

# Child sexual abuse can happen online



Suspect something? Say something

CRIME STOPPERS  
.com.au  
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## CAMPAIGN CASE STUDY

### The Situation

With research by the Office of eSafety showing 1 in 4 young people in Australia have been contacted by a stranger online, Crime Stoppers Australia partnered with the Office of eSafety to launch a **national child protection campaign** to combat child sexual abuse and unwanted contact online. This national approach followed a highly successful pilot of the activity in NSW which resulted in a 62% increase in complaints to the Cyber Report online reporting form as well as a 5% increase in the number of contacts to Crime Stoppers specifically about online child abuse. The onset of the COVID-19 epidemic, with its related concerns about risks to children now isolated at home and working online much more of the time, increased the timeliness of this campaign.

### Objectives

The primary objective was to help parents and carers understand the warning signs of unwanted contact and protect their child's privacy online. An additional objective was to encourage people to report suspicious activity via the Office for eSafety as a primary call to action, with Crime Stoppers as a secondary reporting option.

### Elements

A working group of communication representatives from Crime Stoppers Australia and the Office of eSafety managed all aspects of the campaign's development. In developing the national initiative, the NSW pilot was analysed and the learnings applied to a review of the engagement materials used in the pilot program.

A campaign pack was developed for Crime Stoppers jurisdictions, which included campaign materials, artwork and fact sheets adapted from the NSW pilot, including the latest eSafety Commission research findings and messages. The materials were designed to better educate people (particularly parents and caregivers) about the need to be on the lookout for and prevent child sexual abuse material and unwanted contact online.

An engagement strategy established communication timings, tools and tactics to be used to ensure the successful delivery and promotion of the 6-week campaign. Because of COVID-19, plans for a traditional media launch were cancelled, and an exclusive was offered to the Sydney Morning Herald to launch the national campaign as a strategy to achieve media syndication across Fairfax newspapers.

### Campaign Results

The following project outcomes were achieved:

- Significant media coverage
- National support from Crime Stoppers jurisdictions
- More than 50 campaign-specific contacts received by Crime Stoppers and information provided to police
- An estimated social media reach of 2.91 million people was achieved. This outcome is in addition to achievements from the initial NSW pilot phase, which resulted in social media activity reaching 342,190 people, 2,352 reactions, 10,421 post engagements and over 964 shares.
- Additional community reach through articles appearing in education newsletters and other niche publications.
- Several Crime Stoppers jurisdictions achieved additional engagement via education department websites and communication channels which connect directly to teachers and parents