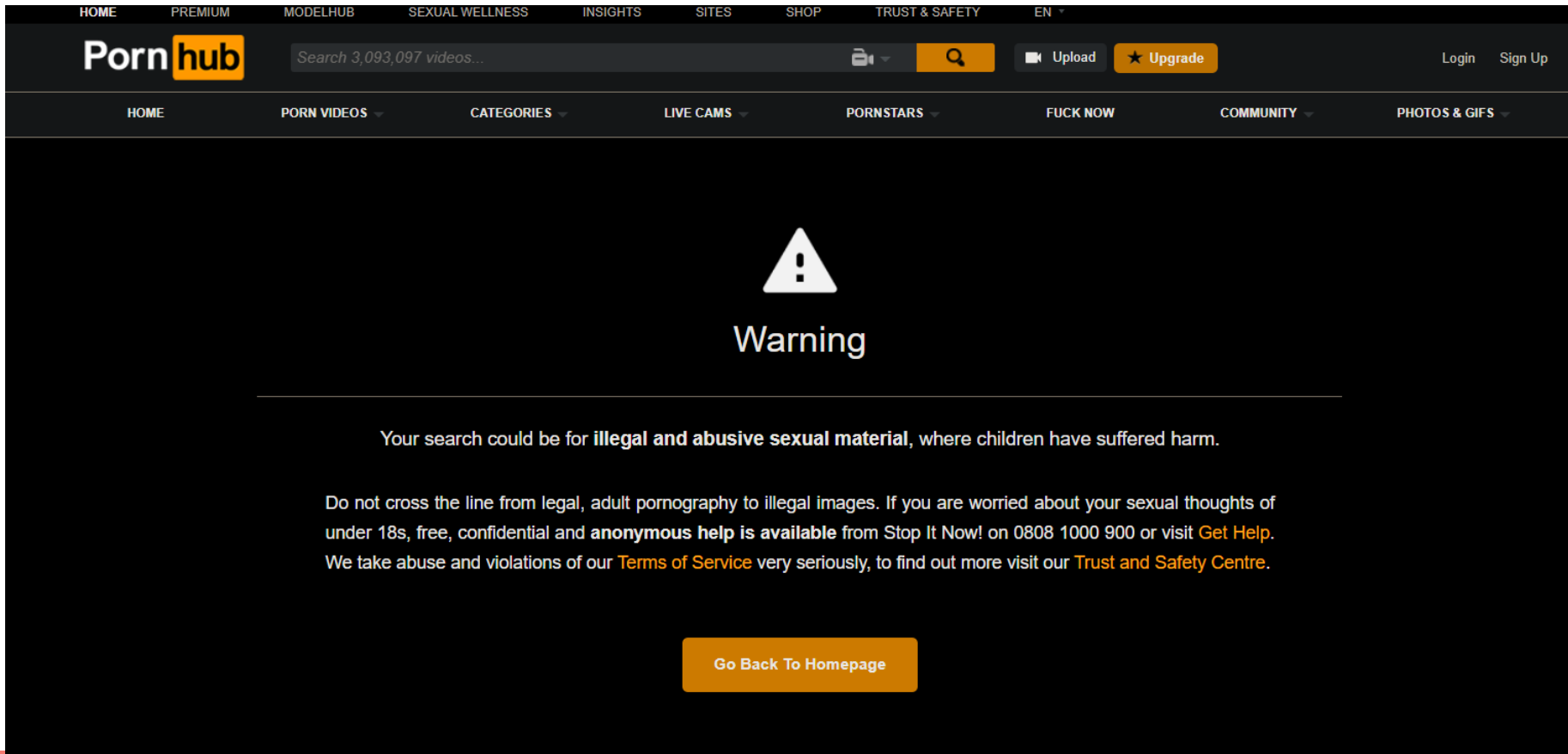
Stoke-on-Trent CC @SoTCityCouncil · Mar 8
We are actively promoting help to people who may have concerns about their own sexual thoughts and behaviour towards children.
For help and information stopitnow.org.uk/helpline



TWB Staffs & Stoke @TWBstaffsstoke
Viewing indecent images of children is a criminal offence and can have a lifelong impact on the child involved, the person viewing the image, their families and communities. Help is available. #StopItNow stopitnow.org.uk/helpline

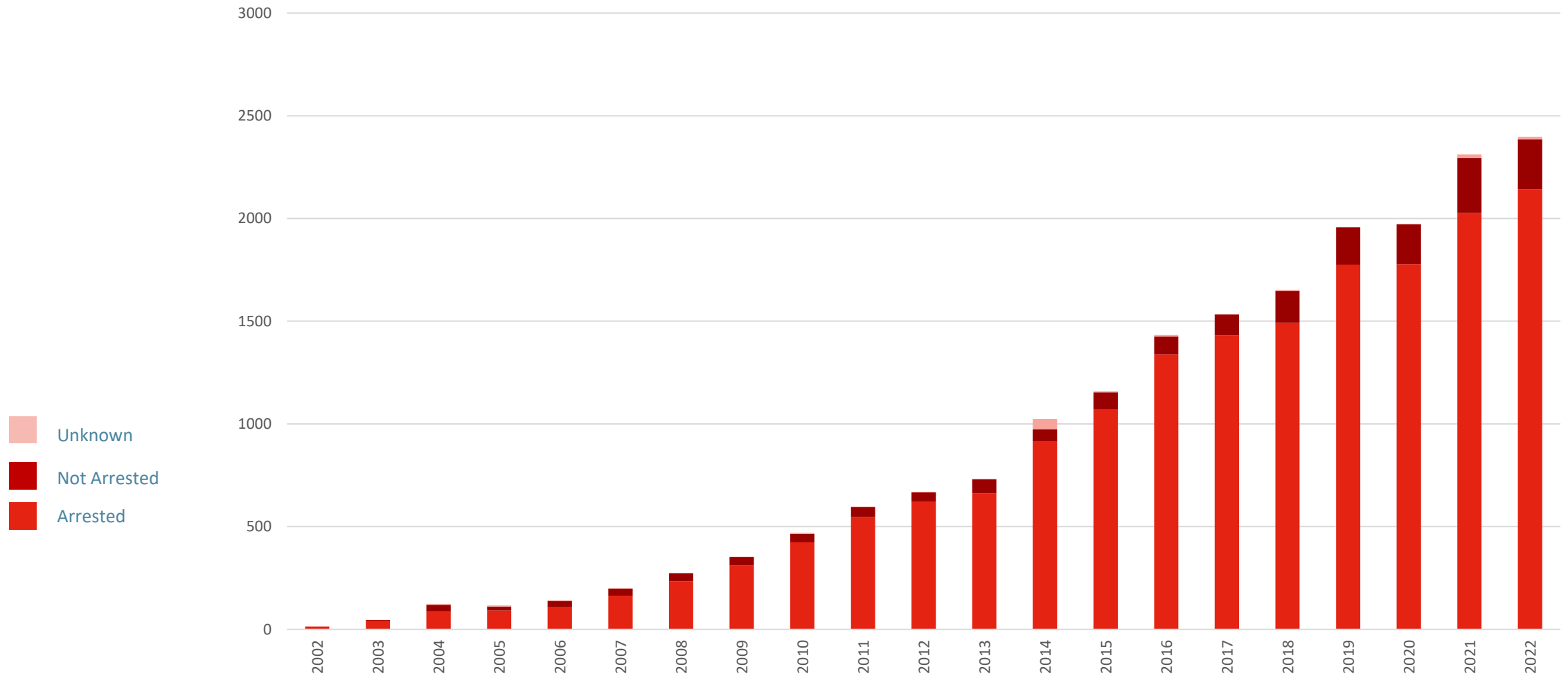


MindGeek (PornHub ++) warning displayed to those using banned term on their sites globally



- Displayed to those using search terms deemed to be illegal or inappropriate.
- Country specific warnings displayed
- Currently have partnerships with several organisations to display warning pages to intercept possible illegal searches including with – Google, IWF, Adobe, TikTok and others.

Callers/chatters from individuals concerned about their online behaviour



John – Case Study

John contacted the helpline after seeing a splash page whilst looking at indecent images of children. He said his illegal online behaviour started 3 years ago after he was made redundant. He has a wife and 2 children.

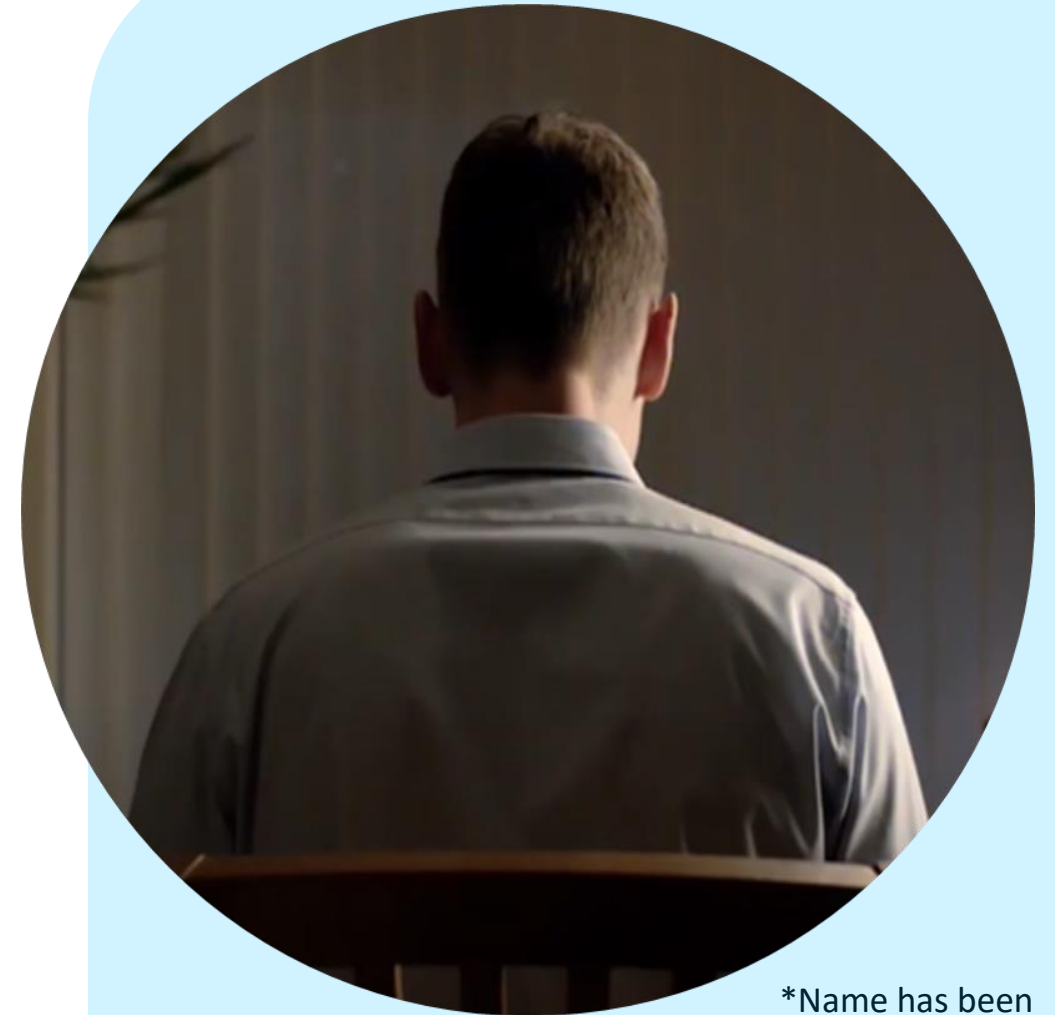
John was feeling very low and admitted drinking daily to cope with his negative feelings.

Agreed actions:

- Not engage in personal care of the children
- See GP about low mood
- Not to go online after 9pm
- Daily walks
- Have 2 alcohol free days per week

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Over several calls to the helpline John's mental health improved and he started working through the self-help material to explore his online offending.



*Name has been changed for privacy

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Emma – Case Study

Emma's husband, Bob, was arrested for accessing indecent images of children. They have a 9 year old son. Bob has a bail condition stopping him from living in the family home. Children Services have made their son subject to child protection plan and contact with Bob is supervised by their paternal grandparents. Emma was very emotional and spoke of her fear that her local community might judge her if they were to find out about her husband's situation.

Agreed actions:

- Self-care advice, such as engaging in hobbies, going for walks with her son and encouraging her to try and take 'one day at a time'.
- Make a list of questions for next meeting with Children's Services to help her understand their involvement
- Look at the Parent's Protect website
- Call the Helpline whenever she needed
- Pass on the phone number to her loved ones who may need support in their own right, including to her husband.
- Consider the Inform programme



Since her first call Emma feels she is now better supported with her own and her son's needs. She feels she can support Bob in the changes he needs to make to lead a positive, safe and offence-free life. Emma continues to work with Children Services and is now able to supervise contact between Bob and the children as her protective parenting skills have developed.

Feedback from our service users

“Absolutely brilliant ... a God-send at a time of huge trauma for the whole family. Professional, reliable, honest and encouraging.”

Parent of a young person who had got into trouble online

“Thanks to your amazing team. I am so grateful for the help I have received to date and the more I can become educated the better version of myself I can become. Your time, information and resources are priceless.”

Adult who had looked at indecent images of children

“Thank you so much for the support you’ve given my husband and myself through a very difficult time. The help you gave was a lifeline for me and my family.”

Partner calling after husband was arrested for sexual communicating with children online

Evaluation of the helpline

NatCen Social Research

2014: evaluation of Stop It Now! UK & Ireland and Stop It Now! Netherlands (Brown et al.,)

Clients' views on helpline service were explored through interviews, focus groups and questionnaires



Understand behaviour can be changed



Strengthening other protective factors



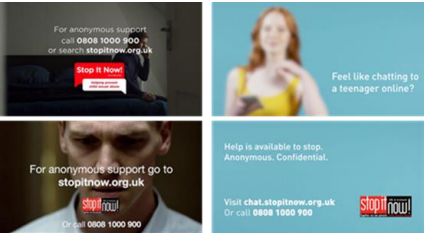
Recognise behaviour as risky



Implement techniques and change behaviour



Concerned about confidentiality



2018 – present: evaluation of deterrence campaign

Surveys through website, helpline; focus groups with helpline advisors



2021: evaluation of the chat service

Review of contacts to chat service

The future:

Evaluation of the online self-help material (Get Help)
Further collaboration with Cardiff University looking at seasonal change, chatters with ASD, partners who report offending

Evaluation of the helpline and self help modules with Michael Seto and Elizabeth Letourneau

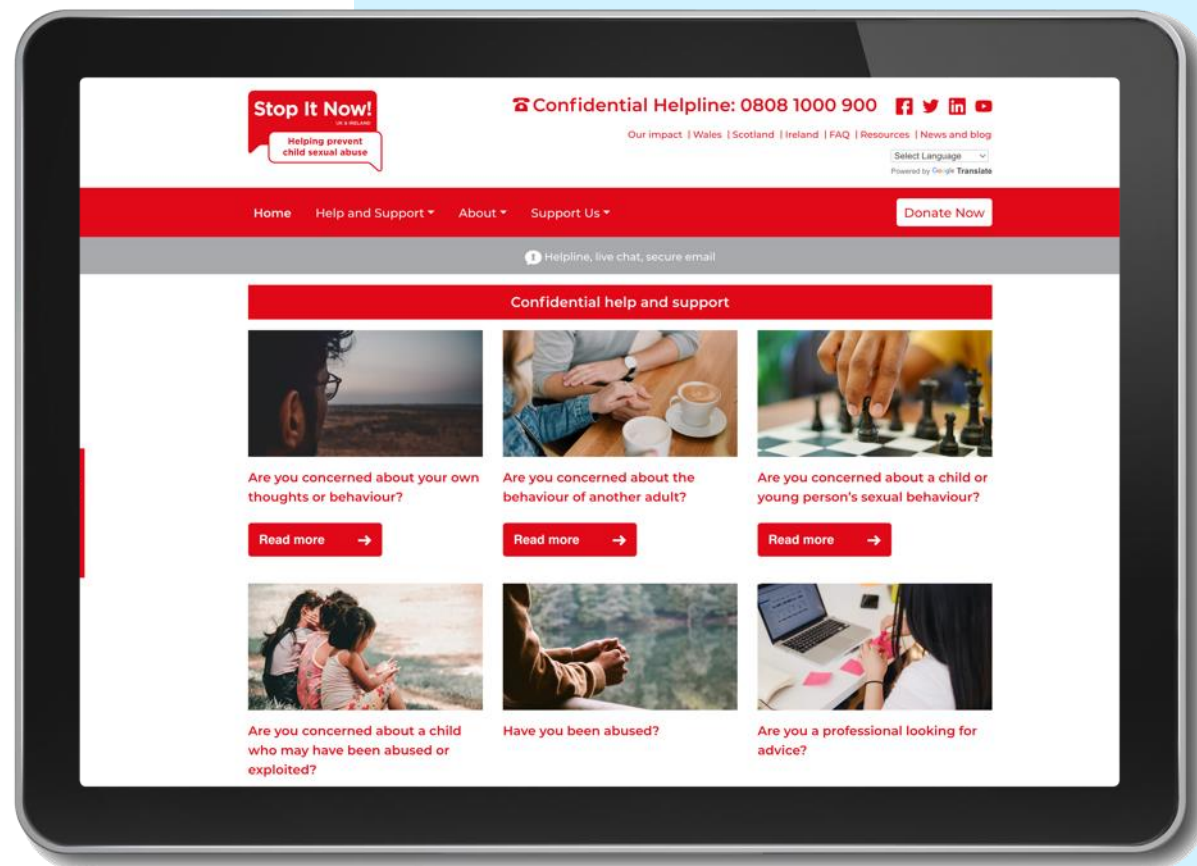
Online information and support

stopitnow.org.uk – the site for our helpline, live chat and online self-help resources

Get Help – self-help for people worried about their own or someone else’s online sexual behaviour towards children.

Get Support – self-help for people worried about their own or someone else’s sexual thoughts or behaviour towards children.

Family and friends forum – peer support for people affected by a loved one’s online sexual offending against children.





Online information and support

parentsprotect.org.uk – gives information, support and advice to families who want to know more about how to keep children and young people safe from sexual abuse, whether or not something has gone wrong.

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Follow on services

Get Help call-backs

- Calls to work through the online self-help modules
- Participants can stay anonymous

Inform+ and Engage+

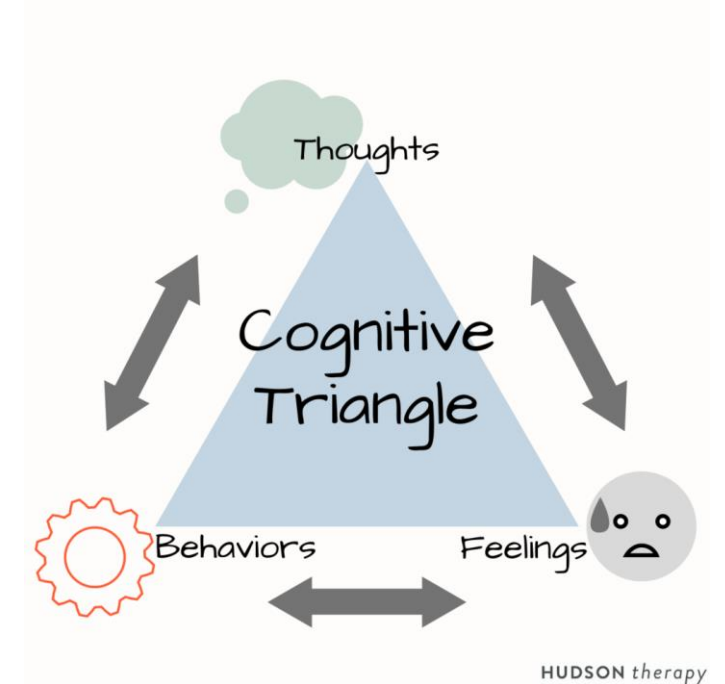
- Suitable for IIOC offenders or communication offences
- 10 weeks long group / 5 sessions individual
- Psycho-educational
- £780

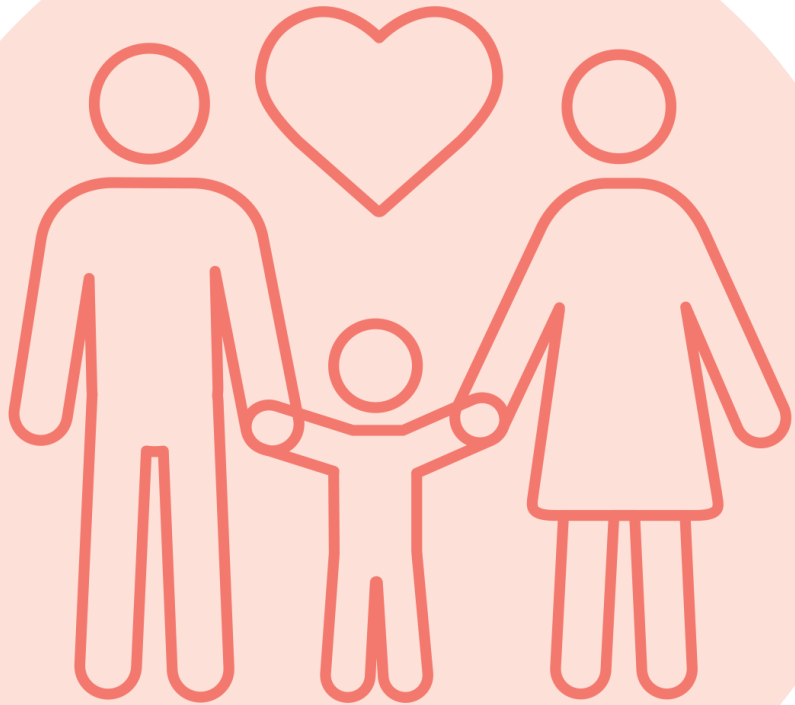
Inform

- Suitable for partners, family and friends of online offenders
- 5 sessions
- Funded

Inform YP

- For under 21's (25 if any learning difficulties)
- YP's who have got in trouble online
- Individual sessions (usually 5)
- Funded





**THE
LUCY FAITHFULL
FOUNDATION**

Working to protect children

Stop It Now!

UK & IRELAND

Helping prevent
child sexual abuse

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