Say No!

Europol campaign on child sexual coercion and extortion online

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Online child sexual coercion and extortion is a crime

Has this happened to you?

SAY NO!

We can help you. You are not alone.

Launched on 19 June 2017
Online child sexual coercion and extortion – looking for your money

Perpetrator’s profile
Usually:
- Both genders
- Members of an organised criminal enterprise
- Operates in teams based in developing countries
- May act at both international and national level
- Targets male victims in countries linked by language
- Does not know the victim in person
- Main goal: to obtain money

Key findings (profiles)
- Sexual motivation
- Commercial motivation

Objectives
- Raise awareness
- Report a crime / Find help

Perpetrator’s profile
Usually:
- Male
- Operates alone but shares/exchanges the acquired content
- May act on both international or national level
- Activity driven by knowledge of languages
- Targets female victims
- May know the victim in person
- Main goal: to obtain sexual material and/or sexual favours offline
ONLINE CHILD SEXUAL COERCION AND EXTORTION – LOOKING FOR SEXUAL MATERIAL

Content is initiated via the internet (social media channels) or mobile messaging applications. The offender may impersonate another child, young adult, or a person in a position of trust in order to gain your confidence.

Hi Mark wants to be your friend.

Accept

Hi, I'm Mark and I'm 15. Nice to meet you!

U r so cute! :) I am so happy I found u Anna... would you send me a sexy pic?

Once the trust is established, the offender will encourage you to create and share sexual photos or videos, or to engage in sexual activity online, which may be secretly recorded. Sexual photos or videos can also be acquired by a perpetrator in other ways, through the use of malware, hacking, or accidental sharing by a victim.

Here it is! Please don't show it to anyone!

It's just u & me, Anna. U know you can trust me...

OMG! What do I do now??!!

The offender will threaten you with posting your images/videos on the internet or sharing them with your friends or family unless you create more material, and/or agree to see them in person, or do something else for them.

Now send me one without the bro or I will share this one with your entire school...

ONLINE CHILD SEXUAL COERCION AND EXTORTION – LOOKING FOR YOUR MONEY

Contact usually initiated via the internet (dating sites, online games, chat forums, etc.) and/or through social media apps.

Better here, more quiet...

Yeah, great profile pic!

Thanks! Hey, add me to ur social network contacts

Like that we'll be in touch ;)

The offender will often impersonate an attractive young person in order to gain your trust.

Great game Rachel!

I have plenty of tips for u, let's chat in private?

Cool, this is my account name

wanna go on cam?

The offender will invite you to move to a more private communication channel. They might ask you to add them to your social network contacts, so that they can access your friends for later use.

Wow, u look great... hmm I'm not sure about the cam

Please, please... so much to show you ;}
The approach

01 Press release
02 Police website
03 Social Media
04 News
05 Schools
06 Supporting partners

- NGOs
- Academia
- Special units
- Helplines
Ny kampagne bekæmper sexkrænkelser af børn og unge

Dyzerum.pl ostrzega: szantaż w internecie wobec dzieci i młodzieży

Say No! - A campaign against

Patricia Peñal @kontrolparental

Con el racism in internet ha surgido un buen problema para los padres: desde la tranquilidad del hogar, y pensando que nuestros hijos están a salvo dentro de su habitación, lo cierto es que podrían estar expuestos a amenazas o a relaciones potencialmente comprometidas. Para evitarlas y para generar los mecanismos de reacción apropiados en los propios niños en caso de producirse un caso de

say no.pdf

20:05 viborg.billingbro

Racism in internet ha surgido un buen problema para los padres. Pensaban que sus hijos estaban a salvo en casa, pero con el uso de internet, la situación puede ser mucho más complicada. La solución es crear conciencia y educación para prevenir daños.

20:05 viborg.sandernes

Con el uso de internet, la situación puede ser mucho más complicada. La solución es crear conciencia y educación para prevenir daños.
Thinking out of the box

IE

Be In Ctrl.
› Customized campaign

School material

EL

+4 Million views
› TV interviews

335 informative conferences

CZ

REKNY NE!
› Movie theaters

Ministry of Interior special award

DŮLEŽITÁ TELEFONNÍ ČÍSLA A KONTAKTY
KDE MŮŽEŠ POŽÁDAT O RADU NEBO O POMOC

- Linka tiskového volání 158 Police České republiky
- Linka bezpečí tel. 116 111, e-mail: pomoc@linkabezpeci.cz, www.linkabezpeci.cz
- Linka právní pomoc: Nadace Naše děti tel. 777 800 002, e-mail: lpp@nadace.cz, www.nadesla.cz
- https://poradna-e-bezpeci.cz/
- https://www.seznambezevecce.cz
- https://pomoconline.safefinternet.cz/
- https://www.stoponline.cz/stoponline/
Case example - DK

01 28 November 2017 – 2 weeks

02 Connection to the announcement of grooming case conviction

03 Landing page under DK police website: www.politi.dk/SigNej

04 Movie + info-comics + Twitter catalogue + flyer on grooming

PARTNERS:
- Save the Children (Redbarnet)
- Children's Welfare (Børns Vilkår)
- SSP system (School - Social Services - Police) (SSP-Samrådet)
- The association School and parents (Skole og forældre)
- The Crime Prevention Council (Det Kriminalpræventive råd)

Movie + info - comics + Twitter catalogue + flyer on grooming

- 28/11 PR grooming case
- 5/12 PR #SigNej day
- 6/12 – DK TRENDING TOPIC!
- 11/12 Facebook live chat – 40K viewers

Save the Children + DK Police + DK media council
Lessons learnt applied

- Design together with the target group
- Peer-to-Peer model
- Holistic approach: addressing parents and teachers as well
- Campaign messages further tailored at national level
- Local input provided for the messenger (police officers, teachers, etc.) to deliver them properly to the target audience
- Presence in youth platforms
- Common branding

(when possible) Link the to operational results for bigger impact

RELEVANT FINDINGS

EUROPOL
Way forward...

The European Youth Day at Europol

1. 20 November 2018
2. 16 October 2019
3. 11 February 2020

Implementation in the Western Balkans

1. EMPACT 2020
2. Slovenia + Croatia + Europol
3. Serbia, Bosnia, Montenegro and North Macedonia
QUESTIONS?

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www.europol.europa.eu/sayno
Network Preventive Model

01 School involved has a complete overview of the preventive project/approach

02 School mentors got the special skills, knowledge or expertise

03 Youth peer leaders got the relevant knowledge and additional skills

04 Peer students better accept and understand opinions given by their peers

05 School may give awards to Youth Peer Leaders

EPE SPACE
3 Offenders Prosecuted
10 Children Safeguarded
193 Images published
24459 Tips received
Since June 2017 until today

On first day
356,000 visits
4,500 tips