

European Crime Prevention Award (ECPA)

Annex I – new version 2014

Please complete the template in English in compliance with the ECPA criteria contained in the RoP (Par.2 §3).

General information

1. Please specify your country.

Finland

2. Is this your country's ECPA entry or an additional project?

country's ECPA

3. What is the title of the project?

Croga.fi - "I take the responsibility" online self-help material

4. Who is responsible for the project? Contact details.

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5. Start date of the project (dd/mm/yyyy)? Is the project still running (Yes/No)?
If not, please provide the end date of the project.

13/5/2011 Yes

6. Where can we find more information about the project? Please provide links to the project's website or online reports or publications (preferably in English).

www.otanvastuun.fi
<http://www.pelastakaaalapset.fi/en/how-we-work/children-and-digital-media/finnish-hotline-nettivihje/>

[Save the Children internal news article attached \(last page\)](#)

7. Please give a **one page** description of the project (**Max. 600 words**)

Otanvastuun.fi is an online self - help material for people who are worried about their sexual interest and/or online behavior regarding minors. The material is based on Croga online self-help material www.croga.org which was adapted into Finnish context. The material can be used anonymously, is easily accessible and cost free, and the use is limited to neither time nor place.

The primary intervention of the material is to stop child sexual abuse from happening in the first place. This is achieved through helping the potential offenders to become aware of their own problematic thinking and behavior regarding children, and being able to choose alternative ways to meet own needs regarding closeness, feeling of being accepted and having power, which often relate to the problematic behavior. Otanvastuun.fi is targeted to people, who have attempted or solicited minors in the internet. It can be used anonymously and independently or with a professional.

The material challenges the misbeliefs and thinking regarding sexual action with minors typical to people sexually interested in children and helps the user to gain control over his/her problematic actions and potentially illegal behavior. The material consists of different sections and guides the user through the issues such as "When to get worried?" (Own behavior), "Online child sexual abuse and Online grooming" and "Mental images and change".

The negative consequences of child sexual abuse on the child victim and on the perpetrator are strongly stressed in the material. The right of every child to grow and develop free from all forms of sexual abuse and violence is likewise highlighted.

Save the Children Finland was responsible for the overall project management and the work was done in collaboration with various national and international experts. They provided important input regarding latest research in the field of child sexual abuse prevention and offender rehabilitation. Offenders sentenced for sexual offences against minors have been consulted during the design of the material and their insights have been very valuable in the process. This method has enabled continuous evaluation and monitoring of the project.

The online self-help material follows the cognitive-behavioral approach, which stresses the importance of recognizing the connection of one's own feelings, thoughts and behavior. Another important approach is the "Good lives" model, which highlights the importance of experiences of closeness, acceptance and power for well-being and introduces responsible ways of achieving these. The web site combines the latest research regarding sex offender rehabilitation to best clinical practices giving a special value to the views of the convicted sex offenders.

I. The project shall focus on prevention and/or reduction of everyday crime and fear of crime within the theme.

8. How does the project contribute to crime prevention and/or to the reduction of crime or the fear of crime? (**Max. 150 words**)

The material introduces a new and innovative approach to child sexual abuse crime prevention by focusing on potential offenders and trying to prevent the child sexual abuse from happening in the first place.

The project does not only provide information about what is illegal regarding online sexual action towards children, but strives to gain lasting changes in the minds and behaviour of the people who are sexually attracted to children, or who due to other reasons, are at risk of conducting harmful and potentially illegal actions towards children online.

The material differentiates between sexual interest in children and sexual action towards children, which is often confused in the media, but is an important distinction to be made regarding people having sexual interest in children, who have not offended.

The public discussion on the project has been constructive and the feedback received from the public and the media has been positive.

9. How is the project contributing to raising citizens' awareness of crime prevention? (**Max. 150 words**)

The self-help material is free of charge and can be accessed by all internet users interested in the subject of online child sexual abuse prevention and aware of the material. There has also been a press conference organized to increase public awareness about the material and the importance of online child sexual prevention. Media interest around the project has been wide, and several comments and interviews have been given on the topic. Large number of presentations and trainings on the topic has also been given to various audiences including health-, social and criminal sanctions professionals, and several trainings are planned in the future targeting police officers, judges and other professional groups. An online media campaign will be conducted towards the end of 2015 targeting the wider target group.

II. The project shall have been evaluated and have achieved most or all of its objectives.¹

10. What was the reason for setting up the project? What problem(s) did it aim to tackle?

The project was initiated due to lack of preventative tools targeting especially people who are at risk of committing a sexual crime against a child online, and

¹ For more information on evaluation, see Guidelines on the evaluation of crime prevention initiatives (EUCPN Toolbox No.3): <http://www.eucpn.org/library/results.asp?category=32&pubdate>

motivated to receive help to change their problematic thinking and behaviour regarding children. An inspiration and starting point for the project was a British croga.org online self-help material, which was adapted to the Finnish context.

The project is introducing a new and innovative approach to tackle and prevent online related child sexual abuse by enabling the potential offenders to increase their self-awareness and thus to better control their problematic behavior. The material is the only one of its kind in Finland.

An awareness raising online campaign will start in October, and so far the feedback provided on the material is limited to partner organizations, professionals working with sex offenders and convicted sex offenders. They have evaluated the material as important and useful.

The web site of the online self-help material has been visited frequently. Since the publication of the material, there are 13108 (10/2014-9/2015) unique visitors on the web site.

The use of the web site is based on anonymity, which restricts the receiving of more detailed information about the users. A more in-depth evaluation of the material will be conducted later this year.

11. Was the context analysed **before** the project was initiated? How, and by whom? Which data were used? (**Max. 150 words**)

Research in the area of online child sexual abuse is limited in Finland. The actors working in the field of child sexual abuse prevention were identified and contacted. Visits were paid to Criminal Sanctions Agency, Forensic Child and Adolescent Psychiatric Unit, Psychology Department at the Åbo Akademi University, Family federation of Finland, and Sexpo Foundation. This provided extensive information about the newest research on sex offenders and offender rehabilitation in Finland and internationally. The Riihimäki Prison was also contacted at an early phase and plans were made on how to engage sex offenders in the project. Project staff participated in two trainings focusing specifically on online child sexual abuse in UK and visited a preventative project "Dunkelfeld" in Germany.

12. What were the objective(s) of the project? Please, if applicable, distinguish between main and secondary objectives. (**Max. 150 words**)

The main objective of the project was to produce online self-help material in Finnish for people who are worried about their sexual interest and/or online behaviour regarding children. The primary prevention was to stop child sexual abuse from happening in the first place by increasing the self-awareness of the potential offenders and by helping them to manage and change their problematic

thinking and behaviour. Secondary target was to have an impact on consumption and decrease the production and circulation of child sexual abuse images in the internet.

13. Did you build in internal goals to measure the performance of the project? If so, please describe at what stage of the project and how you measured whether the project was moving in the planned direction. (**Max. 150 words**)

There were different internal goals used in the project, against which the performance was assessed. These included translating the English-speaking croga.org material into Finnish-language and meeting with the sex offenders and having their views on the material. Based on the discussions with the sex offenders, as well as professionals involved in the project, it became clear that the translated material needed a more in-depth localisation to better fit the Finnish context and to correspond to the latest research and clinical practices regarding preventative work with people at risk of sexually offending against minors online. Further internal goals were building the web site and publishing a pilot online version. Feedback received from the partners at different stages was used as a monitoring tool against which the performance was assessed.

14. Has there been a process evaluation? Who conducted the evaluation (internally or externally?) and what were the main results? (**max. 300 words**) - for more information on process evaluation, see EUCPN Toolbox No.3, p.9-10 & part 2 - section 2A

A continuous evaluation was an integral part of the process due to the active involvement of the sex offenders in the process from early on. Sex offenders were interviewed at the onset, in the middle and in the end of the project, and their feedback was used as monitoring and evaluation tool to keep the project on the right track.

The project partners also assessed the material several times during the process and gave their views on the content. The web site structure was also assessed before the material was put online. The feedback from the sex offenders as well as from the project partners was positive, and the material was assessed as useful.

15. Has there been an outcome or impact evaluation? Who conducted the evaluation (internally or externally?), which data and evaluation method were used and what were the main results? (**Max. 300 words**) - for more information on outcome or impact evaluation, see EUCPN Toolbox No.3, p.7-9 & part 2 - section 2A

An outcome / impact evaluation of the material has not (yet) been conducted. The material was published in January 2015 and it is too early for the impact evaluation.

Following the online campaign later this year, and increasing awareness about the material among the wider target group, there will be an evaluation conducted among the wider target group regarding their views on the online content.

There have been initial discussions with partner organizations about different possibilities for a systematic evaluation of the web site among key target groups. These include convicted sex offenders, professionals working with sex offenders and internet users consuming all kind of online sexual material.

III. The project shall, as far as possible, be innovative, involving new methods or new approaches.

16. How is the project innovative in its methods and/or approaches? (**Max. 150 words**)

Otanvastuun.fi material introduces a new and innovative approach to prevent online related child sexual abuse by focusing on potential offenders and their motives behind harmful and potentially illegal behavior. It helps to find alternative ways to satisfy one's needs and achieve experiences of control, power, respect, acceptance and relatedness, which often relate to problematic behavior. Increased self-awareness and understanding of the negative consequences of certain action and thinking increases motivation to change.

The material utilizes the latest research and best clinical practices regarding working with people at risk of sexually offending against a child online. It also utilizes the self-reflection of the convicted sex offenders, many of whom have gone through a rehabilitation program in the prison and are thus in a good position to think over their past problematic and illegal behavior, and to give suggestions about how to prevent this kind of action.

IV. The project shall be based on cooperation between partners, where possible.

18. Which partners or stakeholders were involved in the project and what was their involvement? (**Max. 200 words**)

The main national partners were Criminal Sanctions Agency providing information on the newest research on motivation and working with sex offenders, Forensic

Child and Adolescent Psychiatric Unit providing information regarding consequences of the sexual abuse on the child and his/her family, Psychology Department at the Åbo Akademi University providing information on the newest research on sexual interest in children, Sexpo Foundation providing information on rehabilitation and therapy of people having sexual interest in children, Family federation of Finland providing information on rehabilitation and therapy with child victims of online sexual abuse, and the Riihimäki Prison, which enabled regular meetings and discussions with the sex offenders, and offered guidance and support throughout the process.

The international partners were Lucy Faithfull Foundation in the UK, which allowed the translation and adaptation of the Croga online self-help material (www.croga.org) and enabled understanding of the motives of online child sexual abusers through trainings. The preventative German project "Dunkelfeld" provided information about the evidence based rehabilitation and therapy methods for people having sexual interest in children. The project was also a partner in the European Union co-funded "Stop it Now" Evaluation EUROPE project, in which two Stop it now! Programs were evaluated and a toolkit was developed to enable programmes similar to Stop it now! to be developed in other European countries. More information about the "Stop it now! Evaluation EUROPE" - project can be found in here: <http://www.stopitnow-evaluation.co.uk/>

V. The project shall be capable of replication in other Member States.

19. How and by whom is the project funded? (**Max. 150 words**)

The project received 7000 euros funding from the Ministry of Justice and 7000 euros from Save the Children Finland. The majority of the funding is spent on building the web site and translation of the material. There has also been substantial amount in-kind funding from Save the Children Finland and partners in the form of work-time and expertise.

20. What were the costs of the project in terms of finances, material and human resources? (**Max. 150 words**)

Funding of 14 000 euros enabled the translation, design and technical implementation of the material.

The adaption of the material into Finnish context required more time and resources than was initially planned, and the project activities were integrated into other child protection programme activities, and divided into several years. All and all, the estimated work time was thirteen person months. The project has evolved beyond the original funding and achieved more than was initially planned.

21. Has a cost-benefit analysis been carried out? If so, describe the analysis, including how and by whom it was carried out and list the main findings of the analysis. (**Max. 150 words**)

No

22. Are there adjustments to be made to the project to ensure a successful replication in another Member State?

A careful context analysis is recommended in order to adapt the material to fit the contexts in other member states, and to ensure a successful replication. Although the topic and methods used in the material are universal, and follow the latest research and best clinical practices worldwide, the ways in which the topics are introduced and discussed may vary across different countries and cultures.

23. How is the project relevant for other Member States? Please explain the European dimension of your project.

Online child sexual abuse is an international concern affecting all countries, and is best tackled by close collaboration and joint efforts between nations. Child sexual abuse material might be produced in one country, but is often circulated internationally, and the investigation requires co-operation between Law Enforcement in different countries. Save the Children Finland is a member of an International Network of Internet Hotlines INHOPE, and maintains a Hotline service for the public to report about illegal online material depicting children. A core idea of INHOPE network is to trace the origin of the illegal material, and to pass the information to that country, where the illegal material is hosted, and further actions can be taken.

In the same way as the illegal online material depicting children is produced and circulated European- and worldwide, there are also users, and potential users, in every member state meaning that the need to prevent the use and circulation of online child sexual abuse material is common to all member states.

Please provide a short general description of the project (abstract for inclusion in the conference booklet – **max. 150 words**).

Otanvastuun.fi is a free and easily accessible online self-help material for people who are worried about their sexual interest and/or online behavior regarding children, or child sexual abuse images.

The material introduces a new and innovative approach to prevent online child sexual abuse by focusing on potential offenders and their motives, and by helping them to change their own problematic thinking and behavior.

The project is (co-)funded by the Finnish Ministry of Justice and responds to the obligation of the European member states to take all actions to prevent child sexual abuse.

Several national and international partners and stakeholders have been involved in the project, of which convicted sexual offenders have had a significant role.

The media coverage around the project has been wide and the feedback has been very positive. The number of the unique visits paid to the web site since its publication Jan 2015 is 13 108.

PREVENTING ONLINE CHILD SEXUAL ABUSE IN FINLAND

28/09/2015



Being innovative is rewarded

A self-help material by Save the Children Finland targeting potential child sexual abuse offenders has been awarded the National Crime Prevention Prize by the Finnish Ministry of Justice. The **"I take responsibility"** - online material www.otanvastuun.fi will represent Finland in the European Crime Prevention Competition in Luxembourg in December <http://bit.ly/1OQWDWa>.

For the first time ever in Finland

This online self-help material strives to reach people who are concerned about their problematic thoughts and online behavior regarding children and need support in controlling and changing their harmful and potentially illegal behavior. Through this tool Save the Children has introduced a new and innovative approach to tackle and prevent online related child sexual abuse. This enables the potential offenders to increase their self-awareness and control their problematic behavior. The material is the only one of its kind in Finland specifically targeting potential online offenders.

Why prevention?

Child sexual abuse is rarely a sudden, spontaneous act, but rather an end result of a process consisting of different phases. A pathway from thinking sexually about a child to sexually abusing a child is long. It is thus important to try to reach people, who have sexual thoughts about children, but who have not (yet) acted upon them.

Various national and international organizations and bodies were involved in the development of the self-help tool. Significant inputs were also made by committed sex offenders, who expressed their insights throughout the process.

Positive feedback

The tool has been well received by all possible parties and audiences. Also it is worthwhile to mention that media coverage has been positive and constructive. Even though child sexual abuse often arouses strong emotional reactions and misbeliefs and prejudices persist, there is an increasing readiness to adopt a more holistic approach towards preventing child sexual abuse. The recognition by the Finnish Ministry of Justice provides a good example of this.

The interface of the self-help web site guides the user through the issues such as **"When to get worried?"** (own behavior), **"Online child sexual abuse and Online grooming"** and **"Mental images and change"**.



If you need more information about this project, please contact [Jenni Häikiö](#), Specialist, psychologist on Children and digital media.