



**TEACHERS TOOLKIT**

**CHILD  
SAFETY**

**ON!**

# THIS PROJECT IS SUPPORTED BY



# THANK YOU!



Thank you for downloading this toolkit - you've taken the first step towards helping protect young people online across Europe.

In this toolkit you will find some more information about Child Sexual Abuse Material (CSAM) in Europe and guidance for how you can help support the campaign to stop it - including content that you can share on social media.

It is crucial for us to demonstrate to members of the European Parliament that there is public support for this legislation - and following the steps in the toolkit will help us do just that.

If you have any questions, or need anything else, please get in touch with us on

[ChildSafetyOn@purpose.com](mailto:ChildSafetyOn@purpose.com)

Thank you for all of your support.

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**“UPHOLDING AND PROTECTING  
CHILDREN’S RIGHTS ONLINE AS  
WELL AS OFFLINE IS ESSENTIAL  
TO THE WELL-BEING OF OUR  
SOCIETIES.”**

Dubravka Šuica

Vice President of the European Commission  
for Democracy and Demography





# INTRODUCTION



The victims of online sexual abuse are right in front of you.

In 2021 an estimated 85 million images and videos of child sexual abuse were reported online worldwide.

And shockingly, Europe has become the epicentre of this issue.

Research shows that an average school classroom of 20 children may have as many as 13 children who have experienced a form of online sexual harm.

Thankfully, a solution to online sexual abuse is right in front of us.

A new law is being considered by the EU that would help stop child sexual abuse.



This law would force companies like Meta, Tik Tok & Google to identify, remove, and report any child sexual abuse material on their platforms.

Crucially, those companies will also be held accountable for failing to protect children from sexual exploitation and abuse.

A recent poll\* shows that the majority of Europeans (68%) say they would support the proposed legislation, but we need your help to make this support clear to members of the European Parliament.\*

Source:

[What do EU Citizens think of the balance between online privacy and child protection?' - Defence for Children' Report ECPAT the Netherlands + ECPAT International - 2021](#)



## FACTS FOR YOU TO KNOW ABOUT CSAM

**72% OF ALL REPORTED  
CSAM IN 2021 WAS HOSTED  
IN EUROPE**

**BIG TECH COLLECTS  
72,000 DATA POINTS  
ON CHILDREN BY THE  
TIME THEY'RE 13**

**AS MANY AS  
13 CHILDREN  
IN AN AVERAGE  
CLASSROOM MAY HAVE  
EXPERIENCED A FORM OF  
SEXUAL HARM ONLINE**



**TAKE ACTION**



Learn more about how online sexual abuse material is harming young people, and what this legislation will do to protect them



Sign the petition in support of this new law



Chat in the staff room and help spread the word about how teachers can work together to protect their students by helping to pass these laws in Europe



## LEARN MORE

To learn more about how online sexual abuse material is harming young people and what the legislation will do you can click [here](#).

We've pulled together all the resources that you'll need.

→ Click [here](#) to get the facts

### LEARN FACTS ABOUT THE LAWS

Some groups are intentionally misleading you about what these proposed laws mean for Europe. Share these facts below to help us spread the truth.



#### WILL THIS LEGISLATION BE EFFECTIVE IN STOPPING THE SPREAD OF CSAM?

Detection can help dramatically stop the spread of child sexual abuse material online, as part of a toolbox of solutions needed to tackle this complex crisis. In 2021, detection efforts slowed down as the legal basis for detection expired. As a result, the number of incidents of reports went down, despite the fact that data on the volume of abusive material increased.

Increasing detection efforts means more being found, removed and reported, which increases children's online safety. It's simple as that.



#### WILL THIS PROPOSAL LEAD TO ALL OF MY MESSAGES BEING SEEN?

The short and fastest answer is no. Tools that detect child sexual abuse material are built for purpose, detecting only offending material. They are able to detect the needle in the haystack and that's it.

What's more, the legislation sets out a safeguarded usage process through reorganisation of private companies, public authorities and the courts. This approach ensures only offending material is flagged and removed, keeping children and survivors safe from online abuse.



#### WILL GROOMING DETECTION TECH FALSELY DETECT CONVERSATIONS OF VICTIMS CONFIDING ABOUT THEIR ABUSE?

Grooming and reporting conversations are fundamentally different and there is technology existing that can detect the differences. So, there will be no confusion between facilitating and stalling sexual abuse.



## SIGN THE PETITION

The easiest way to show your support for the legislation is to sign the petition.

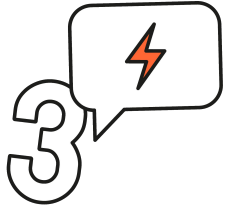
Your **signature** will show decision makers that you care about this issue and want the legislation to pass.

→ Click [here](#) to Sign now!

Download and share this tile on social to spread the word and help grow the cause.





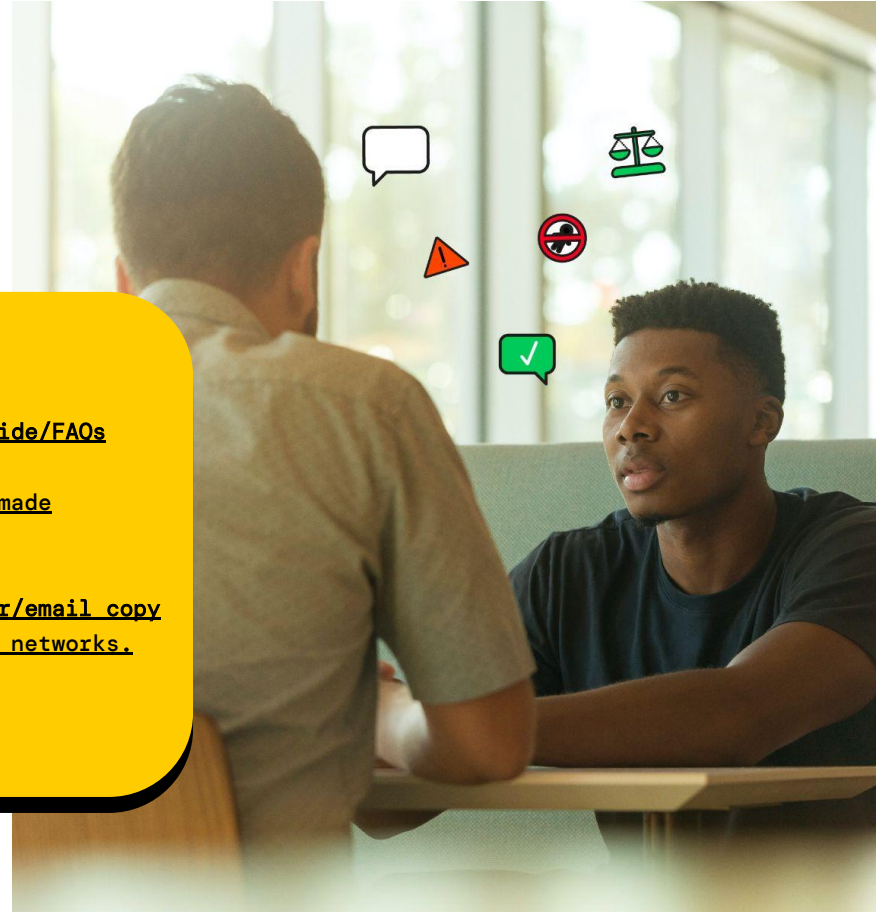


## CHAT IN THE STAFF ROOM

Help spread the word about how teachers can work together to protect their students by helping to pass these laws in Europe -

here are some handy links to help guide your conversations.

1. [We've created a Conversation guide/FAQs](#)
2. [Share some pre-made social content](#)
3. [Handy Newsletter/email copy to send to your networks.](#)



# EMAIL SIGNATURE

Add the campaign to  
your email signature  
using the image below  
and this link:

[https://www.childsafet  
vineurope.com/](https://www.childsafet<br/>vineurope.com/)

All language versions  
can be downloaded from  
this [link](#)

**LET'S WORK TOGETHER TO ENSURE THAT THIS  
NECESSARY LAW IS PASSED ACROSS EUROPE  
TO PROTECT OUR STUDENTS ONLINE.**

[childsafetyineurope.com](https://www.childsafetyineurope.com)

Sign the petition

**CHILD  
SAFETY  
ON!**



**SOCIAL MEDIA**

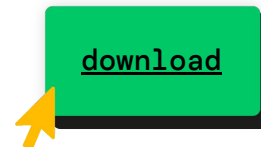
Show your support for the campaign by sharing one of these tiles on your social media.

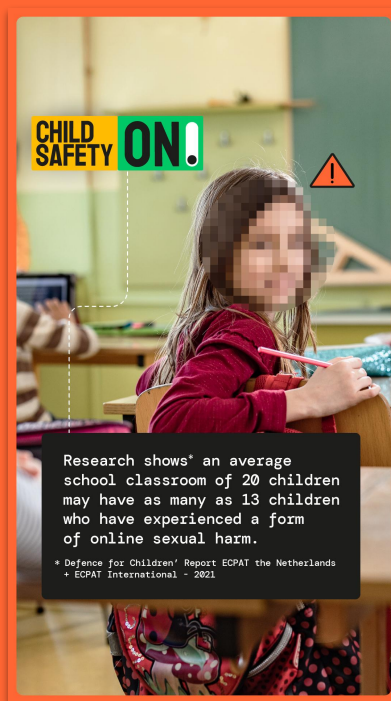


Suggested caption for your post:

"I'm turning **#ChildSafetyOn**.

The victims of online child sexual abuse are right in front of you - and so is a solution. Learn more, and show your support at [www.childsafetyineurope.com](http://www.childsafetyineurope.com)."





Assets to suit all platforms  
can be downloaded too!

[download](#)



Here are some  
explainer videos for  
the campaign you can  
share with your  
networks!

[download](#)





# CONVERSATION GUIDE

# HOW TO HAVE THE CONVERSATION

Having a conversation with somebody you work with can be tough - but this guide will help to make it as easy as possible for you. Below are five steps to follow when helping spread the word about this campaign:

## MAKE SURE YOU'RE COMFORTABLE:

Choosing when, where, and who to have a conversation with can be hard.

We suggest you do it at a time and place that non-work related conversations would typically be appropriate.

If it doesn't feel safe, trust your gut and save the conversation for another day.



## LET THEM KNOW ABOUT THE CAMPAIGN:

Let them know that you have come across a campaign recently.

Maybe you saw us on social media, on a podcast, or in the news. Wherever it was, use that as the entry point.



**SHARE THE FACTS:**

The most important fact you want them to remember is that "Research shows that an average school classroom of 20 children may have as many as 13 children who have experienced a form of online sexual harm".

Get to this early in your conversation after you've let them know about our campaign.

**SHARE THE SOLUTION:**

The facts alone can be harrowing - so make sure to follow up with the solution.

Letting them know that there is a new law being considered by the EU that would help address this issue will help to motivate them towards action.

**ASK IF YOU CAN SEND THEM THE PETITION:**

The purpose of this conversation is to spread awareness and drive further action.

So now is the time to let them know about the petition on our website.

# DO'S & DON'TS



## DO Approach carefully:

Everyone will have a different lived experience with abuse. Stay aware of how you and your colleague are responding to the conversation and exit if necessary.



## DON'T Get into an argument:

If you get the sense that the conversation could be heading towards an argument, exit the conversation.



## DO Acknowledge any gaps in your knowledge:

You aren't expected to be an expert on this topic - nor do you need to be! If you get asked any tough questions that you don't know the answer to, acknowledge it.



## DON'T Dismiss concerns:

The legislation is complex and everyone will have different perspectives. Allow people to ask questions and encourage them to do their own research.



## HOW TO SPREAD THE WORD ONLINE



If having a face to face conversation is not something that you are comfortable with, another great way to help spread the word of this campaign is to share blogs, newsletters or posts on any school forums that you have access to. Below you'll find some copy that you can use:

"Hi everyone,

As you are aware, a new law is being considered by the EU that would help end online child sexual abuse.

Alongside a coalition of other child rights groups, we are launching the Right In Front Of Us campaign. We are calling on teachers to show their support for proposed legislation that will help end online child sexual abuse.

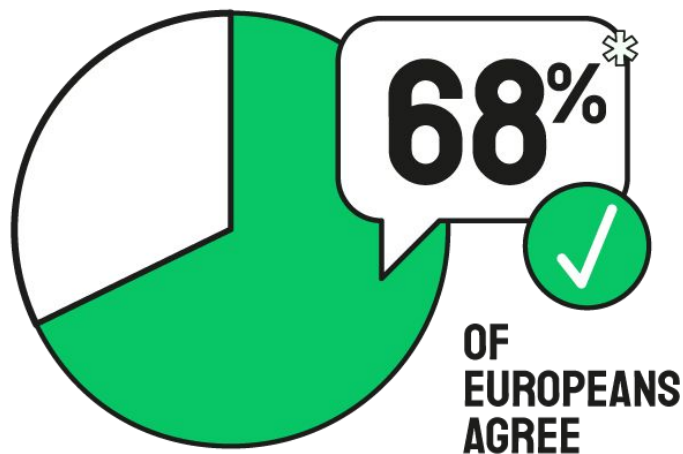


*Here's a bit about the campaign:*

*As a teacher, the victims of online sexual abuse are right in front of you. In 2021 an estimated 85 million images and videos of child sexual abuse were reported worldwide. And shockingly, Europe has become the epicentre of this issue.*

*Research shows that an average school classroom of 20 children may have as many as 13 children who have experienced a form of online sexual harm.*

*Thankfully, a solution to online sexual abuse is right in front of us. A new law is being considered by the EU that would help stop child sexual abuse. This law would force companies like Meta, Tik Tok and Google to identify, remove, and report any child sexual abuse material on their platforms.*



Crucially, those companies will also be held accountable for the harm that material causes young people.

A recent poll\* shows that the majority of Europeans (68%) say they would support the proposed legislation, but we need your help to make this support clear to members of the European Parliament.

If you would like to learn more about the campaign and sign the petition you can do so [here](#)."

\* "What do EU Citizens think of the balance between online privacy and child protection?" - Defence for Children' Report ECPAT the Netherlands + ECPAT International - 2021



## SHORTER VERSION

*Alongside a coalition of other child rights groups, we are launching the **Right In Front Of Us** campaign.*

*We are calling on teachers to show their support for proposed legislation that will help end online child sexual abuse.*

→ Click [here](#) to learn more about the campaign.

**IF YOU NEED ANY GUIDANCE OF SUGGESTIONS ON  
HOW TO ACTIVATE YOUR CAMPAIGN,  
PLEASE REACH OUT AND CONTACT:  
[CHILDSAFETYON@PURPOSE.COM](mailto:CHILDSAFETYON@PURPOSE.COM)**

