



## Stop it Now! Helpline plays major role in tackling online sex abuse

Helpline number to be sole source of help for people encountering warnings online.

Recent moves by Government and industry to make the internet a safer place for children has resulted in the implementation of warnings for people searching for child abuse material online.

Search engines Google and Bing are displaying warning messages when terms thought to relate to child abuse material are used. Internet service providers such as BT, Talk Talk and Virgin Media are also displaying warnings for users trying to access web pages already blocked because they host illegal material.

Searchers are being told that they may be about to break the law and that this could have severe consequences for them. They are directed to Stop it Now! for help.

Some warnings went live in mid-September. Others in mid-November. The Helpline has so far taken 13 calls from people who have seen these warnings.

Donald Findlater, Director of Stop it Now! said: "Our research tells us that warnings like these could deter a large number of people away from offending online. Police estimate between 50,000 and 60,000 people in the UK are engaged in illegal online activity annually. But only around 2,500 are arrested each year. Deterring people

will help free up limited police resources so they can focus on the most serious of offenders.'

In July, Prime Minister David Cameron said the country needs to ensure that internet users are blocked from accessing child sexual abuse images and warned. He said: 'Warning pages should tell those who have landed on it that they face consequences, such as losing their job, their family, even access to their children if they continue. And vitally, they should direct them to the charity campaign 'Stop it Now!', which can help them change their behaviour anonymously and in complete confidence.'

MP Claire Perry, special advisor to the Prime Minister on Preventing the Commercialisation and Sexualisation of Childhood told the Daily Mail: 'Deterrent pages like these, that spell out exactly what the consequences might be of viewing this abhorrent material, as well as links to organisations that can provide help, are a really welcome development and is exactly the kind of action that the Prime Minister has been calling for.'

Google and Bing have also said that technological progress is being made with regard to detecting and removing illegal video material from the internet.

## Director's note

As someone interested in preventing child sexual abuse, I hope you find this newsletter interesting and exciting. Even inspiring!

It never ceases to amaze me how it is often the small, seemingly ordinary words or actions of people going about their everyday lives that make a difference as to whether a child is safe. Of course, sometimes those actions are exceptional. I am so very fortunate to work with some exceptional people who are helping to make the sexual abuse of children less of a likelihood. But we have work still to do.

I'm writing from a remote part of Queensland, Australia, visiting isolated communities where child sexual abuse is a major problem and concern. Ideas for prevention are earnestly being sought because, as in the UK, the vast majority of such crimes are not reported; there is no police officer or social worker who will arrest or protect.

Adults are wondering how they can help - not just to respond after abuse, but how they can prevent it. Desperate poverty, poor literacy skills and fractured family structures pose additional challenges, but hope lies in the resilience of children and the desire of so many adults to make sure these children have a bright future.

Stop it Now! has been around in the UK for over 11 years - it feels like we are part of the furniture! However, our future is not certain. Only a few months ago funding from the Department for Education for Stop! England ended. Funding in Scotland and Wales is holding up, but is only certain for the short term. If growth in demand for Stop! services and the exceeding of targets for equipping adults with skills to prevent abuse counted, our national projects and the Helpline itself would be sure of a future. Sadly, these things don't seem to count very much! But with our Helpline being so central to the recent strategies to tackle the massive problem of internet offending, and with the Home Office developing thinking on how to prevent abuse - it is inconceivable that we do anything other than go from strength to strength.

Thank you for your continued support. Thank you Katie Underdown, for your efforts that help to keep us going (pg 7). For all other readers, please DO consider using 'Give as you Live' (pg 8).

As you scrape ice off your windows, I'll go back to my tropical storm! And discuss with Aunty Teresa, Ada and Saga how Stop it Now! might be adapted to work here in Australia.

Donald Findlater, Director of Stop it Now! UK and Ireland

To find out how you can support Stop it Now! and The Lucy Faithfull Foundation call 01372 847160 or visit: [www.stopitnow.org.uk](http://www.stopitnow.org.uk) | [www.lucyfaithfull.org.uk](http://www.lucyfaithfull.org.uk)





# Stop it Now! Helpline and Campaign Ten Year Report 2002-2012

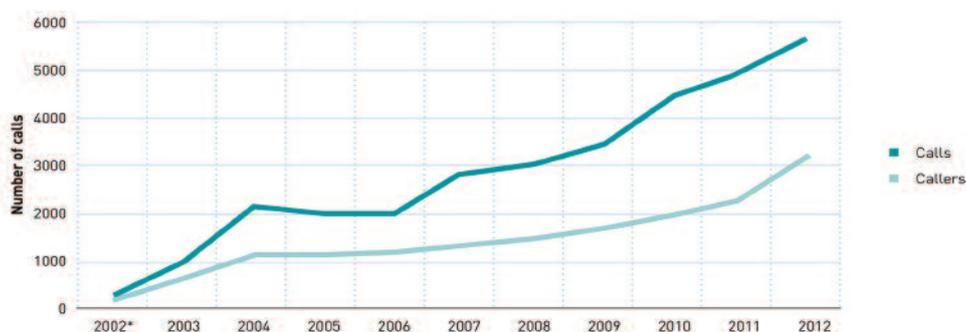
The Stop it Now! Helpline and Campaign has published a report on its first decade of operation. The report is split into two sections, the Helpline and the Campaign.

## Ten Year Report: Part One: The Helpline

Part One of the report covers the operation of the Stop it Now! Helpline. It contains statistics, call examples and information relating to the thousands of people the Helpline has assisted over the years. The report clearly shows how demand for the Helpline has increased year on year with trained operators now taking an average of 550 calls a month.



All calls and new callers to the Helpline, 2002-2012



Adults concerned about their own thoughts or behaviour make up the biggest group of callers (38%) followed by adults concerned about another adult they know (27%). Parents and carers concerned about a child or young person's sexual account for 6% of callers. Other callers include professionals calling for advice (13%), adults concerned about a child who may have been abused (5%) and survivors (4%).

## Ten Year Report: Part Two: The Campaign

Part Two covers the work of the campaign, broken down into nations.

It highlights achievements such as:-

- the creation and distribution of awareness raising materials for parents and carers
- the development and delivery of public education seminars and workshops
- a major programme of work to raise professional practice by training professionals
- the creation of online resources, including an online learning programme for protective adults

The England, Scotland and Wales campaigns also lay out their plans for the future.



"The work of Stop it Now! continues to be at the forefront of activity in the UK to protect children from sexual abuse. The Helpline leads the way in preventing offences from happening. The associated campaign has reached hundreds of thousands of protective adults."

**Baroness Valerie Howarth**  
Member of the House of Lords

Download a copy of the report - [www.stopitnow.org.uk/helpline\\_report.htm](http://www.stopitnow.org.uk/helpline_report.htm)



## Helpline call example: Caller concerned about their own behaviour

### Call Details:

Richard called the Helpline after seeing a warning message on the internet. He explained that he considers himself to have a 'porn addiction' and that a few years ago he had started viewing indecent images of underage girls. He lives with his wife and has two grown up daughters aged 24 and 29, neither of whom have children of their own. He said he had not previously been attracted to children but he had been viewing adult pornography for over 25 years and feels he has been desensitised to the point where he now looks at images of teenage girls.

Richard works from home as a graphic designer and has no contact with children. Due to his home working he has lots of time to himself. He said he has tried, on occasion in the past, to stop but he has always ended up going back to it.

### Discussion and advice:

We acknowledged that Richard had taken a positive step by calling the Helpline

**We discussed the harm that offending of this nature causes to the victims in the images as well as the wider harm to relationships with partners, family and friends**

We discussed the impact that being arrested for his offending could have on himself and his family

**We discussed strategies to help him manage his behaviour, including:- avoiding situations which could involve contact with teenage girls; putting boundaries around his internet use and trying to do the majority of his online work when his wife is home; installing blocks and filter software; and distraction techniques if he was tempted to go online to view pornographic material, such as leaving the house and/or calling the Helpline**

We discussed the help the Stop it Now! Helpline could provide, including further discussions around understanding his behaviour. Richard indicated he was determined to change and would accept all the help available to him

### Actions agreed with Richard over 2 calls:

To modify his use of the internet so that he does not place himself in risky situations

**To consider talking to his wife about his inappropriate and illegal online behaviour so she can help manage his behaviour. To pass her the Helpline number and encourage her to call**

Obtain copies of 'The Porn Trap' and 'In the Shadows of the Net' (books) and visit [www.croga.org](http://www.croga.org), an online self-help tool for internet offenders

**Consider contacting Sex Addicts Anonymous locally for support with regard to his use of adult material**

To stay in touch with the Helpline to follow-up actions and discuss things further

### Outcome:

Richard kept in contact with the Helpline and had a call-back with a specialist Lucy Faithfull Foundation practitioner about managing his behaviour. He talked openly about his use of the internet for looking at adult material and about his more recent behaviour around seeking images of teenagers.

He said that since his first call to the Helpline he had not been online at all for sexual purposes; instead he had been keeping himself busy with home improvements.

Richard talked about the triggers for his behaviour, which included seeing images in magazines or on the television. The Practitioner introduced the idea of 'appropriate' and 'inappropriate' to help Richard sort his thoughts into categories, and Richard said he would begin to apply this to his daily life.

Methods of managing his urges were discussed, including 'urge surfing' followed by positive self-talk, a concept to which Richard reacted positively. He said he was in the process of reading the 'In the shadows of the Net' and 'Porn Trap' and will obtain 'Cybersex Unhooked' as well (a workbook for exploring compulsive online sexual behaviour). He said he was finding the resources helpful in understanding why he may have done what he did. Richard said he was 'almost ready' to talk to his wife, but wanted to finish the books first. He plans to remain in contact with the Helpline.



# Ten things you need to know about Stop it Now! UK and Ireland

Stop it Now! has been at the forefront of work to protect children since 2002

The Stop it Now! Helpline has taken over 30,000 calls from 14,500 people

38% of callers are people concerned about their own behaviour  
27% are adults concerned about the behaviour of another adult  
6% are parents and carers concerned about a child or young person's sexual behaviour.  
5% are callers concerned about children who may have been abused.  
13% are professionals asking advice

All callers are given advice, information and a number of actions to take away which help them protect a child

Calls to the Helpline increase year on year and are now averaging around 550 a month

Stop it Now! has had a campaign presence in all UK Nations over the last few years. These have been supported by the Governments of England, Scotland and Wales as well as sector partners and Local Safeguarding Children Boards

Callers find out about the Helpline from Police (29%) or by visiting one of our websites (21%).

Helplines such as the NSPCC and Samaritans also signpost callers. Members of the public tell others about the Helpline after hearing about it or having found it useful themselves

Stop it Now! is a project of The Lucy Faithfull Foundation and is supported by an Advisory Council made up of voluntary and statutory organisations

The campaign has reached hundreds of thousands of people with prevention messages through seminars, training, online resources and printed materials

## People say about us:

'Over the last 10 years Stop it Now! has been a key player in developing innovative practice and thinking, particularly in relation to the primary prevention of child sexual abuse. Long may its influence and presence continue' - NSPCC

'The overwhelming desire of all survivors is that children do not suffer as they did. Stop it Now! is integral to that goal and we are pleased to stand beside them and their dedicated team' - National Association of People Abused in Childhood

[www.stopitnow.org.uk](http://www.stopitnow.org.uk) | [www.parentsprotect.co.uk](http://www.parentsprotect.co.uk)



# Study reveals older people in Scotland are more likely to spot signs of sexual abuse than younger people and younger people are less likely to take action if they have concerns

The findings of a survey to test the current thinking of adults in Scotland about child sexual abuse – who does it, how they do it, what would be seen as a ‘risk’ and what action would be taken if abuse was suspected – has been published.

The baseline survey was commissioned by Stop it Now! Scotland, the National Programme for the Prevention of Child Sexual Abuse, and Police and was conducted by Advance Behaviour Change in the Tayside area.

Questionnaires were sent to 1200 households, with a 26% return rate. 18 respondents participated in in-depth follow-up face-to-face or telephone interviews. The initial results were analysed by Tayside Police Performance and Planning Unit

**Detective Chief Superintendent Gillian Imery, Head of Public Protection for Police Scotland, said:**

“Child protection is a very high priority to Police Scotland and we welcome the publication of this research by Stop it Now! We recognise that sexual crimes against children are under-reported and it is helpful to understand some of the complex reasons for this.

“Police Scotland works in close partnership with local Social Work Departments, Education, Health, and third sector organisations to improve awareness and to identify all children and young people who may be at risk of sexual abuse or exploitation. The multi-agency approach is crucial. We work together to determine the most appropriate and effective responses to protect children and young people.”

**Stop it Now! Scotland National Manager, Martin Henry, said:**

“Sexual abuse is a real concern among communities and families in Scotland – and rightly so. To effectively tackle the problem we need to understand communities’ concerns and the barriers faced by individuals when considering taking action.

“Prevention efforts in the past have mainly focussed on educating children and young people about ‘risk’ and giving them strategies for dealing with such situations – while this is important, the successful prevention of child sexual abuse depends on adults across communities taking responsibility for identifying behaviours of concern and taking early action to prevent abuse occurring.

“These results are an important step forward in helping to understand public fears and concerns and to engage with the public to help them protect children from sexual abuse. We must be more informed and targeted in how the public are provided with information and the tools to help them protect children effectively in the future. Scotland’s children deserve nothing less.”

## Key findings include:-

The majority of the public underestimated the rate of reported child sexual abuse at 10% of female children and 3% of male children rather than the rate of 20% and 5% suggested by research

**When posed with four possibly abusive scenarios, older people were more likely to identify potential risk than younger people and they were more likely to act on their concerns.**

Based on the same four scenarios, females generally appeared to be more likely than males to believe the child was at risk and also more inclined to act on their suspicions.

**More than seven out of ten respondents would be prepared to take some form of action if faced with any of the described scenarios with the main course of action typically to contact the police in the first instance or to speak to the child’s parent(s).**

The police and Social Services would be the first points of contact for people if they suspected that a child was at risk of being sexually abused but this differed in respect of some of the scenarios provided.

**A number of key barriers emerged when interviewees were asked about what might prevent them from taking action:**

The fear of falsely accusing someone of sexual abuse.

**Perceived personal repercussions, such as personal injury, damage to reputation.**

Lack of evidence or uncertainty around the facts.

**Impact on the child, such as separation from their family and/or community and placed in alternative public care.**

**The report concludes by making a number of recommendations:**

That future information delivery is undertaken in a targeted and planned way. For example, findings indicate the importance of targeting younger people with key messages so they can identify potentially risky situations and feel confident in taking action

**Consideration is given to the need for further enhancing existing public facing resources or creating new resources to support the provision of information, public engagement and the prevention of child sexual abuse in Scotland**

That baseline survey activity is conducted in other areas of Scotland to gather further insights into the views and responses of adults in communities about the prevention of child sexual abuse and sex offending

**For more information, or a copy of the report phone: 0131 556 3535 or email: scotland@stopitnow.org.uk**



# AM supports work with parents and carers in Wales

Assembly Member Joyce Watson has attended a Parents Protect Plus! course in Ammanford which is designed to help parents, carers and guardians protect children from sexual abuse.

Organised by Stop it Now! Wales in partnership with Plant Dewi, the Parents Protect Plus! sessions help adults spot early signs of sexual abuse in children and worrying behaviour in adults, and act upon concerns for children's safety. The Parents Protect Plus! course is made up of one two-hour session per week, for five weeks.

Mrs Watson attended a session on internet safety at Saron Village Hall on Monday, 14 October.

The Mid and West AM said: "Every parent and guardian frets about their child's safety. What this course delivers is practical tips, advice and tools that can help adults protect children. The discussion included a range of information from online grooming to what behaviour is appropriate for children as they get older."

Stop it Now! Wales manager, Rebecca Morgan said: "Our Parents Protect! courses aim to give protective adults the information and confidence they need to protect children. Tragically, barely a day goes by that we do not see or hear a story of abuse. Ensuring parents and carers understand risks, know the signs to look out for in children and adults, and know what to do if they have a concern is paramount to children's safety."

**Course content includes:**  
discussion and information around abuser behaviour including why and how people sexually abuse children  
the barriers to identifying and preventing abuse and how to overcome them  
the behaviours and indicators of sexual abuse  
the positive actions parents can take to prevent child sexual abuse  
internet safety  
sexual development in children and young people



(l to r): Stop it Now! Wales National Manager, Rebecca Morgan, Assembly Member Joyce Watson and Project Worker at Plant Dewi, Sam Duggan.

For more information about Parents Protect Plus! courses visit:  
[http://www.stopitnow.org.uk/wales\\_working\\_with\\_parents\\_and\\_carers.htm](http://www.stopitnow.org.uk/wales_working_with_parents_and_carers.htm)  
or call 02920 481 939

# Parents Protect! website continues to have an impact



Three years on since the Parents Protect! website launched in October 2010 and the site is receiving more visitors than ever. Each month around 35,000 unique visitors land on the site and they are sending encouraging feedback.

**A social worker:**

“ I found this very useful to help support me in my working role but also as a parent. Thank you. ”

**Viewers of our 30 minute learning programme say:**

“ I am now able to see possible risks better than before, I can talk to my children about these issues, talk to other adults in my child's life about these issues and know who to contact for help and advice, I am more aware, but I am more concerned about the risks. I'm not certain any improvement is needed to this video. I feel better equipped to help educate my family. Thank you! ”

“ The information was extremely useful to me as I needed to know why it happened to me when I was 11 and always thought it was my fault but I know now it wasn't. Keep up the good work. ”



## Stop it Now! Wales celebrates fourth anniversary with family fun day

Stop it Now! Wales celebrated its fourth anniversary in July by holding a family fun day in Cardigan. The event, which was held in partnership with Jig-So Children's Centre, attracted hundreds of people.

The day included games, face painting and a design a balloon competition, was held in Cardigan Leisure Centre and culminated in a balloon release. Attached to each balloon was a message with a contact number for Stop it Now! Wales and Jig-So Children's Centre. They cost £1 each and were environmentally friendly. Local Florist, Pink Orchid, donated the helium.

Among those attending were Mid and West Wales AM Rebecca Evans, Chair of the Cross Party Group on Children, Julie Morgan AM, Inspector Angela Reed from Dyfed-Powys Police and Tim Burton Deputy Police and Crime Commissioner.

Julie Morgan AM said: "I'm delighted to take part in this event organised by Stop it Now! Wales. It's so important that the issue of sexual abuse of children is highlighted and brought out into the open so that we can discuss it and debate how we can best come together to stop it."

National Manager of Stop it Now! Wales Rebecca Morgan said: "When we launched in 2009, our public survey told us 70 per cent of people in Wales wanted to know more about child sexual abuse. Since then we have delivered over 400 awareness raising and education sessions and courses to over 4000 parents and carers. Calls to the helpline have increased steadily year on year and we continue to expand and support the current child and family workforces as well as the workforces of the future in taking a pro-active approach to protecting children and young people from sexual harm."



L-R: Linda Grace, chair of trustees Jig-So Children's Centre, Chief Inspector Angela Reed, Dyfed Powys Police, Rebecca Evans AM, Bryony Davies representing Mark Williams MP, Julie Morgan, AM, chair of the Cross Party Group on Children, Rochelle Rich Ceredigion Council social services, Tim Burton, Deputy Police and Crime Commissioner for Dyfed Powys, Councillor Catherine Hughes, Rebecca Morgan, Stop it Now! Wales, National Manager Judith Evans, Ceredigion Council social services, Gweni Rees-Evans, representing Mark Williams MP, Councillor Hag Harries, Brenda Jones, Jig-So trustee



## Half marathon success for Stop! supporter

Katie Underdown is a fundraiser with determination. Previously envious of people that could run, and determined to try, she joined a running group, challenging herself to run 5 miles. After completing that she took part in a 10k and a year on she was successful in the ballot for the 5 mile Olympic Park Run.

Katie says she then set her sights on a half marathon: "I always had the thought of a half marathon on my mind and that's where it stayed for a while. However, the Great Eastern Run was only 11 weeks after the Olympic Run so it allowed for the perfect amount of training time."

In October, Katie completed the Great Eastern Half Marathon in two hours and seven minutes. She has so far raised over £350. If you would like to support Katie, please visit her page here: <http://uk.virginmoneygiving.com/fundraiser/web/fundraiser/showFundraiserPage.action?userUrl=KatieUnderdown&faId=373452&isTeam=false>

Katie said she chose to raise funds for the Foundation because of the amazing work it does: "The Foundation is a very special charity which stands alone in being the only national child protection charity of its kind by being dedicated solely to reducing the risk of child sexual abuse. I visited them and it is very clear they have a ridiculously difficult job to do, as the nature of their work is extremely sensitive and not something anyone wants to think about or acknowledge exists."



# This Christmas use online shopping to support us - without it costing you a single penny!

This Christmas please support the Lucy Faithfull Foundation and Stop it Now! by using Give as you Live as you shop online.

It does not cost you a thing - apart from a few minutes of your time to download it, and then check it is switched on when you shop. The retailer you purchase from donates a percentage of what you spend so it really is a great way to support our work!

Download Give as you Live by following this [link](#) and select The Lucy Faithfull Foundation as the charity you want to raise money for. Each time you shop online, make sure you are signed in and the company you purchase from will donate a small amount of what you spend. Brands including John Lewis, Boots, lastminute.com, Amazon and Expedia have all signed up, all you need to do is get downloading!



## Meet the Stop it Now! management team



### Stop it Now! UK and Ireland Director, Donald Findlater

Donald has been with The Lucy Faithfull Foundation for 18 years and brought Stop it Now! to the UK in 2002.

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### Media and Communications Manager, Deborah Denis

Deborah joined Stop it Now! in 2009.

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### Stop it Now! Helpline Principal Practitioner, Alice Newman

Alice is a Senior Practitioner with The Lucy Faithfull Foundation.

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### Stop it Now! Helpline Co-ordinator, Sue Ball

Sue has been managing the day-to-day running of the Helpline since 2008.

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### Stop it Now! Scotland National Campaign Manager, Martin Henry

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### Stop it Now! Wales National Campaign Manager, Rebecca Morgan

Rebecca launched Stop it Now! Wales in 2009.

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## Get connected!

Check us out on Facebook, Twitter and Youtube by using the links below or searching for us!

### Twitter:

Donald Findlater @donaldfindlater

Stop Scotland! @StopItNowScot

Stop Wales! @StopItNowWales



### Facebook:

[www.facebook.com/stopitnowukandireland](http://www.facebook.com/stopitnowukandireland)



### Youtube:

[www.youtube.com/user/stopitnowukireland](http://www.youtube.com/user/stopitnowukireland)

