



CEOP
Education from
the National
Crime Agency

Parent and carers

A CEOP Education Ambassador training session

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Introduction

Child Exploitation and Online Protection
Command

Part of the National Crime Agency (NCA)

Law enforcement agency specializing in
protecting children and young people from
sexual abuse, grooming and exploitation
online and offline.



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Truro School CEOP Ambassadors



Mrs Amy Holman
Head of PSHEE

Previously spent 10 years working in advertising and digital marketing.

Experience working with social media companies and a range of charities and organisations.

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Mrs Felicity Thurlow
Currently: Head of Lower School

Previous role in research in child development

Teacher of Psychology since 2013

Head of Year for over six years

Experiences of working with a range of charities and organisations

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CEOP Education

The programme aims to:

- increase professionals knowledge of online child sexual abuse and how to respond to it – through education and safeguarding.
- increase children's knowledge, skills and resilience, making them safer online and ensuring they know how to seek help when they need it.
- give parents and carers the knowledge and skills to help their children be safer online and know how to seek help when they need it.



About us

CEOP Education is part of the National Crime Agency's response to online child sexual abuse

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CEOP Education Values

The CEOP Education programme is founded on six values to ensure safe, effective and child-centred delivery of online safety education.

1. Safeguarding first
2. Approach from the perspective of the child
3. Promote dialogue and understanding
4. Empower and enable children and young people
5. Never frighten or scare-monger
6. Challenge victim blaming attitudes



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Online child sexual abuse

Child sexual abuse is when another person, an adult or another child, forces or manipulates a child or young person to take part in sexual activities.

Sexual abuse can take place online and technology can be used to facilitate offline abuse.



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What we will cover



Session 1 Introduction	Session 2 What helps, what hinders?	Session 3 What children and young people want and need from parents and carers	Session 4 Top tips for parents and carers	Session 5 Summary
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What helps, what hinders



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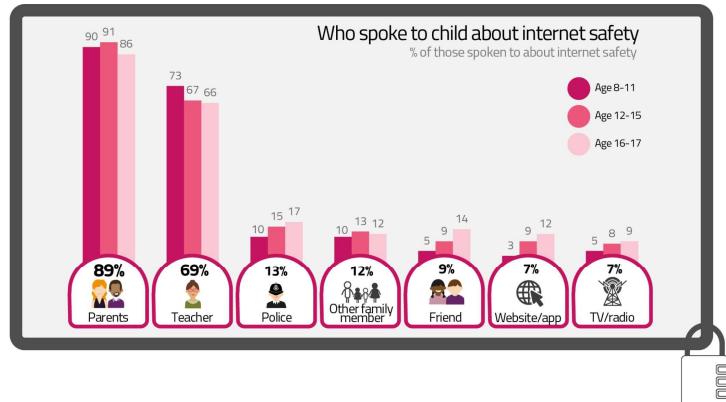
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WHAT DOES RESEARCH TELL US?

Most children are being spoken to by a parent or carer.

- Children were most likely to have been spoken to by a parent (89%) followed by a teacher at school (69%)
- 86% of parents have spoken to their child at least once about safety online. 50% said they talk to their child at least every few weeks.

1 in 6 parents and carers aren't talking to their children about online safety.



Sources: Children and parents: media use and attitudes report (Ofcom, 2022)

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Strategies used by parents and carers

- asking their child what they had been doing online (60%)
- checking their browser or device history (34%)
- talking to them and setting rules about device use (59%)
- using parental controls built into the device (31%)
- using content filters provided by the broadband supplier (27%)



Sources: Children and parents: media use and attitudes report (Ofcom, 2022)

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What do you already do as a parent or carer that works well when it comes to supporting your children with being safer online?

Activity



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The challenges of online safety

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- Feeling overwhelmed by online risks and pace of changes in technology and social media.
- Fear of the topic area or belief it won't happen to their child.
- Believing their child is too young to learn about it.
- Their own experiences of child sexual abuse or harm online.
- Believing that their child knows enough or more than them already.



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Why parents and carers don't talk to their child



- three quarters of parents of 3-17 year olds (76%) feel they know enough to keep their children safe online
- nearly a third (30%) believed their kids were too young to discuss it
- 21% think their child knows all there is to stay safe online
- 20% said they have had some conversations about it in the past and don't see the need to have more.

Sources: Children and parents: media use and attitudes report (Ofcom, 2022),

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We want to help you to...

- have everyday conversations with your child to support them to be safer
- know where to go to find further information about wider online safety
- know what to do if you're concerned about your child or the way someone is interacting with them online.



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PSHEE topics

Year 7

- Safe Online relationships
- Evaluating Online Consent
- Healthy habits: Healthy and unhealthy Gaming

Year 8

- The media and idealised or artificial body shapes
- Deep fakes and Grooming
- The ways in which industries and advertising can influence health and harmful behaviours
- Sharing sexual images

Year 9

- How to distinguish fact from fiction online and Risks of online relationships
- Employability and online presence
- Media reliability



Year 10

- Deep Fakes
- Cyber Crime
- Addressing extremism and radicalisation
- Pornography

Year 11

- Domestic Abuse
- How data may be used with the aim of influencing decisions, including targeted advertising and other forms of personalisation online; strategies to manage this

All years are taught about consent

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What children and young people want and need from parents and carers



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The Big Ask 2021 – children want to feel safe

'Children want to feel safe online. They want to be able to have the same protections in a virtual world...children were also asking for more support in this space'.



The Big Ask, Children's Commissioner, 2021



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Online safety should start from a young age



'I don't feel I was informed of my online safety from a young age and that it was considered a priority.'

Technology and social media are constantly developing, so why aren't our laws and protections for children on these platforms updating with it?'

Girl, 14

The Big Ask, Children's Commissioner, 2021

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Supportive parents create good home life and wellbeing

'Children acknowledged the benefits of parents enforcing rules for keeping them safe, such as online controls, but they also felt that parents should trust their children and not be overly restrictive or punish too harshly, as this can affect a child's willingness to engage and be open with them'.



Children's views on well-being and what makes a happy life, UK, Office for National Statistics, 2020

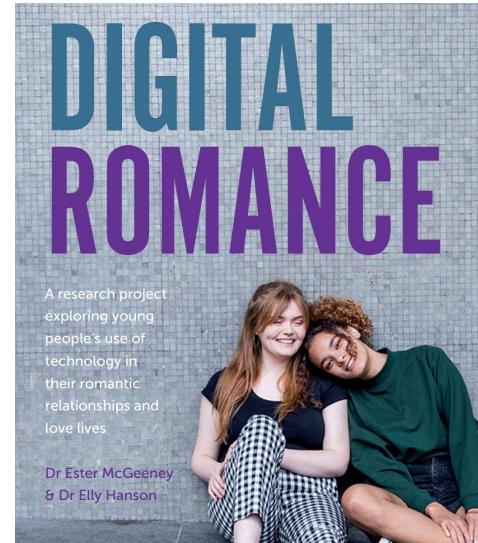
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Digital Romance

- develop close bonds with their children to create open and trusting relationships
- less threats and punishments
- have everyday conversations about [online] relationships

“ Stop being awkward and uncomfortable about it! Be honest. Talk about your own experiences



Digital Romance, CEOP Education and Brook'2017

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What children need from parents and carers

- Children need to get online safety messages from a young age
- A building block approach supports children to build on their knowledge and skills
- Messages should be age appropriate to support their development



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Secondary-age



10 to 13 years

- Very aware of social pressure and expectations.
- Still trusting of the information they are presented with
- Aware of what is 'cool' or not
- Increased awareness of self image, and using online to explore identity
- Don't consider long term consequences
- Look for immediate rewards



Majority of children under 13 have at least one social media profile



Over 50% use Tik Tok to view and create videos



Over 80% use messaging sites and apps



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Secondary-age



14 to 18 years

- Significant psychological changes and critical stage of mental and physical development
- Often think the risk of harm doesn't apply to them.
- They may be choosing to access adult content
- Highly dependent on peers for a sense of wellbeing and need to feel part of a group
- Will be exploring their sexuality and testing out relationships



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16% of 8 to 17 year olds
chatted to people they
didn't know whilst playing
games

More than 97% use
messaging sites and apps

More than 91% have a
social media profile

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Age appropriate apps

All of these are officially age 13:



Instagram



Tik Tok



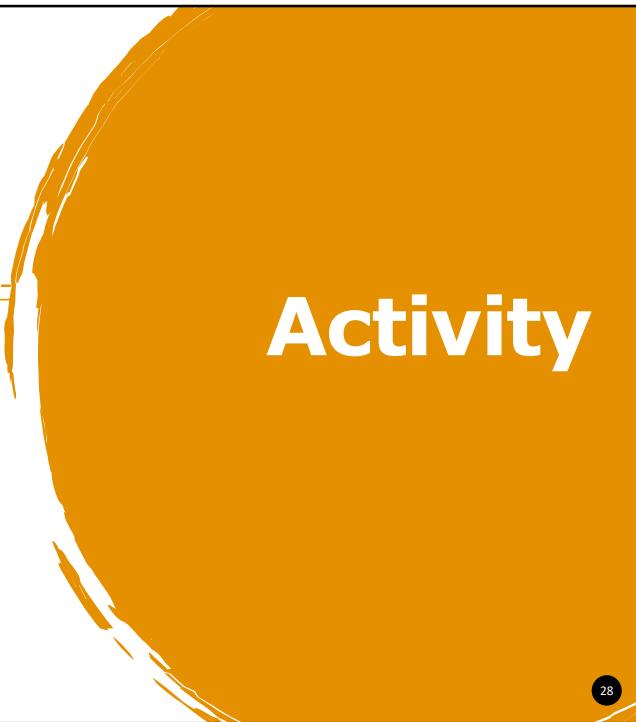
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Gaming apps and games are
more diverse:

- Roblox – 7
- Fortnite – 12
- Minecraft – 7
- Fifa – 13
- Call of Duty 17

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Choose one of the help sheets from CEOP Education's #AskTheAwkward (www.thinkuknow.co.uk/parents/ask-the-awkward/)

- Read through the information on the sheet
- Use the conversation starters to practice having a conversation about the topic child.

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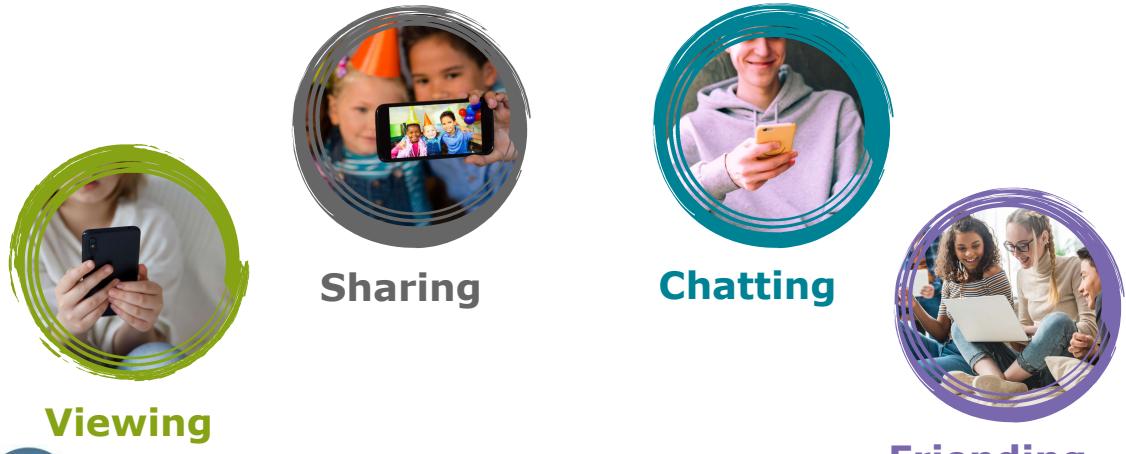


Top tips for parents and carers

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Social Web Framework



Viewing (Green circle, person looking at phone)

Sharing (Grey circle, person holding up phone with a photo)

Chatting (Blue circle, person holding a phone)

Friending (Purple circle, group of people on a laptop)

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Social web: Viewing



Benefits

Opportunity for children and young people to:

- Be entertained
- Learn
- Get information and support

Potential harms

- Anyone can post and share content
- Inappropriate, sexual or violent content online
- Content shared with the intention of harm/grooming

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You may find the following information useful

- **What to do if your child has seen something inappropriate online:** <https://www.thinkuknow.co.uk/parents/articles/what-to-do-if-your-child-has-seen-something-inappropriate-online/>
- **Teens and sexual content online:** www.thinkuknow.co.uk/parents/articles/teens-and-the-sexual-content-on-social-media
- **Viewing pornography online:** https://www.thinkuknow.co.uk/11_18/lets-talk-about/sex-and-sexual-content/viewing-pornography-online/



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• Keep talking regularly with your child about what they like to do online
 • Use the social web for work to talk about the benefits and dangers in some of the free areas, so they can build their critical thinking skills
 • Support your child to be safer on the apps, games or sites they use
 • Ask the awkward so those difficult topics become a part of everyday conversation

What to do if your child has seen something inappropriate online
www.thinkuknow.co.uk/parents/articles/what-to-do-if-your-child-has-seen-something-inappropriate-online

Teens and sexual content online
www.thinkuknow.co.uk/parents/articles/teens-and-the-sexual-content-on-social-media

Viewing pornography online
www.thinkuknow.co.uk/11_18/lets-talk-about/sex-and-sexual-content/viewing-pornography-online

Rule selfies: what parents and carers need to know
www.thinkuknow.co.uk/parents/articles/what-parents-and-carers-need-to-know-about-selfies

Privacy settings
www.thinkuknow.co.uk/11_18/lets-talk-about/online-safety/privacy-settings

Group chats
www.thinkuknow.co.uk/11_18/lets-talk-about/viewing-online/group-chats

Online contact and staying safe
www.thinkuknow.co.uk/parents/articles/online-contact-and-staying-safe

Online dating
www.thinkuknow.co.uk/parents/articles/online-dating-how-to-support-your-child

Healthy friendships
www.thinkuknow.co.uk/11_18/lets-talk-about/relationships/healthy-friendships

Help for your child
childline
 Report concerns about online sexual abuse to the CEOP Safety Centre
<https://www.ceop.police.uk/Family.aspx>, use the form, anything
 onlineceop@ceop.police.uk | 0800 111 0000

Call or message Childline if they are worried and want someone to talk to.

www.thinkuknow.co.uk/parents

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Social web: Sharing

Benefits

Sharing pictures and videos can be:

- Fun
- Creative
- Way to express themselves

Potential harms

- It's easy to share online
- They can feel pressurised, uncomfortable or blackmailed
- Unintended impact on others from sharing content

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You may find the following information useful

- Nude selfies: what parents and carers need to know:**
www.thinkuknow.co.uk/parents/articles/Nude-selfies-a-parents-guide
- Critical thinking online:**
www.thinkuknow.co.uk/11_18/lets-talk-about/socialising-online/critical-thinking-online/
- Privacy settings:**
www.thinkuknow.co.uk/11_18/lets-talk-about/online-safety/privacy-settings/



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Keep talking regularly with your child about what they like to do online
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Critical thinking online
www.thinkuknow.co.uk/11_18/lets-talk-about/socialising-online/critical-thinking-online/

Online contact and staying safe
www.thinkuknow.co.uk/parents/articles/online-contact-and-staying-safe

Safe online dating
www.thinkuknow.co.uk/parents/articles/safe-online-dating-how-to-support-your-child

Teen and sexual content online
www.thinkuknow.co.uk/parents/articles/teens-and-the-sexual-content-on-social-media

Nude selfies: what parents and carers need to know
www.thinkuknow.co.uk/parents/articles/nude-selfies-a-parents-guide

Privacy settings
www.thinkuknow.co.uk/11_18/lets-talk-about/online-safety/privacy-settings

Group chats
www.thinkuknow.co.uk/11_18/lets-talk-about/socialising-online/group-chats

Healthy friendships
www.thinkuknow.co.uk/11_18/lets-talk-about/relationships/healthy-friendships

Help for your child
childline
Report concerns about online sexual abuse to the CEOP Safety Centre
<http://www.ceop.police.uk/Family.aspx>, use the form, anything can be reported, 0800 1111 0800 1111

www.thinkuknow.co.uk/parents

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Social web: Chatting

Benefits

- developing social skills
- fun of talking to new people
- being part of a community that is supportive

Potential harms

- Sharing too much personal information
- Inappropriate, sexual or violent conversations
- Pressure to do or say something they don't want to

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You may find the following information useful

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- Group chats:** https://www.thinkuknow.co.uk/11_18/lets-talk-about/socialising-online/group-chats
- Flirting online:** https://www.thinkuknow.co.uk/11_18/lets-talk-about/relationships/flirting-online



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Call or message Childline if they are worried and want someone to talk to.

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Social web: Friending

Benefits

- Maintaining existing friendships
- Making new friends who have similar interests
- Sharing experiences

Potential harms

- The person may not be who they say they are
- Unhealthy friendships
- Pressure to do or say something they don't want to

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You may find the following information useful

• Safer online dating:

www.thinkuknow.co.uk/parents/articles/safer-online-dating-how-to-support-your-child

• Healthy friendships:

https://www.thinkuknow.co.uk/11_18/lets-talk-about/relationships/healthy-friendships

• Online friendships:

https://www.thinkuknow.co.uk/11_18/lets-talk-about/relationships/online-friendships



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- Keep talking regularly with your child about what they like to do online
- Use the social web framework to talk about the benefits and dangers in each of the four areas, so they can build their critical thinking skills
- Support your child to be safer on the apps, games or sites they use
- Ask the awkward so those difficult topics become a part of everyday conversations



Help for your child

childline
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www.thinkuknow.co.uk/parents

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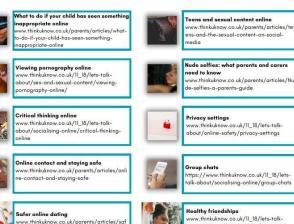
What you can do

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www.thinkuknow.co.uk/parents



Education from
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- Talk regularly with your child about what they like to do online
- Find out what apps, games and sites they use or would like to use
- Use the social web framework to consider the benefits and dangers in each of the four areas
- Support your child to be safer on the apps, games or sites you decide are suitable for them to use

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Resources for parents and carers

Secondary



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internet matters.org

learn about it / talk about it / deal with it



INCLUSIVE
Digital Safety

Visit the Inclusive Digital Safety hub to get tailored online safety advice to **empower ALL children to stay safe online**

Visit www.internetmatters.org/DS to learn more



**UK Safer
Internet
Centre**
www.saferinternet.org.uk



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Help and support for children

Trusted adults.

Trained professionals such as teachers, youth workers, social workers

Police. Emergency and non-emergency numbers, non-emergency online form



National Crime Agency

Young people can report concerns about child sexual abuse and exploitation to NCA
www.ceop.police.uk/safety-centre

childline

ONLINE, ON THE PHONE, ANYTIME
childline.org.uk | 0800 1111

ChildLine

A free, private and confidential service where CYP can talk about anything to a trained counsellor, online or on the phone
www.childline.org.uk

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Summary



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- What parents and carers do well
- What helps and hinders parents and carers from engaging with their children on the topic
- What children want and need from parents and carers
- Top tips for parents and carers when supporting their child online



What have we covered?

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Have everyday conversations with your child to support them to be safer



Any questions?



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