

# EUCPN

EUROPEAN CRIME PREVENTION NETWORK

## Preventing child victimisation the digital age

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01

BACKGROUND



# 01 Background

- EUCPN Toolbox no. 15
- EN – FR – DE – RO
- Romanian Presidency (H1 2019)



# 01 Background

“Due to the increasing spread of the internet, the amount of time children spend online and the huge influence the internet has on children, using the internet in crime prevention becomes a priority. Online awareness raising campaigns, implication of vloggers, social networks or digital games on safety are necessary tools in crime prevention.”



# 01 Background

- Online social media have replaced traditional media
- Online and offline harms and crimes
- Online and offline crime prevention
- Awareness-raising ≠ behaviour change
- Sending messages ≠ being heard



02

SOME STATISTICS

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# 02 Some statistics: sources

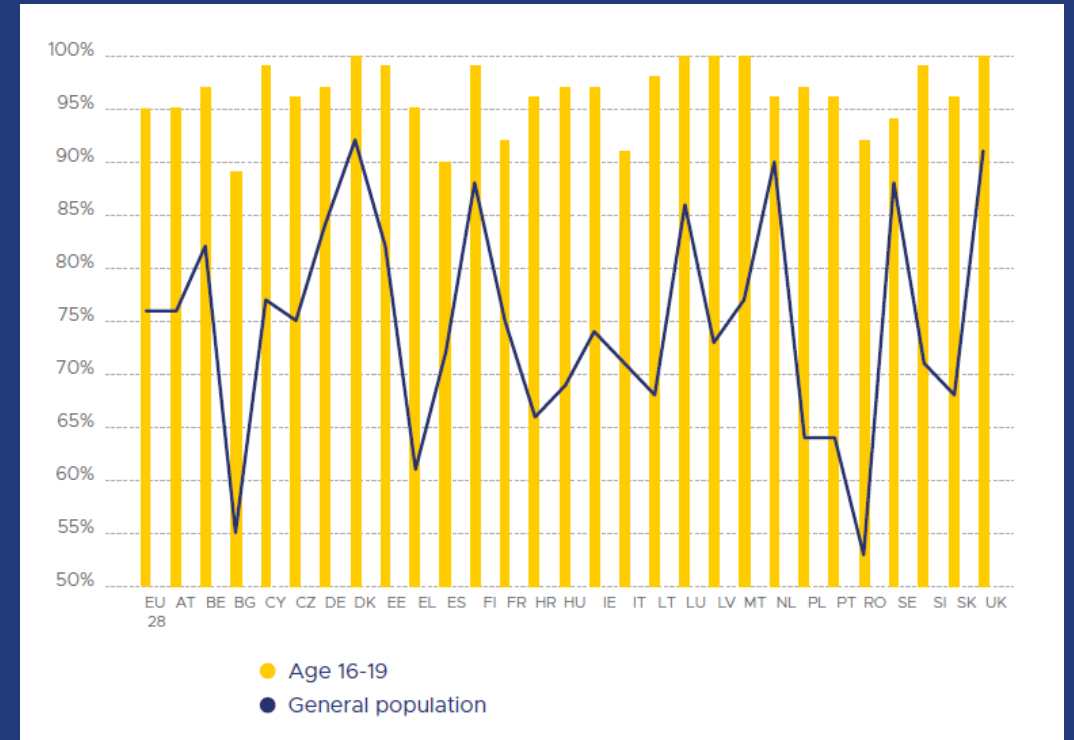
- Eurostat, Eurobarometers, UN → age 16+
- Europol
- EU Kids Online → 2014
- Net Children Go Mobile → 2014
- Better Internet for Kids (BIK)
- Occasional surveys





# 02 Some statistics: internet use

- 95 % of EU 16-19yo use internet daily (2018)
- In no EU Member State is this number below 89 %
- 55 % of 9-16yo had daily internet access in 2014
- In 2014, the average EU kid owned a smartphone from the age of 8
- The onset of regular internet use averages at age 6



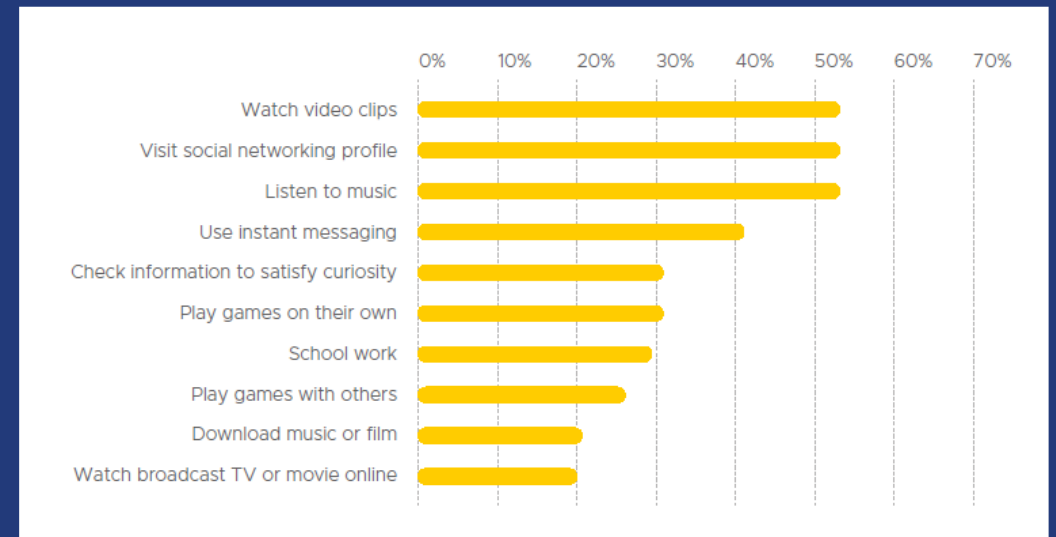
Percentage of the population with daily internet access in 2018 (source: Eurostat).





## 02 Some statistics: internet use

- In 2014, > half of 9-16yo made daily use of the internet for **video - sns - music - im**
- In 2014, **27 %** of 9-10yo and **60 %** of 11-12yo had at least one social media profile
- “New” crimes have popped up (online grooming, sextortion, ...) but **(cyber-)bullying** remains of the highest concern



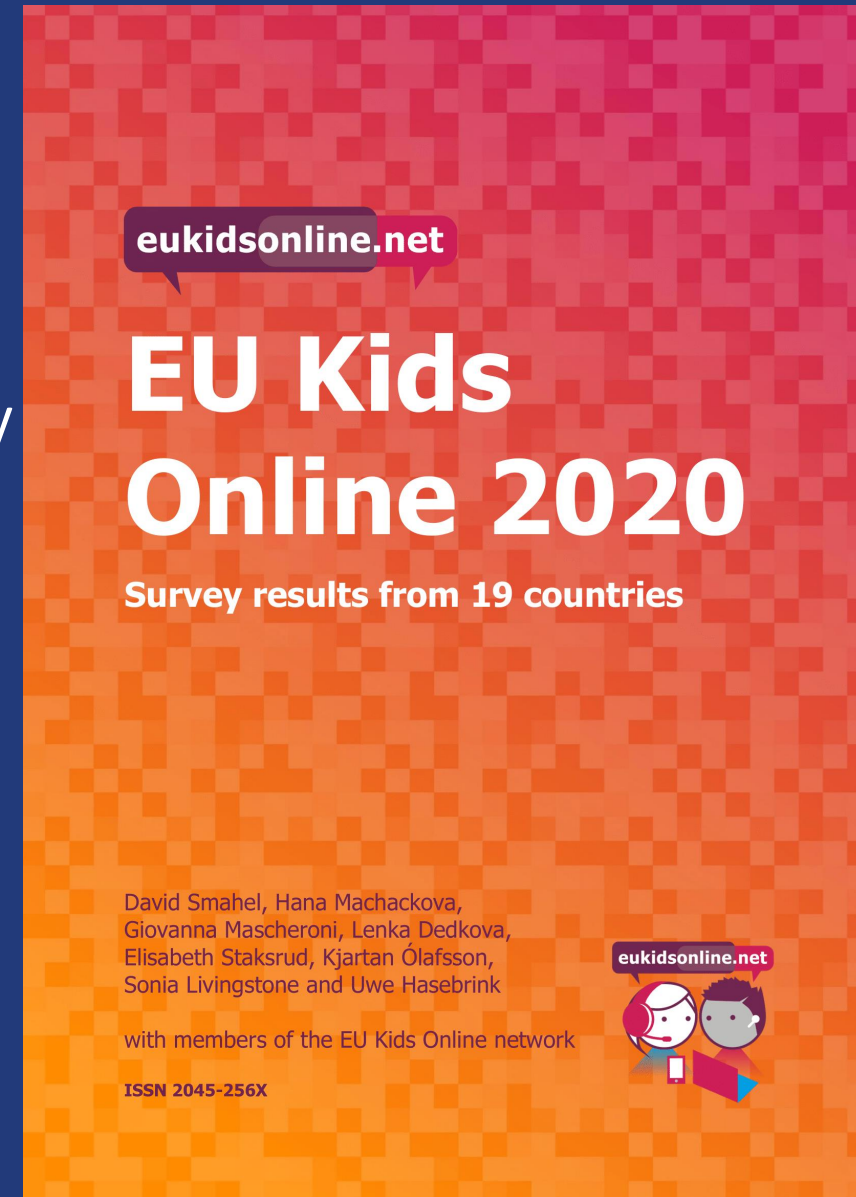
Daily online activities of children aged 9-16, in 2014 (source: NCGM).



# 02 EUKO 2020

The trend towards more mobile internet and social media use persists

- 80 % uses a smartphone at least once a day to access the internet
- Children spend on average 2 (9-11yo) to 4 hrs (15-16yo) online
- 28 % of children aged 9-10 are on social media
- 25 % has had negative experiences online in the past year
- Bullying remains of concern; 4 % reports having their location tracked; 11 % reports personal data misuse



03

# THE TOOLBOX



# 03 The toolbox

- Part I: background
- Part II: good practices
  - Social marketing
  - Social media/digital marketing
  - Serious games
  - Helplines and LEA
- Part III: examples

## 4 factsheets

- Social marketing
- Social media/digital marketing
- Influencer campaigns
- Serious games



02

Children and adolescents spend a lot of time online, in particular on social networks and social media. Crime prevention practitioners running awareness campaigns should go where the kids are: online. However, not all social media campaigns are created equal. Better do it right!

### 1 Pick the right platform

Find out on which social media platforms your target group hangs out the most, and focus your efforts on those platforms.

### 2 Speak the language of the youth

Make sure the language you use in your social media campaign reflects the language use of your target audience, and is culturally relevant to them.

### 3 Make sure videos and images are identifiable

Your target audience should be able to connect to people in your videos and graphics. This is easier to obtain using animation, which is also easier to update or translate.

### 4 Don't waste money

Explore the advertising options of the platforms. Don't pay for platform-wide ads if you only want to reach 13 to 15-year-olds.

### 5 Keep it simple

Keep the message simple; don't cram it full of information which children will never even try to remember.

### 6 Keep it positive

Tell kids what they can do for their own safety. Challenge them. We all know telling them what not to do doesn't work.

### 7 Evaluate

Set goals. Then check whether those goals are reached. Don't keep up a campaign that does not have the desired effect.

### 8 Get help

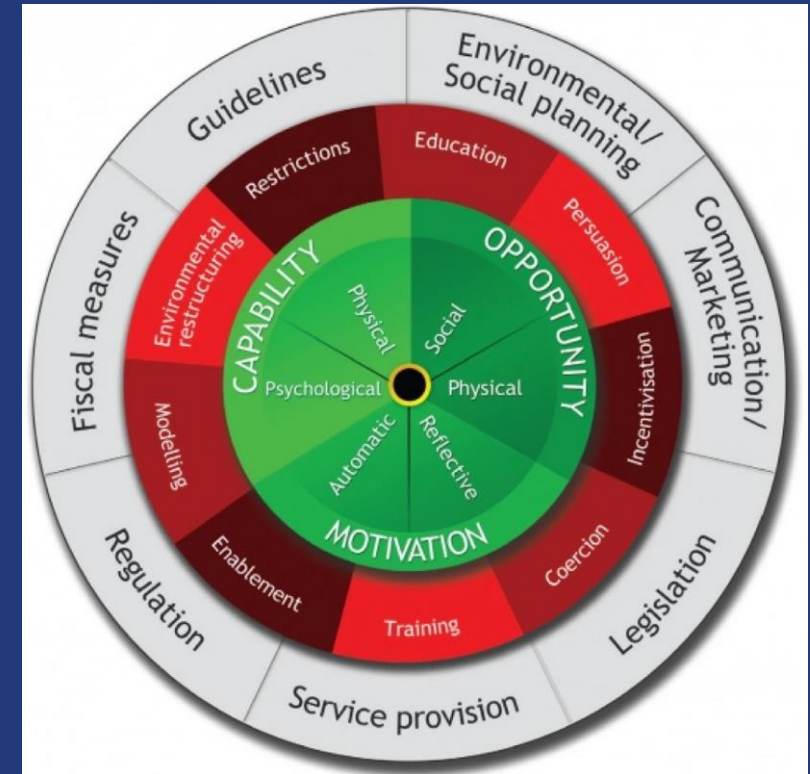
You're a preventionist, not a specialist in digital marketing?  
No problem.  
Hire the services of a professional.

Want to learn more? Visit [eucpn.org](http://eucpn.org)

# 03 Social marketing

Social marketing is the application of marketing techniques for social good

- Track record in public health
- Theory and evidence based
- Behaviour change
- Segmentation & tailoring
- Exchange
- Mixed-method



Behaviour change wheel (Michie et al., 2011).



# 03 Social media campaigns

Children and adolescents spend a lot of time on social media. Social media campaigns have a huge potential, but should be done right!

- New opportunities
- Go where the children are: pick the right platform
- Targeted & tailored
- Positive, simple message
- Platform selection
- Evaluate
- Don't waste money
- Seek professional help





# 03 Influencers

An influencer campaign mobilises an influential person, who then broadcasts the campaign message to her or his followers

- Predated social media, but new impulse on social media
- Efficient way to reach audience
- Influencer selection: know your audience, be sensitive to trends
- Local influencers
- Personal stories are a bonus





# 03 Serious games & GBL

Serious games are games designed for the purpose of broadcasting an educational or persuasive message

- Digital games
- Evidence-based
- Design around clear learning objectives
- Accurate and integrated game design and game narrative
- Embedded in larger approach: discussion
- Promote critical thinking & empathy



# Learn more

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