

# Preventing Sexual Abuse Online – Stop it Now!

## Leaflet for Parents and Carers

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### What? – The aim of Stop It Now!

The Preventing Sexual Abuse Online- Stop It Now! Campaign aims to help those worried about someone else's, or their own online behaviour, by providing online resources and an anonymous helpline. The campaign aims to drive home to people who (may) sexually harm that:

- Looking at indecent images of or engaging in sexual conversations with children causes real harm to real children
- There are serious consequences for those who view indecent images of or have online sexual conversations with children
- Help is available and change is possible.

### Why?

- The Preventing Sexual Abuse online – Stop it Now! Campaign aims to help those worried about someone else's or their own online behaviour by providing online resources and an anonymous helpline.
- We understand that child sexual abuse is something we'd rather not think or talk about – but we believe that the best way of protecting children is for adults to do just that. By not being afraid to talk about the issues, we become much better able to understand the steps we can take to keep our children as safe as possible.

### Who?

There are many agencies across Stoke and Staffordshire who are supporting the campaign including:

- Staffordshire Police
- Together for Childhood
- NHS
- Local Authority
- Staffordshire Police, Fire and Crime Commissioner

### How - Online Safety

We all use the internet, children aged 5-15 spend, on average, 14 hours a week online - just over two hours a day. Websites and apps are constantly changing and it can be difficult to keep up with an ever-changing digital world. Keeping children safe online is not that dissimilar to keeping them safe offline.

### What can Parents and Carer do?

- Talk about your child's thoughts are about what is normal for online and what behaviour they expect from others and themselves
- Encourage them to think critically and question what they see online. Where do they get their information from, what do they know about fake news, fake followers and scams? Help them to develop a healthy suspicion of if people are who they say they are
- Share your knowledge and experience of relationships – for instance sometimes people seem nice at first but they then turn out mean. Let them know you are aware of this and they can talk to you if this happens to them and that you won't panic or punish them if they do
- Show them how to report worrying behaviours they might see online – e.g. via CEOP  
<https://www.ceop.police.uk/safety-centre/>

## Parent Protect

# Parents Protect

Together we can prevent  
child sexual abuse

Parents Protect – [www.parentsprotect.co.uk](http://www.parentsprotect.co.uk) is a website created by Stop it Now! and the Lucy Faithfull Foundation that aims to raise awareness and encourage early intervention to the problem by all adults, including abusers themselves.

The website:

- Hosts a 30 minutes learning programme that explores key issues
- Shows how to create a family safety plan with simple steps you can take immediately to create a safer environment
- Helps you to start important conversations with your child and other adults
- Explains dangers posed by the internet and how to minimise risks to children
- Gives sources of help and tells you who you can talk to if you are worried

## What if I'm concerned about my child's behaviour?

Harmful sexual behaviour (HSB) is a term used to describe sexual actions that are outside what is safe for a young person's stage of development. It includes actions that can harm either the child or young person themselves or another person. It can include:

- Frequently and intentionally accessing age-inappropriate sexual material online
- Using inappropriate language
- Undertaking mutual sexual activity they are not ready for with peers
- Sending and receiving illegal images
- Sexual interactions where there are significant power differences, lack of consent, or with forces or threats
- Engaging in abusive or sexually violent sexual behaviour online or offline

If you have any concerns please call the Stop it Now! confidential helpline 0808 1000 900 or visit [stopitnow.org.uk](http://stopitnow.org.uk)

## Remember:

- Viewing sexual images of under 18's is illegal – this includes if the person has taken the image themselves.
- The creation and viewing of these images cause great harm to victims
- There are huge consequences to the viewer and their family
- Effective and confidential help to stop is available through the Stop It Now! helpline and online self-help resources

## Places of Support:

**Parents Protect** – [www.parentsprotect.co.uk](http://www.parentsprotect.co.uk)

**Stop it Now! Helpline** – 0808 1000 900

**Report Remove** - [www.childline.org.uk/info-advice/bullying-abuse-safety/online-mobile-safety/remove-nude-image-shared-online/](http://www.childline.org.uk/info-advice/bullying-abuse-safety/online-mobile-safety/remove-nude-image-shared-online/)

**Childline** – 0800 1111 or [www.childline.org.uk](http://www.childline.org.uk)