

Operational Handbook for Child Online

Safety Centres



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Operational Handbook
for Child Online
Safety Centres

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Belgrade, April 2019

Impressum

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Publisher: Save the Children in North West Balkans

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Project Coordinator: Vasilije Ljubinković

Graphic Design: Komitet, Sarajevo

This publication was produced in the framework of the project “Preventing and tackling Online Child Sexual exploitation and abuse in Serbia and BiH”.

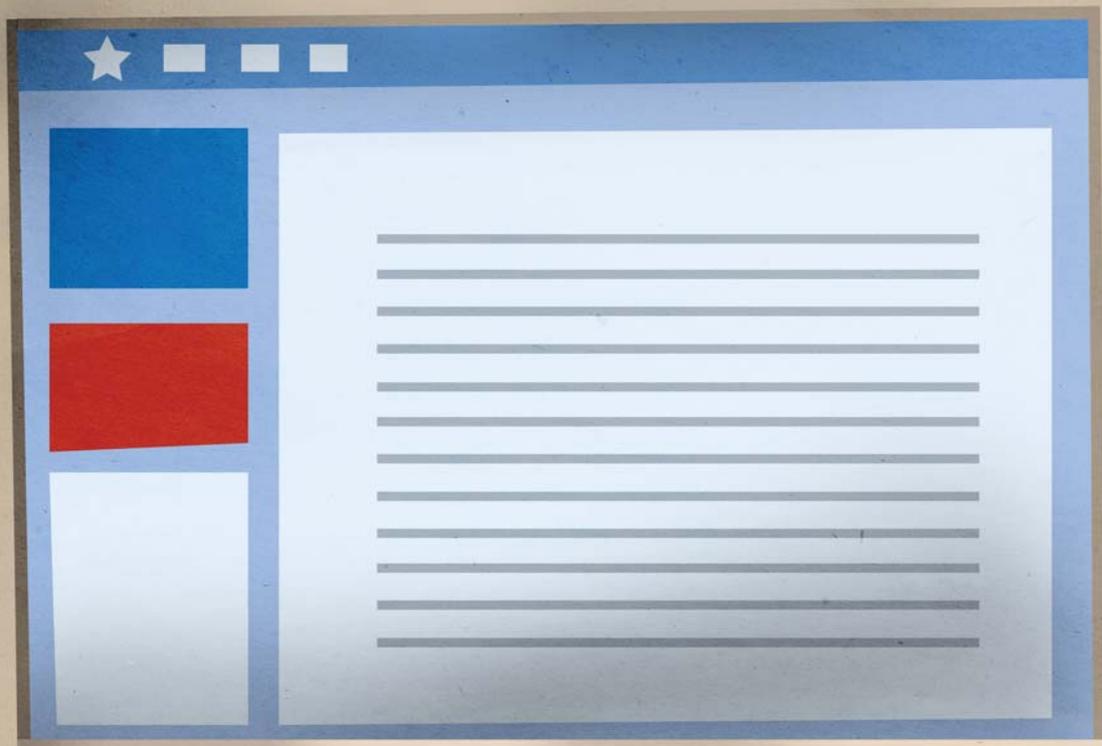
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Introduction

With almost 3.5 billion users worldwide, the Internet has become a key public infrastructure that has the potential to connect people, companies and businesses, and to facilitate service delivery and economic growth (International Telecommunication Union, ITU, 2016)¹. According to some estimates, one third of Internet users on the global level are children, and the percentage of Internet users is likely to be higher in low-income countries, where the Internet quickly penetrates all spheres of public life.

Through Internet technologies children and young people find new spaces for creating a lifestyle and fulfilling leisure time with different activities. It is very difficult to ensure the safety of children and young people on the Internet without adequate understanding and raising the knowledge level of those who need to support and protect them, primarily parents and educational institutions. It is necessary to develop mechanisms in the behaviour of children for filtering and blocking a lot of content in order to build effective decision-making strategies and develop critical media literacy.

Children, as future “digital citizens”, every day listen to promises about a perfect digital world where they can communicate, innovate and collaborate in a much smarter and more sustainable way. But this promise will become reality only if they constantly adopt new knowledge and skills and receive necessary protection and support. Children need accessible and appropriate online content and services, as well as adequate support and protection from the effects of harmful contacts and behaviours such as grooming, cyber-harassment, cyberbullying, or sending sexually explicit messages (sexting)². On the other hand, children and young people need both critical thinking and digital skills in order to use the benefits of the Internet and other digital technologies productively, responsibly and creatively. Fortunately, the same technology that creates negative challenges on the Internet at the same time provides ever more efficient and effective ways and allows for the creation of mechanisms to block and combat them more effectively.

With the aim to promote the huge potential of providing the service of mobile telephony and other digital technologies in protecting and supporting child’s rights by ensuring access to counselling lines to help children -

¹ ITU (International Telecommunication Union). 2016. ICT Key Facts and Figures 2016. Geneva: ITU.

² More details available in the document: Ivanović, J., Marković, D. (2017). Mapa puta prevencije online i drugih oblika nasilja nad decom na internetu u Republici Srbiji [Roadmap for prevention of online and other forms of violence against children on the Internet in the Republic of Serbia. Serbian language]. Save the Children in North West Balkans, Project „Connected and Safe – Towards a Virtual Environment Safe for Children“. Available at: <https://nwb.savethechildren.net/sites/nwb.savethechildren.net/files/library/Mapa%20puta-Srbija.pdf>

helpline services, this handbook presents the good practice examples of the Safer Internet Centres and analysis of their work. The handbook contains information, suggestions and guidelines with recommendations that could be applied in Serbia to improve the protection of children on the Internet. The document does not evaluate best practices but provides a range of examples and ideas that can be implemented in Serbia.

In today's digital society, children and young people increasingly use mobile services to connect and communicate with the world around them. Mobile telephones and information and communication technologies (ICTs) provide enormous opportunities for the realization of human and children's human rights, for example, bring different learning opportunities for marginalized groups of children and young people, enable children from remote areas, outside of urban centres, to access and participate in the digital world, with all the inseparable benefits and advantages that ICTs can bring them.

What is of key importance is that ICTs, including mobile phones, can play an important role for children to exercise their right to be heard and their right to safety, through the availability of counselling lines (helplines) and lines for reporting harmful and illegal content on the Internet (hotlines).

Subject of analysis

The Operational Handbook for Contact Centres for online safety of children (hereinafter: the Operational Handbook) contains action guidelines as well as knowledge, procedures and rules for successful work through the helpline for providing quality assistance and support to children, youth, families, professionals, teachers and others working with children and young people on the safer and secure use of the Internet and protection of children and young people when using modern technologies, as well as reporting illegal or harmful content on the Internet (hotline). The document also contains examples of good international and regional practices on the functioning of similar centres (Safer Internet Centres).

The purpose of the Operational Handbook is to analyse the work of the Safer Internet Centres and offer guidance to the National Contact Centre for online safety of children in the Republic of Serbia on how to improve its efficiency and enhance its impact. This analysis also included a wider context in which the children helplines and reporting lines function, mapped out some of the new risks that children and young people might encounter in the digital environment, as well as the necessary support and resources needed for effective response and implications for the operational efficiency.

In accordance with the methodology relevant for social research and policy research, a qualitative and (selectively) quantitative methodology was applied for the purpose of designing the Operational Handbook.



Qualitative data collection was given an advantage over quantitative, as the phenomenon of children's online safety requires a comprehensive approach, which, when drafting this document, included a literature review and mapping policies and practices in order to highlight those that are relevant to the local situation, and through the analysis of these materials and findings, key recommendations were identified.³

The Operational Handbook is based on the universal framework of the United Nations Convention on the Rights of the Child (UNCRC), as a contribution to the approach based on the rights of the child in the digital age, since such framework offers a unique understanding of the everyday experiences of children on the Internet and offline, taking into account different contexts in which children live. Namely, the Convention recognizes that children enjoy numerous rights as adults, along with a number of rights that are unique to them because of their specific position and legal status as minors.

The four basic principles governing the implementation of the Convention are equally applied in the digital and traditional environment - non-discrimination (Article 2), the best interest of the child as a primary consideration (Article 3), the right to life, survival and development (Article 6) the right to own view and to be asked about things that affect them (Article 12). The remaining articles of the Convention are organized in terms of the right to protection against harm/injury, the right to satisfy needs and the right to participate in the capacity of the right holder. It is important to recognize that, when considering children's rights on the Internet and offline, a balance must be achieved which considers both opportunities and risks for children, free expression and the right to privacy, along with the child's right to special protection measures and many other online and offline dimensions of children's experiences⁴.

In recent years, the UN Committee on the Rights of the Child, in its concluding observations on the periodic reports of States on the implementation of the Convention on the Rights of the Child and its Optional Protocols, devoted considerable attention to information and communication technologies and the use as well as abuse of the Internet. In its recommendations, the Committee emphasizes key areas that require further efforts by States, and here we highlight two, relevant for the safe use of the Internet by children⁵: (1) the adoption of

³ The methodology includes a detailed overview of relevant literature on international practice in the field of helplines and hotlines, desk research, including the analysis of documentation on the work of these lines, reports and guidelines, documentation and materials (web site overview, analysis, research of internationally recognized programs) that are important for the work of the National Contact Centre for Child Safety on the Internet in the Republic of Serbia.

⁴ Ivanović, J., Marković, D. (2017). Mapa puta prevencije online i drugih oblika nasilja nad decom na internetu u Republici Srbiji. [Roadmap for prevention of online and other forms of violence against children on the Internet in the Republic of Serbia. Serbian language]. Save the Children in North West Balkans, Project „Connected and Safe – Towards a Virtual Environment Safe for Children“. Available at: <https://nwb.savethechildren.net/sites/nwb.savethechildren.net/files/library/Mapa%20puta-Srbija.pdf>

⁵ This recommendation was given to the United States of America, according to INHOPE, first in the world by the number of harmful and illegal content about child abuse on the Internet and their exploitation on their servers.

measures to prevent the publication and dissemination of pornographic material concerning children, and through surveillance mechanisms to automatically block offending Internet Service Providers (ISPs) and other media; and (2) taking prompt steps to establish authorities/bodies for Internet safety, ISP licensing, and checks for content harmful to children⁶.

It is worth mentioning the Resolution 1307(2002) of the Parliamentary Assembly of the Council of Europe on the sexual exploitation of children⁷, which indicates that the Internet has aggravated the problem of sexual abuse of children because it enabled perpetrators to enjoy anonymity and easy access as well as unlimited contacts with potential victims. The Resolution invites states to define, as a priority of national interest, the actions to eradicate all forms of sexual exploitation of children and improve the legislative and technical capacities of law enforcement institutions acting in the field of child protection against sexual exploitation through high-tech crime. With this Resolution the Assembly calls on states to take a zero-tolerance approach to crimes committed against children and to adopt proactive policies which allow no crime or attempted crime to go unpunished. The Resolution encourages all citizens to report sexual abuse of children and supports the concept of free hot-lines and financial assistance to civil society organizations working in this field, giving priority to those who direct their actions towards safer Internet.

At the level of the European Union, the Directive 2011/93 / EU⁸ on combating the sexual abuse and sexual exploitation of children and child pornography should be mentioned, whose main purpose is to make the access to child pornography more difficult. The Article 25 is one of the provisions of the Directive that promotes prevention and reduces secondary victimization of victims. Together with the provisions on prosecution and protection of victims, they are a part of a comprehensive approach that is necessary for the effective elimination of sexual abuse of children, sexual exploitation of children and child pornography. Through the Article 25, inter alia, the Directive obliges Member States to take the necessary measures to ensure prompt removal of web pages containing or disseminating child pornography hosted in their territory and to endeavour to obtain the removal of such pages hosted outside of their territory⁹.

⁶ Concluding Observations on the second periodic report of the United States of America, presented within the Article 12 of the Optional Protocol on the Sale of Children, Child Prostitution and Child Pornography, adopted by the Committee on the Rights of the Child on its 62nd (14 January - 1 February 2013), 2 July 2013, CRC/C/OPSC/USA/CO/2, & 28(a&b). Available at: https://tbinternet.ohchr.org/_layouts/treatybodyexternal/Download.aspx?symbolno=CRC%2FC%2FOPSC%2FUSA%2FCO%2F2&Lang=en

⁷ Available at: <http://assembly.coe.int/nw/xml/XRef/Xref-XML2HTML-en.asp?fileid=17054&lang=en>

⁸ Available at: <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32011L0093>

⁹ For the purpose of developing the Operational Handbook only the recommendations of the Convention on the Rights of the Child, Directive 2011/93 / EU and the Council of Europe Resolution 1307 (2002) are presented. More detailed information on the international and national strategic and legislative framework related to the safety of children on the Internet can be found in the document: Mapa puta prevencije online i drugih oblika nasilja nad decom na internetu u Republici Srbiji [Roadmap for prevention of online and other forms of violence against children on the Internet in the Republic of Serbia. Serbian language]. Save the Children in North West Balkans, Available at: <https://nwb.savethechildren.net/sites/nwb.savethechildren.net/files/library/Mapa%20puta-Srbija.pdf>



Mechanisms for increasing Internet safety of children

Safer Internet Centres

The network of Safer Internet Centres (SIC) is one of the most effective mechanisms for creating a safer and better environment for children and young people on the Internet. Safer Internet Centres typically comprise of awareness raising centres, counselling and assistance lines - Helplines and lines for reporting harmful and illegal content on the Internet – Hotlines, and Youth Panels. Insafe¹⁰ and INHOPE¹¹ networks, which will be presented in more details later in the document, work together through the operation of the Safer Internet Centres across Europe and globally.

National Safer Internet Centres represent a vital infrastructure for strengthening better Internet strategies and, in many cases, are the only service providers focused on increasing the safety of children on the Internet at a national level. When such a centre is part of a European and wider structure for cooperation and knowledge exchange, it ensures an added value.

The role of these centres in fostering dialogue among a number of stakeholders at a national level is also very significant. In some countries, this is the only platform available to various disadvantaged groups through which they contribute and share perspectives with others. Safer Internet platforms deserve additional investment and assistance in order to support, as part of common responsibility, the goal of creating and implementing policies for making the Internet a safe place for children.

In almost a quarter of the countries where they have been set up, Safer Internet Centres play a key role, defined through more than 90% of all Internet safety activities conducted at the country level, in cooperation with at

¹⁰ More details available at: <https://www.betterinternetforkids.eu/web/portal/home>

¹¹ International Association of Internet Hotlines –INHOPE, more details available at: <http://inhope.org/gns/home.aspx>

least one ministry, while many countries cooperate with more than four ministries. In some countries cooperation is established through formal cooperation agreements. These centres are also key platforms for posting positive content for children about the Internet intended and for conducting campaigns in this field.¹² Most of these centres have advisory bodies, most often in the form of boards or coordination bodies for implementing the Safer Internet Centre policies. Such advisory boards of the Safer Internet Centres play a key role in facilitating community-wide dialogue on the importance of children's online safety. Some of these centres are managed or supervised by a relevant ministry.

National awareness-raising centres, as an integral part of the Safer Internet Centre, focus on raising awareness and understanding of safer Internet issues and emerging trends. The centres run campaigns to empower children, young people, parents, carers and teachers and equip them with important skills, knowledge and strategies to become and stay safe online, and take advantage of the opportunities provided by the Internet and ICTs, especially mobile technology.

National counselling lines for children – Helplines, as services integrated in Safer Internet Centres, provide information, advice, assistance and support to children, youth and parents on how to deal with harmful content, harmful contact (such as grooming) and harmful behaviour (such as cyberbullying or sexting). Especially in recent years, besides by calling a certain number on the phone, helplines can be accessed via a variety of means: e-mail, web forms, Skype or online live chat services. Many of them are united in the Insafe network coordinated by the European Commission through its Better Internet for Kids program (BIK).

National lines for reporting harmful and illegal content on the Internet - Hotlines are often an integral part of Safer Internet Centres. They are set up to allow the public to report illegal online content anonymously. Reports are then passed on to the appropriate body (Internet service providers, law enforcement agencies in the country or INHOPE Association that gathers hotline services globally, if they are its members).

Youth panels represent organized work of young people within the Safer Internet Centres and allow them to express their views, exchange knowledge and experience concerning their use of information and communication technologies. The panels also provide advice on Internet safety and empowerment strategies, help create innovative resources, and disseminate those messages to their peers.

Numerous Safer Internet Centres that are members of Insafe and INHOPE have a prominent logo of these networks on their websites.

¹² O'Neill, B., Dinh, T. (2018). The Better Internet for Kids Policy Map: Implementing the European Strategy for a Better Internet for Children in European Member States. Available at: <https://www.betterinternetforkids.eu/bikmap>



INHOPE network



The International Association of Internet Hotlines - INHOPE¹³ is an active and collaborative global network of hotlines, dealing with harmful and illegal content on the Internet and is committed to stamping out child sexual abuse from the Internet.

The INHOPE Association was founded in 1999 with the aim of assisting with hotlines in their establishment and support in initial activities, but its field of activity has significantly expanded in the meantime. The organisation INHOPE includes the INHOPE Association and the INHOPE Foundation¹⁴, established in 2010. INHOPE is financially supported by the European Commission through LOT 1 and LOT 2 projects. The seat of INHOPE is in Amsterdam, the Netherlands. According to data from January 2019, INHOPE network has 48 members in 43 countries around the world.

INHOPE member hotlines offer the public a way to anonymously report content on the Internet, in particular the material on child sexual abuse (CSAM) and child sexual exploitation (CSE), which is suspected to be harmful and illegal. Hotline services ensure that the subject is investigated by competent analysts and, if found to be illegal, information is passed to the relevant law enforcement service as well as to Internet service providers.

The INHOPE Association website has a clearly marked and noticeable form for reporting illegal content.

In 2016, through the LOT 2 project supported by the European Commission, the INHOPE Association launched the ICCAM¹⁵ software system, which represents a technology platform for the collection, exchange and categorization of reports. INHOPE hotline members, hotline services around the world, use this system in a safe and precise manner, in nearly real-time, through open lines, to quickly exchange CSAM reports and accelerate the removal of this content from the Internet, as well as to provide information on reported illegal material to Interpol. The ICCAM system identifies previously recorded CSAMs, which allows faster identification of new ones and their reporting to law enforcement bodies in order to identify the new victims of abuse most quickly and efficiently. The acronym ICCAM is derived from the phrase: "I see Child Abuse Material".

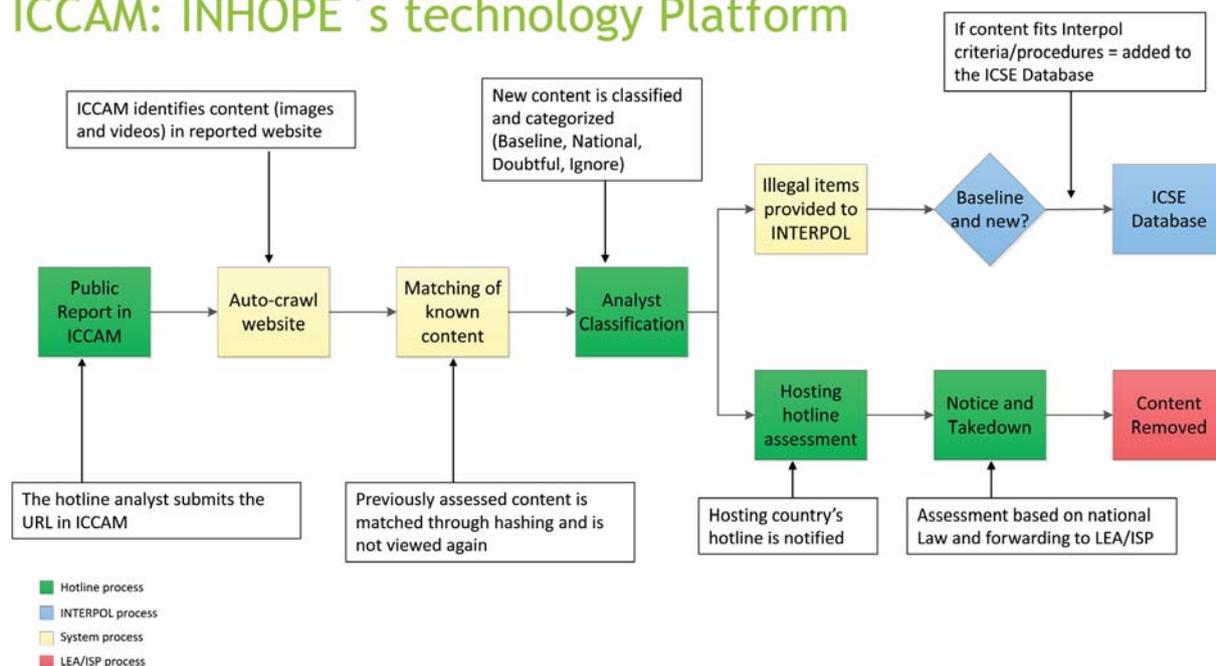
¹³ More details available at: <http://www.inhope.org/gns/home.aspx>

¹⁴ More details available at: <http://www.inhopefoundation.org/>

¹⁵ Source: http://www.inhope.org/Libraries/Annual_reports/Annual_report_2016.sflb.ashx

The following scheme represents the process by which this technology platform works.¹⁶

ICCAM: INHOPE`s technology Platform



The INHOPE Association's website contains annual reports with statistics for several past years where different trends can be identified, including annual network reports and other important indicators. INHOPE published its report for 2017 in July 2018¹⁷. Through 87,930 reports, the INHOPE hotline members forwarded nearly 260,000 videos and photos with the sexual abuse of children to the central database of this organization, and then to various national law enforcement partners. The summary of the report shows that 90% of the material showed girls as the subject matter, and 82% of the subjects were 13 years of age or younger. Analysts of many hotline services did a great job in 2017, as the authorized operators removed 59% of the reported content in Europe in less than three days, while on a global level this worked even better; the efficiency was 62% in relative

¹⁶ Source: https://www.eppgroup.eu/sites/default/files/event-files/Monika%20Zuchowska/201627/Veronica%20DONOSO%20-%20INHOPE%20and%20victim%20id_%20EPP_Public%20hearing_28%20June%202016.pdf

¹⁷ The report for 2017 can be downloaded at: <http://www.inhope.org/tns/resources/annual-reports.aspx>



to total INHOPE statistics. According to the European reports, most illegal online content containing sexual exploitation of children is hosted in the Netherlands (51%), France (18%), Sweden (10%), Romania (6%) and Bulgaria (5%). After analysing the data received from all member states, the United States of America is on the top of the list (43%), with almost every other paedophile record being hosted on US servers. The second place is occupied by the Netherlands (19%), followed by Russia (7%), France (7%) and Canada (7%). The most illegal content was published on image hosting services¹⁸ (72%), and the least on banner sites and forums (3% each).

According to the data available on the INHOPE Association's website¹⁹ and other available sources, the Republic of Serbia is still not formally a member of this network.

However, according to the data contained in the INHOPE Foundation's annual report for 2017, the Republic of Serbia, through the Ministry of Trade, Tourism and Telecommunications, contacted the INHOPE

Association in April 2017 with a request for membership, while implementing the necessary activities for developing a hotline.²⁰

Among the countries in the region, formal members are Bosnia and Herzegovina, Croatia and Slovenia, followed by Bulgaria, Romania and Hungary.²¹

Better Internet for Kids Program – BIK

Better
Internet for
Kids

Building on a number of programs for safer Internet, *Better Internet for Kids - BIK*²² is a recent initiative of the European Commission aimed at creating a better and safer Internet for children and young people in Europe. The BIK initiative is now in its second cycle, in the framework of the Connecting Europe Facility (CEF) funding instrument.

¹⁸ Image hosting service allows individuals to publish photos on the web pages.

¹⁹ Available at: <http://www.inhope.org/gns/our-members.aspx>

²⁰ Source: <http://www.inhopefoundation.org/images/inhope/files/2017INHOPEFoundationAnnualaccounts.pdf>

²¹ Available at: <http://www.inhope.org/gns/our-members.aspx>

²² More details available at: https://www.betterinternetforkids.eu/bikannualreport2016-17/#about_bik

The BIK program is managed by the European Schoolnet (EUN²³), on behalf of the European Commission, which coordinates the Insafe network of centres for raising awareness about the Internet, helplines, hotlines, and youth panels, in partnership with the INHOPE network, dedicated to eliminating harmful and illegal content on the Internet. These combined forms are commonly referred to as the Safer Internet Centres (SIC), operating in many European countries with the goal of keeping children and young people safe online.

EUN and INHOPE jointly support a number of Safer Internet Centres in response to the latest online issues, helping to promote many opportunities offered by the digital world, at the same time addressing numerous challenges. While children and young people in Europe are the main recipients and beneficiaries of the enormous benefit of this work, BIK also supports and cooperates with a number of other stakeholders - parents and caregivers, teachers and educators, researchers, the business sector, civil society, decision-makers and those enforcing the laws – thus showing that everyone has a role in creating a better Internet for children and youth. More and more, BIK is spreading beyond the borders of Europe influencing better and safer Internet access around the world.

The BIK website is very informative and abounds in the offer of various content such as policies,²⁴ practices,²⁵ resources,²⁶ online services,²⁷ Safer Internet Day,²⁷ SaferInternet4EU campaign,²⁹ positive online content,³⁰ youth page.³¹

The profiles of the network member countries can be found on the BIK website. Serbia is not among them, but there is certain information in the part referring to the Safer Internet Day celebration in Serbia in 2019.³² It includes data on the established National Contact Centre for Children's Safety on the Internet and access to a link leading directly to the Contact Centre's platform - *Pametno i Bezbedno* (Smart and Safe) <http://www.pametnoibezbedno.gov.rs/rs-lat>.

However, as can be seen in the text below, as well as in BIK's annual report, Serbia is a member of the Insafe network, so the data within the country profiles on the BIK website should be updated.

²³ More details available at: <http://www.eun.org/>

²⁴ More details available at: <https://www.betterinternetforkids.eu/web/portal/policy>

²⁵ More details available at: <https://www.betterinternetforkids.eu/web/portal/practice>

²⁶ More details available at: <https://www.betterinternetforkids.eu/web/portal/resources>

²⁷ More details available at: <https://www.betterinternetforkids.eu/web/portal/online-services>

²⁸ More details available at: <https://www.saferinternetday.org/web/sid/home>

²⁹ More details available at: <https://www.betterinternetforkids.eu/web/portal/saferinternet4eu>

³⁰ More details available at: <https://www.betterinternetforkids.eu/web/portal/positive-online-content>

³¹ More details available at: <https://www.betterinternetforkids.eu/web/youth/home>

³² Source: <https://www.saferinternetday.org/web/sid/country> and <https://www.saferinternetday.org/web/serbia/sid>



Insafe network



Insafe is a network established in 2004,³³ which currently consists of 31 Safer Internet Centres (27 EU countries, plus Iceland, Norway, Russia and Serbia).³⁴ With the support of the Better Internet for Kids - BIK program, each national Safer Internet Centre conducts educational campaigns and awareness raising campaigns, operates counselling lines – helplines supporting children using the Internet, and works closely with young people through panels to ensure evidence-based practice and access to stakeholders to create a better Internet.

The joint Insafe-INHOPE network of Safer Internet Centres in Europe³⁵ provides targeted programs through numerous activities: for example, in 2016, the Insafe SIC, within the awareness raising program, created around 2,500 new resources covering children's Internet safety topics such as cyberbullying and media literacy. In the same year, the Insafe SIC reached over 3,000,000 people through various events and trainings, while more than 5,000 young people were directly involved in the activities through youth panels, and many more indirectly participated through online actions and campaigns. In 2016, helpline services generated more than 36,000 contacts, where cyberbullying stands out as the most common problem. Within the INHOPE reporting lines, over 9,000,000 reports were received during this period, of which more than 210,000 were processed.³⁶

Counselling lines for children - Helplines and lines for reporting harmful and illegal content - Hotlines

The Child Help International - CHI Network,³⁷ in its guide to starting counselling helplines for children³⁸, lists definitions that clarify the differences between a hotline, a helpline, and a warnline.³⁹ The most commonly used term, Hotline, is defined as a line that allows a quick and direct access to a source of information or help. CHI's understanding

³³ In 2004, the Insafe network was established by only 11 European countries, with the aim of empowering children and young people to use the Internet and mobile technologies positively, safely and efficiently. The network has grown into national awareness raising centres, child helplines and youth panels in 27 EU member states (plus Iceland, Norway, Russia and Serbia), and now it has a total of 31 member states.

³⁴ The information that Serbia is a member of the Insafe network is stated in the annual report of Better Internet for Kids for 2015-16, available at: [https://www.betterinternetforkids.eu/documents/167024/184597/Better+Internet+for+Kids+%28BIK%29%20project+-+2015-16+in+re-view/8d07bb3f-ad62-4c3f-b68c-3c75264e2cdb.J.../Jasmina/Downloads/Better+Internet+for+Kids+\(BIK\)+project+-+2015-16+in+review.pdf](https://www.betterinternetforkids.eu/documents/167024/184597/Better+Internet+for+Kids+%28BIK%29%20project+-+2015-16+in+re-view/8d07bb3f-ad62-4c3f-b68c-3c75264e2cdb.J.../Jasmina/Downloads/Better+Internet+for+Kids+(BIK)+project+-+2015-16+in+review.pdf)

³⁵ More details available at: <https://www.betterinternetforkids.eu/documents/167024/184597/Better+Internet+for+Kids+%28BIK%29%20Annual+Report+2016-17/ca2cfa5f-bc36-4206-91fc-42f3b18cc4bd>

and use of the term Child Helpline is: a service provided to children, or to adults (contacting the child helpline on behalf of children), through counselling, referral or intervention, via telephone, mobile SMS/text messages, email, internet chat rooms, free posts or outreach. Child helpline is a service established and intended exclusively for children.

Some research⁴⁰ suggest that such services can be divided into two broad categories - generalized lines designed for the whole community, dealing with a wide range of issues, and specialized lines dealing with individual, specific issues, or intended for a specific, targeted community. Specialized lines are further divided into crisis situations counselling and referral services, which usually provide anonymous counselling, often at the time of crisis, and continuous support services, which provide ongoing support or support as needed.

As regards the counselling lines,⁴¹ similar divisions can be found - there are relatively large agencies providing broader 24-hour counselling lines for the whole community, then those providing very specific counselling services (sometimes available 24 hours a day) for those with more specific needs and third, when, for example, health and social services offer lines for counselling within regular working hours, as one of the aspects of total available services. Counselling through these lines has numerous and significant benefits. This includes the immediacy with which clients can get counselling services and improved access to counselling. Numerous counselling services are provided in a way that guarantees anonymity to a caller.⁴²

Internet safety helplines for children may be divided into four main groups:⁴³

³⁶ These data include also the data on lines not established by the European Commission.

³⁷ CHI is a global network of children's lines, launched in September 2003 in Amsterdam, the Netherlands, to help develop and strengthen helplines for children and young people around the world. More available at: <http://childhelpinternational.com/>

³⁸ Building Your Child Helpline. A user-friendly guide to starting or scaling-up a child helpline. (2011). Child Helpline International. Document available at: <https://resourcecentre.savethechildren.net/library/building-your-child-helpline-user-friendly-guide-starting-or-scaling-child-helpline>

³⁹ A telephone line providing assistance to people whose needs are not urgent, not in a crisis (for example: "For more information, call the phone number ...").

⁴⁰ Coman, G., Burrows, G., & Evans, B. (1997). G-Line – A review of activities over 1995–96. Cited in: Kerrie Shandley & Susan Moore (2008) Evaluation of Gambler's Helpline: A Consumer Perspective, *International Gambling Studies*, 8:3, 315-330. Available at: <https://www.tandfonline.com/doi/pdf/10.1080/14459790802409279>

⁴¹ Bobevski, I., Holgate, A., McLennan, J. (1997). Characteristics of effective telephone counselling skills. *British Journal of Guidance* 63 Counselling, Vol. 25, No. 2. Available at: <http://cyber.sci-hub.se/MTAuMTA4MC8wMzA2OTg4OTcwODI1Mzg-wNQ==/10.1080%4003069889708253805.pdf>

⁴² Gregory J. Coman, Graham D. Burrows & Barry J. Evans (2001). Telephone counselling in Australia: Applications and considerations for use, *British Journal of Guidance & Counselling*, 29:2, 247-258. Available at: <http://cyber.sci-hub.se/MTAuMTA4MC8wMzA2OTg4MDEyND-kwNA==/10.1080%4003069880124904.pdf>

⁴³ Dinh, T., Farrugia, L., O'Neill, B., Vandoninck, S., & Velicu, A. (2016). Insafe Helplines: Operations, effectiveness and emerging issues for internet safety helplines. Brussels: Insafe, European Schoolnet, 2016. Available at: <https://arrow.dit.ie/cgi/viewcontent.cgi?referer=https://www.google.com/&httpsredir=1&article=1057&context=cserrep>



1. General helplines: These helplines cover a wide range of issues including those related to safer Internet issues. They are usually well-established organisations which are well known to children and young people
2. Helplines focused on Internet safety issues, integrated within the Safer Internet Centre: These helplines deal specifically with safer internet issues but are integrated within the Safer Internet Centre as a whole. This means that helpline staff will often take on awareness-raising tasks as well.
3. Helplines dedicated to Internet safety: These helplines deal only with safer Internet issues and, while part of the Safer Internet Centre, they are managed by a separate organisation.
4. Helplines which have a specific target audience or focus: These helplines specialise in providing a service for a very specific audience. Some offer support for very specific issues (e.g. the helpline in the Netherlands only deals with online sexual abuse).

Guidelines for counselling lines for children – Helpline

Counselling line for children (Child helpline) is a service intended especially for children. Such helplines provide direct services, including but not limited to: counselling, referral and active listening. The basic principle of child helplines is the protection of children and their well-being. They provide children with immediate help and connect them with other, long-term services.⁴⁴

It is desirable that the child helpline is free of charge and available to children and young people 24 hours a day⁴⁵, helpline number should be easy to remember and contain three to four digits, allowing them to contact the line in any emergency. It gives children and young people the opportunity to express their worries and discuss issues that concern them and directly affect them. Child helpline is based on the belief that children and young people have rights, and that they themselves can best recognize their problems.

In accordance with the aforementioned policies of the Safer Internet Centres, all child helplines are also children's support services for the safe use of the Internet and base their work on the provisions of the United Nation's Convention on the Rights of the Child. The Convention lists basic human rights of children: the right to survive; development and protection against harmful effects, violence, abuse and exploitation, the right to participate fully in family, cultural and social life. The Convention gives children the special right to be heard and to

⁴⁴ Building Your Child Helpline. A user-friendly guide to starting or scaling-up a child helpline. (2011). Child Helpline International. Document available at: <https://resourcecentre.savethechildren.net/library/building-your-child-helpline-user-friendly-guide-starting-or-scaling-child-helpline>

⁴⁵ 136 child helplines gathered together in October 2012 in Durban (South Africa) and signed a Durban Resolution calling upon all governments in the world, agencies and private sector to ensure that every child has access to child helpline. Text of the Resolution is available at: http://orgchi-tukhnakal.savviihq.com/wp-content/uploads/2017/05/durban_resolutions_final_english1.pdf

express their views without fear of harm or retaliation. Child helplines strive to ensure that all children get a chance to be heard. Child helpline services also adhere to the four essential principles of the Convention: non-discrimination, the best interests of the child, the right to life, survival and development and respect for the views of the child.

Such counselling lines are often the first point of contact for children and young people with any kind of child protection services. Child helplines are the most reliable and accessible way for children and youth to reach the next level of support. Counsellors⁴⁶ on the helplines actively listen to all children who want to express their concerns and connect them with resources and immediate assistance, when necessary and appropriate.

In addition, child helplines empower children by raising their awareness of the problems they face and convey their voices to decision-makers. More than any other service involved in protecting children, child helplines have direct access and priceless insight into the lives of children.

It is extremely important that access to the helpline is as simple as possible and confidential, that children of all ages can call a number, and that potential barriers to calling are minimized, in the first place by ensuring that the calls are free of charge, as already pointed out.⁴⁷

Child helplines offer a range of services that use different platforms: telephone counselling services, email support, online chat, text messaging (SMS), online forum, peer support, social networking and, in some cases, face-to-face support. **Among the most important identified success factors for counselling lines, the following are highlighted: “positive feedback from callers”, “number of calls” and “stakeholder participation”.**⁴⁸

When we look at any child helpline in general, regardless of the focus of their work, we can identify some common regularities in their functioning, such as:

⁴⁶ There is much debate about the meaning of the term *counselling*. Sometimes it is used to describe only the listening process, in some cases it involves giving advice. When describing someone who is engaged on a child helpline, there may be disagreements about the use of the term *counsellor*. This is important to keep in mind, especially in case of engaging volunteers with limited training or when there are formal professional rules and the requirement for calling someone a counsellor. Notwithstanding this, for wider and better understanding, counselling is used as the umbrella term for describing the process of helping the child on child helplines and the term counsellor for denoting a person engaged on such a line (both paid staff and volunteers).

Source: http://orgchi-tukhnakal.savviihq.com/wp-content/uploads/2017/05/Counselling_Practice_Guide_English.pdf

⁴⁷ For example, Telia Company AB (former TeliaSonera), Swedish mobile phone operator supported the development of a free mobile application Help.now in Finland for Save the Children Finland. To raise awareness of this application, Sonera promotes Help.now through its newsletters and on its website in a way that information is accessible and understandable to children and young people.

⁴⁸ Dinh, T., Farrugia, L., O’Neill, B., Vandoninck, S., & Velicu, A. (2016). Insafe Helplines: Operations, effectiveness and emerging issues for internet safety helplines. Brussels: Insafe, European Schoolnet, 2016. Available at: <https://arrow.dit.ie/cgi/viewcontent.cgi?referer=https://www.google.com/&httpsredir=1&article=1057&context=cserrep>



Child-focused practice: a child helpline that promotes children's rights must adopt a child-centred approach, which includes, inter alia: listening and respecting what children have to say; talking with the child and providing information where necessary, in a way that is appropriate for the child's development, understanding and capacities; focusing on the child's needs and rights; trying to see the world from the child's perspective as much as possible; acknowledging the belief that the child is the primary client; seeing the child as an individual as well as a member of a group or community; working with the child in a way that boosts and encourages their participation, builds on their strengths and abilities, and empowers them to make decisions independently.⁴⁹

Characteristics of child helplines - the nature of the services provided is dramatically different among the child helplines. Some offer listening service, others act as a reference point, while the third also provide counselling. In practice, it is noticeable that children are often provided with a combination of all these services. Among the characteristics, the ones that strongly recommend them all are: anonymity reduces the psychological barrier that prevents many children and young people from seeking help; children have more control over the situation because they can terminate the interaction with a counsellor whenever they choose; accepting calls from anyone on any topic may ease the decision to seek help; helplines are staffed by volunteers or professionals, who have proven their effectiveness in helping children and young people in crisis due to their spontaneity, warmth, and authenticity; support, in many cases, is available and convenient, as it is usually provided 24 hours a day; geographical barriers are easily bridged, since help and support are provided wherever the child is located.⁵⁰ Helplines apply a number of professional approaches in their work: psychology, social work, other social sciences, work with the community, etc.

Structure of the child helpline - communicating with children, through telephone calls, text messages, e-mails and other ICT resources is done in contact centres whose location is often kept secret. Contact centres can be large, with several phone lines and computers, or smaller - with only one to two phone lines. Countries may have one or more contact centres, depending on the size and distribution of the population.⁵¹ While child helplines can differ from each other, what is common for them is that the service is provided by trained and qualified staff.

⁴⁹ Counselling Practice Guide. (2009). Child Helpline International – CHI. Available at: http://orgchi-tukhnakal.savviihq.com/wp-content/uploads/2017/05/Counselling_Practice_Guide_English.pdf

⁵⁰ Dinh, T., Farrugia, L., O'Neill, B., Vandoninck, S., & Velicu, A. (2016). Insafe Helplines: Operations, effectiveness and emerging issues for internet safety helplines. Brussels: Insafe, European Schoolnet, 2016. Available at: <https://arrow.dit.ie/cgi/viewcontent.cgi?referer=https://www.google.com/&httpsredir=1&article=1057&context=cserrep>

⁵¹ Serbia currently has only one counselling line for children, founded in 2005. **NADEL (NAcionalna DEčija Linija - National Child Line)** is a telephone counselling service that enables all children in Serbia to receive counselling support at any time via a free call to 116 111, if they find themselves in situations in which their rights are threatened, or in any other situation when they feel the need to talk to a competent and confidential person. The line is available 24 hours a day, throughout the year. Calls can be made anonymously. The line operates as a part of the social care system within the Centre for the Protection of Infants, Children and Youth in Belgrade. Annual reports with statistical data and the narrative description of the line's operation are available on the line's web page. In 2017, 108,445 calls were made. On the basis of call statistics, the most important topics for children are the problems in peer relationships and problems

Contact / response strategy - one of the ubiquitous strategies applied by the child helplines is active listening (a structured form of listening and responding that focuses attention on the child), counselling (a structured form of listening and responding that guides making wise choices and decisions by active listening to the child), referrals (providing information to the child about other sources of help by giving information or contacting other sources to help the child), interventions (without a personal contact, directly during a telephone conversation or text messaging and other offered modes, includes active listening or counselling, information sharing and referral to community resources).

Confidentiality: child helpline offers children a high level of confidentiality. There are, however, important issues to consider: when the counsellors must not violate the confidentiality and circumstances in which this must happen. The level of confidentiality expected by a person who is contacting a child helpline must be established and clear from the start, so that all counsellors are aware of these policies. Trust is extremely important in all helping relationships, including those for helping children, and it is necessary to ensure that no promises or guarantees that cannot be kept are made. Boundaries of confidentiality are limited solely by the rights of the child to be protected from any form of abuse and exploitation and by any situation in which the life and safety of the child or another person are endangered. In these situations, counsellors must ensure the protection of these rights by promptly including a protective network system (social services, police and other relevant agencies). Prior to the work on the line, all counsellors, and especially volunteers, should sign a form on respecting confidentiality policies to ensure they are fully aware of these policies and how it affects their work. The issues of confidentiality and its boundaries should be carefully considered in detail during the basic initial training of counsellors and other staff, and this issue is one of those that confirms the need for supervisory support within the child helpline.

Cooperation with social services - It is very important to point out that no child helpline can work alone. Such a line must work closely with social services, since children often do not know which services are available, especially whom they can contact in an emergency. Thus, a child helpline can be considered a key point for the protection of children, which helps in connecting them with other available services.

Awareness raising campaigns: The experience of the child helplines shows that children most often contact the helplines directly, some of them several times. However, in order for children to address a helpline, they must be aware of its existence, including contact details (for example, number, website), the service it provides and other relevant information. Thus, in addition to answering calls and contacts, the helpline should also implement awareness-raising activities. The choice of a method for raising awareness should include the following: if the helpline uses a television campaign to raise awareness of its existence, information only reaches children who have access to that medium, so it is useful to consider some additional ways for the information to reach marginalized groups

with the experience of oneself and own feelings. In addition, children also call in situations where they suffer violence and abuse, or when they notice that one of their friends is in such a situation. They also call when they do not know what to do, when they have problems with their parents, or their parents quarrel or go through a divorce. NADEL is a long-standing member of the worldwide network of child lines, Child Helpline International- CHI. More details available at: <http://nadel-decijaliniija.org/>



of children. It is useful to promote a helpline during major thematically targeted national campaigns⁵² or appropriate days or weeks of prevention, for example, prevention of child abuse or Internet safety, after which there is a significantly higher number of calls from children and adults who are calling for children and on their behalf.

Documentation - An important part of the day-to-day work of the child helpline is to carefully and accurately record calls and other types of contacts that reach the line. Although keeping records may seem as an auxiliary or secondary function of the child helpline, it actually forms the basis of the work of this service. Quality records ensure that children who call repeatedly are provided with continuity, to record the nature of the problems that children worry about, because the analysis of the reasons why children call the helpline provides substantiated and relevant information for key decision makers and creators of policies for children. It is particularly important that records can point to new trends and risks, for example, in the field of children's Internet safety, which then suggests consideration of the introduction of new training for staff. When designing a system for recording and collecting data, it is important to consider the type of information, the method of collecting and the subsequent use of information, so that they do not become and remain an end in themselves.

Staff – Majority of child helplines have paid permanent staff as well as trained volunteers. The number of counsellors depends on the needs, which can grow during the development of the line, its higher visibility and the increase in the number of contacts with children. The time of the day or period when the number of calls peaks should be identified and, accordingly, the number of counsellors increased. It is recommended that at least two counsellors are present in each shift, and if there is more staff, and where possible, one supervisor (who is not directly engaged on the line but provides support to counsellors). There are several reasons for this: the counsellor taking the call or establishing contact with a child in some other way may request assistance in referring the child to other service, while maintaining contact with the child. Since telephone and online counselling can be extremely stressful, having a colleague present during a difficult conversation can offer much needed support. Having two counsellors present, means that standards are maintained and that there is a safe work environment.⁵³

Staff training - Dedicated staff of the child helpline is the core of all activities for helping children. The composition of the teams engaged on the line varies from country to country. In some countries those can be exclusively professional counsellors, such as social workers, psychologists, health workers and legal experts. In most cases, however, experts work together with volunteers and students who need to be trained, guided and supervised and can be invaluable for child helpline team.

The competencies that child helpline counsellors need to obtain by the end of the training to some extent depend on the way in which they provide help to children. However, there are some key competencies that all counsellors must have, including: competence in communication with children, young people and adults who call

⁵² Such is the IT Caravan campaign of Safer Internet Day in Serbia.

⁵³ Many helplines recruit and train volunteers to work on child helplines and these volunteers can be provided with certain financial compensation, in accordance with national legislation in that area.

the helpline; understand policies, procedures and practices for the helpline and comply with them; be able to identify and assess risk relating with a child or young person who contacts the helpline; understand own attitudes, values, beliefs and emotional responses, and how these may impact their work; understand how diversity and inequality impact the lives of children; know the wide range of issues faced by children and young people, which may change over time; understand how the helpline relates to other services, especially in terms of referral procedures; know when it is appropriate to work independently or as part of a team and how and when to use support systems appropriately; have the skills to give and receive feedback about all aspects of their work during the provision of the service; are trained to keep precise and accurate records and documentation reflecting the activities, in order to facilitate data collection.

Supervision and support to counsellors: it is very important that counsellors receive regular supervision and support, regardless of prior training, qualifications or role within the helpline itself. This is necessary to ensure that they are adequately supported in their work, so that they do not become emotionally overwhelmed, disappointed, or burnt out. It is also necessary to maintain standards of service and consistency of care. In providing supervision and support, a child helpline should practice what it advocates. This is absolutely necessary for modelling the values and ethos of the child helpline itself: respect for the personality of each individual. Supervision and support should be an opportunity to reflect on how situations are managed, what was good and what could have been done differently. Although supervision should always be in the spirit of positive reinforcement of staff, it is nevertheless important to address issues that cause concern.

New Risks: Child helplines are often the first to identify new risks in the digital environment. Through close relationships with children and young people, counsellors directly hear about the problems children face on the Internet. Collection of this information and using it to develop effective safety responses is currently becoming a central part of work of the helplines.

Sexual extortion (sextortion) is a new serious type of risk that is on the rise, according to global reports of the helplines. This refers to young people who are accessed online and are asked to engage in sexual behaviour on the Internet (often in front of a webcam). The perpetrator then takes photographs, and then blackmails the victim, asking for a certain amount of money threatening to distribute the video or photos. In many cases of sexual extortion, the perpetrator is in another country, which additionally aggravates provision of assistance to the victim. Many helplines point out that they currently do not have the necessary resources or tools to effectively address such cases. Developing new targeted guidelines would help, as well as developing preventive materials as an additional support, in collaboration with organizations focusing on awareness raising and prevention. The abuse of personal data has been identified as an already known risk that now seems to develop a new pattern and manifests itself in new, different forms. For example, abuse or misuse of personal data can start as a friendly joke, but then turns into a more serious and more complex problem among children and youth.



To successfully set up a child helpline within the Safer Internet Centre, it is necessary to bear in mind the key elements of the above-mentioned areas of child helplines, that should not be deviated from when establishing a helpline because they represent minimal quality standard:^{54 55}

- service must be available to children, young people, parents, teachers and other professionals;
- if the service is not available for 24 hours, determine and maximize the period and time of availability;
- helpline should provide expert assistance and support in all issues related to the safe use of the Internet and the protection of children and young people on the Internet;
- services provided within the helpline of the Safer Internet Centre are: emotional, psychosocial and information support;
- all associates who provide services within the child helpline of the Safer Internet Centre (permanently engaged staff and volunteers) are obliged to pass the appropriate basic training, for which they will be issued a certificate (answering telephone calls and other forms of communication, such as text messages, e-mail, chat room, etc.; active listening and collecting information; appropriate response to false, insignificant and frivolous calls; knowledge of basic IT concepts; knowledge of regulations on personal data protection and privacy; providing psychosocial support; understanding of legal aspects; understanding and implementation of the cooperation protocols with relevant bodies; the obligation of continuous professional improvement, analysis and learning through case studies, simulation and role-play of situations that are expected in work or to understand key concepts; workshops; understanding and acceptance of continuous supervision and sharing experiences with other counsellors; should have knowledge about the work of the Safer Internet Centre; they are obliged to apply high ethical standards in their work and keep a professional secret; they must cooperate with competent institutions and organizations (social care centres and other social welfare institutions, law enforcement bodies and organisations) to provide a child with timely, appropriate and comprehensive assistance and support;
- child helpline for safer use of the Internet must rely on an organized system of information classification and data storage;
- child helpline must ensure confidentiality;
- Safer Internet Centre, within which a child helpline operates, must inform the public of the specificities of this service, whom the service is intended for and the types of support available within the service;
- child helpline for safer use of the Internet must act in accordance with the principle of the child's best interests;
- calls that are not within the mandate of the child helpline are redirected to the appropriate competent services.

⁵⁴ Adjusted form the unpublished internal document of Save the Children for the area of BiH: Operativni priručnik za Helpline. [Operational Handbook for Helpline] (2018). International Forum of Solidarity – EMMAUS (MFS-EMMAUS).

⁵⁵ Counselling Practice Guide. (2009). Child Helpline International – CHI. Available at: http://orgchi-tukhknakal.savviihq.com/wp-content/uploads/2017/05/Counselling_Practice_Guide_English.pdf

When the child helpline operates within the Safer Internet Centre, its key characteristics present an advantage for children: simple access and great availability, the service is free, conversation happens when the child wants it, the anonymity is guaranteed, unless the child wants it differently, the counsellor on the other side of the line is unknown, the child decides how much and what he/she will say about themselves and the problem, conversations are usually one-off, spontaneity is greater, the duration of the conversation is not limited, nor is the number or the frequency of conversations, and the child can terminate the contact whenever they wish.

With their expertise and understanding of what concerns children and how and why they act in a certain way when use of ICTs is concerned, child helplines can play an important and indispensable role in teaching the next generations how to become confident and responsible “digital citizens”. It is therefore important that, in the coming years, decision makers and all other key actors find answers to the following questions: What shifts in communication modes are expected in the next five or ten years? What changes in communication can children and young people expect in communication with child helplines, apart from standard calls (text messages, VoIP⁵⁶, etc.)? What laws on the protection of personal data mean to children?⁵⁷

Guidelines for reporting harmful and illegal content - Hotline

Accelerated changes in the digital world are no longer a novelty but a daily reality. At the same time, they represent both an environment that offers numerous opportunities and challenges of this world, primarily in the fight against sexual abuse of children on the Internet. It is indisputable that more and more actors are committed to this fight, on the one hand, and on the other, more and more mechanisms and tools for the removal of materials on child sexual abuse (CSAM) on the Internet are being established in response to this phenomenon.

The first line for reporting sexual abuse of children and inappropriate or illegal content - hotline service was established in the Netherlands in June 1996, as a joint initiative of the Internet industry, government and law enforcement bodies. By the end of the same year, similar initiatives followed in Norway, Belgium and the United Kingdom. The role of national hotline services in terms of receiving reports of illegal content - in particular, the content on sexual abuse of children and assistance and support to the processes of developing national Notice

⁵⁶ VoIP (Voice over Internet Protocol) is a hardware- or software-based phone designed to use voice over IP (VoIP) technology to send and receive phone calls over an IP network. They also require additional performance because phone calls are transmitted over the Internet instead of a regular public telephone network.

⁵⁷ Child Helplines and Mobile Operators: Working together to protect children's rights. A practical guide. Child Helpline International. Available at: https://www.gsma.com/publicpolicy/wp-content/uploads/2018/11/CHI_GSMA_A-practical-guide_2018_WEB.pdf



and Take Down (NTD) protocols by identifying or confirming the presence of such content, is the first line of attack in combating illegal content on the Internet.

Internet lines for reporting illegal content - hotlines still play a key role in the systemic response to this problem. They provide professional, structured and accountable mechanisms at the national level for the collection and processing of the reports on materials containing sexual abuse of children and their exploitation, and then ensure that the confirmed CSAM content is removed from the Internet urgently and efficiently, in a significantly shorter period than it would be removed through regular procedure.

An essential and important requirement for the establishment and operation of these lines is strong support of the government of the state in which they operate. When establishing cooperation with prosecutors, judicial authorities and legislative bodies, it is recommended to create transparent and clear procedures and steps in operation and way of documentation, in order to ensure prompt and efficient proceedings and to eliminate any uncertainties in the competencies.

One of the main benefits of having national hotlines in place is that they facilitate the removal of illegal content that is unwittingly or unintentionally hosted by internet service providers in that country. Likewise, hotlines may be able to provide access to “block lists” of URLs (Uniform Resource Locators -URLs) known to contain child sexual abuse content - which is increasingly in demand from the Internet service providers. Therefore, it is vital that the main players of the national Internet industry understand and share targeted line’s goals for reporting harmful and illegal content. Depending on the market context, it is necessary to invest time and effort in educating these key players about the nature of the problem, the role of the hotline service, in order to understand that, in the long run, the hotline can help them keep their services free of illegal content. As a minimum, they must understand the essence and purpose of the processes and which procedures should be applied in case the hotline alerts them to the presence of illegal content on their servers.

Some lines develop online filters that automatically scan content while the user surfs the Internet. The filter monitors the photos of sexual exploitation and deletes them, so the user does not have to see the risky content.⁵⁸

Building capacity to fight online child sexual abuse is not a process that can happen overnight, and it requires a broad, holistic and multidisciplinary approach to challenges. In any case, building a strong and capable team is one of the most important aspects of establishing a reporting line. The staff of these lines combines legal, technical and thematic expertise which, on the one hand, is international, due to the nature of the problem, and on the other side, local, due to the prevailing national legislation and the specifics of local infrastructure.

⁵⁸ Dinh, T., Farrugia, L., O’Neill, B., Vandoninck, S., & Velicu, A. (2016). Insafe Helplines: Operations, effectiveness and emerging issues for internet safety helplines. Brussels: Insafe, European Schoolnet, 2016. Available at: <https://arrow.dit.ie/cgi/viewcontent.cgi?referer=https://www.google.com/&httpsredir=1&article=1057&context=cserrep>

The size and structure of hotline team depends on the number of reports, but it is recommended that an initial team consists of at least one content analyst and one person with good communication and management skills.

Content analysts, for example, in the United Kingdom, should meet the following required criteria⁵⁹:

- Skills and abilities (essential and desirable): to have a high degree of accuracy and attention to detail; to demonstrate a systematic and methodical approach to work; proven ability to see tasks through to the end; proven ability to communicate effectively in writing and verbally in a clear, concise and open manner; proven ability to create spreadsheets and produce reports and graphics from them; proven ability to distribute information timely and efficiently; possessing excellent IT skills; ability to learn new IT skills quickly. Desirable skills and competencies are related also to the experience in using different computer programs and a good knowledge of the engineering of the Internet and its technologies, as well as relevant experience in producing research papers.
- Experience (essential and desirable): related to the use and manipulation of various databases; understanding the principle of confidentiality and experience of working in an environment that requires confidentiality; experience of working with different external partners is desirable; knowledge of data protection regulations; knowledge of other relevant regulations; basic understanding of police infrastructure; experience of public presentation.
- Personal qualities (essential and desirable): ability to work as a part of a small dedicated team; flexible approach to work; empathy and concern for others; ability to encourage others to express themselves openly; applying strategies for dealing with stress and ability to recognize when to use them; respect for others' feelings, views and circumstances; accepts responsibility for own work; seeking and using professional support appropriately; realistic assessment of challenges in the work environment.

Psychological support – it is very important that the environment in which content is analysed be as relaxed as possible - staff should be encouraged to discuss what they are looking at and speak freely about anything, go on breaks, etc., as needed. It is especially important that the analysts must never be alone in a room looking at images of child sexual abuse and other highly traumatic content. Different targeted programs and other types of psychological and other continuously available support have been developed for the staff of these lines.

Availability – hotlines are usually available from Monday to Friday, from 09:00 to 17:00. As they are almost always dealing with static content (mainly posted photographs and videos), there is no immediate urgency in acting. An option for “what to do if your report relates to a child being in immediate and current danger” should be shown on the website of the reporting line – a number on which to call the police or a body for high-tech criminal and on-call child care services.

⁵⁹ Adapted from the handbook: *Hotlines: Responding to reports of illegal online content. A guide to setting up an internet hotline.* (2016). Mobile Alliance Against Child Sexual Abuse Content – GSMA. Available at: https://www.gsma.com/publicpolicy/wp-content/uploads/2012/03/GSMA_Inhopebrochure2016_Web.pdf



Reporting form: The main aim of the online reporting form is to capture the URL. However, if there are additional steps in the reporting form beyond this, there is the potential to gather more useful information. For example, if the person reporting the URL also flags the nature and type of content, that can help the analysts prioritise their workload or minimise the risk of looking at extremely traumatic content when they are alone in the work environment. A useful approach is to order the questions by priority – always starting with the URL – and to submit each piece of information as it is entered, so that if a reporter aborts without finishing the process, the information which has already been entered is not lost.

Further managing of the report: Hotlines should explain clearly and publish on its web site how the reports will be managed. For example: harmful and illegal content is reported through the hotline; hotline analysts will review the database to check whether the content in question has already been reported and is in the system; if the content has not previously been reported, it will then be assessed for illegality in that particular country; if the content is found to be illegal under national legislation and hosted in that same country, appropriate national processes will commence (in some countries, for example, the relevant ISP will be contacted immediately by the hotline directly, in others, the report will first go to law enforcement authorities); if it is found to be illegal under national legislation and hosted in another country, then the information will be cross-checked; if the URL and details are found already in the database, then there is no need to report it again centrally; for the hotline's own records, they will note that they have received a report and to whom it was forwarded; it is also possible to store the report into central database. However, each hotline for reporting harmful and illegal content will have its own specific steps and procedures and the process will depend on factors such as, for example, the national legislation and the nature of relationship with national law enforcement.

Reporting - Numerous, well-established hotlines are able to provide detailed analysis of trends on the content related to sexual abuse of children on the Internet - where the content is hosted, how severe the abuse is, the presumed age of children in photos, how many reports have been received, how much content was unlawful upon the end of the analysis, how many reports were forwarded to the law enforcement authorities, for how many of them the removal procedure was initiated with the Internet service provider, etc. These analyses and reports should be posted on the hotline website and accessible to expert and general public.

Focus of the hotline: It is advisable to keep the hotline's focus as narrow and specific as possible – ideally focusing it purely on harmful and illegal content of child sexual abuse content. This is partly to ensure clarity of messaging and thus to prevent the hotline becoming a 'catch all' for reports of any content that users may deem to be unsuitable (as opposed to illegal).⁶⁰

Membership in INHOPE: Countries that intend to establish a child hotline may apply for joining the INHOPE Association, which, after considering it, decides whether to accept the application. Prior to this, INHOPE sends its

⁶⁰ Ibid.

ambassadors to visit the applicant country, and when it accepts the hotline into its network, INHOPE gives its full support in establishing and developing the hotline. If the hotline already exists, when INHOPE recognizes and accepts it as an official member of its network, it provides assistance and support in its further development. New membership is usually announced during the INHOPE's main global annual gatherings.

In order for hotlines to make an informed decision on joining the INHOPE network, they need to have a good knowledge of the way the network operates and the requirements they must meet and which they must comply with.

All INHOPE hotline network members must comply with the best practices, which is included in the INHOPE Code of Practice.⁶¹ Among the requirements set in this Code of Practice which members have to adhere to, we set out the following:

- members must act within the law of their own countries.
- members shall cooperate with each other in efforts to eliminate illegal material and activity from the Internet within their mandate.
- members must have and apply a security protocol to ensure that the sensitive data they process is secure, as well as the space in which the hotline work takes place;
- members shall comply fully with INHOPE's Best Practice Policy on Exchange of Reports
- members operate the hotlines in line with state-of-the-art practices of planning and management and apply the principles of transparency, accountability, responsibility and trustworthiness in their work;
- members shall include on their web-sites the INHOPE logo with a link to the INHOPE Association website;
- members shall set up an English language version of their online reporting form to allow for the exchange of reports among INHOPE members (English is used in everyday communication between INHOPE members)
- members should specify on their web reporting pages what types of content can be reported in the online reporting form.

For security reasons, INHOPE members only have close and full cooperation with other members of the network. Membership in the INHOPE network also offers other benefits such as access to trainings (e.g. specific trainings on the use of the INHOPE report management system), workshops on advanced tracing techniques, media trainings, welfare of counsellors and analysts, and others. INHOPE ensures continuous contact to provide support and advice, as well as access to the INHOPE line for reporting harmful and illegal content. The possibility to search international data and statistics for comparative analysis is another advantage as well as ongoing inter-hotline operational cooperation through a central INHOPE reporting system.

⁶¹ Available at: https://www.inhope.org/Libraries/Best_Practice_Papers/Code_of_Practice.sflb.ashx



International and regional good practice models of Safer Internet Centres

Online violence and other forms of child abuse, and especially sexual abuse committed through ICT, are one of the most serious threats to modern society, and these criminal behaviours take on an organized and transnational character. As international laws clearly recognize that children deserve special protection, many international legal instruments require states to take measures on their territory to protect children from all forms of abuse and exploitation, as well as to engage in international cooperation in the investigations and prosecution of perpetrators of exploitation and abuse of children. As regards abuse and exploitation of children through ICT, as already mentioned, most of these actions have the characteristics of criminal offenses and are subject to prosecution. In the last few decades, special attention on the international level has been dedicated to establishing effective protection of children victims of contemporary forms of crime, especially bearing in mind the necessity of taking legislative measures and establishing stable and sustainable mechanisms for preventing all forms of sexual exploitation and sexual abuse of children, as well as the need for their protection, recognizing that the best interests of the child and the right of the child to express their views and that they are taken into consideration are one of the basic principles in exercising, respecting and protecting their rights.⁶²

An important step in combating sexual exploitation of children is that the content on child abuse distributed online is quickly forwarded to law enforcement authorities, which can be subsequently used as evidence and information in prosecuting those responsible, and for rescuing victims of such offenses. However, such illegal content, on the other hand, must be made inaccessible as soon as possible, since its public presence severely violates the rights and dignity of victims and the criminal offense continues.

Globally, national mechanisms for protecting children on the Internet vary from state to state. However, in recent decades, more and more comprehensive measures have been established to ensure that children

⁶² Ivanović, J., Marković, D. (2017). Mapa puta prevencije online i drugih oblika nasilja nad decom na internetu u Republici Srbiji. [Roadmap for prevention of online and other forms of violence against children on the Internet in the Republic of Serbia. Serbian language]. Save the Children in North West Balkans, Project „Connected and Safe - Towards a Virtual Environment Safe for Children“ Available at: <https://nwb.savethechildren.net/sites/nwb.savethechildren.net/files/library/Mapa%20puta-Srbija.pdf>

around the world are Internet users protected from harmful and illegal content online, be they victims themselves or they come in contact with such content where other children are victims, often from very remote parts of the world.

The following analysis includes a detailed comparative study of five Safer Internet Centres to examine good practice models and the most important challenges identified, both in terms of Internet security risk and operational efficiency.

Ireland

Safer Internet Centre

Irish Safer Internet Centre - SIC has two helplines. Childline⁶³, run by the Irish Society for the Prevention of Cruelty to Children - ISPCC, provides services in which children affected by online problems and other issues such as bullying can turn for advice and guidance 24 hours a day for seven days a week throughout the year. The National Parents Council Primary (NPC) manages NPC Primary⁶⁴ Helpline as a national organization representing the parents of children attending early and elementary education. Also, a centre for raising awareness as well as a panel of young people operates within this centre.

Awareness raising

“Webwise”⁶⁵ is the main Internet safety hub in Ireland. This Internet safety awareness centre is co-funded by the Department of Education and Skills of Ireland and co-financed by the European Union. Webwise promotes the autonomous, effective and safer use of the Internet by young people through a sustainable information and awareness-raising strategy targeting parents, teachers and children themselves, with consistent and relevant messages. Webwise develops and disseminates resources that help teachers integrate online safety into teaching in their schools. It also provides information, advice and tools to parents to support their engagement in their

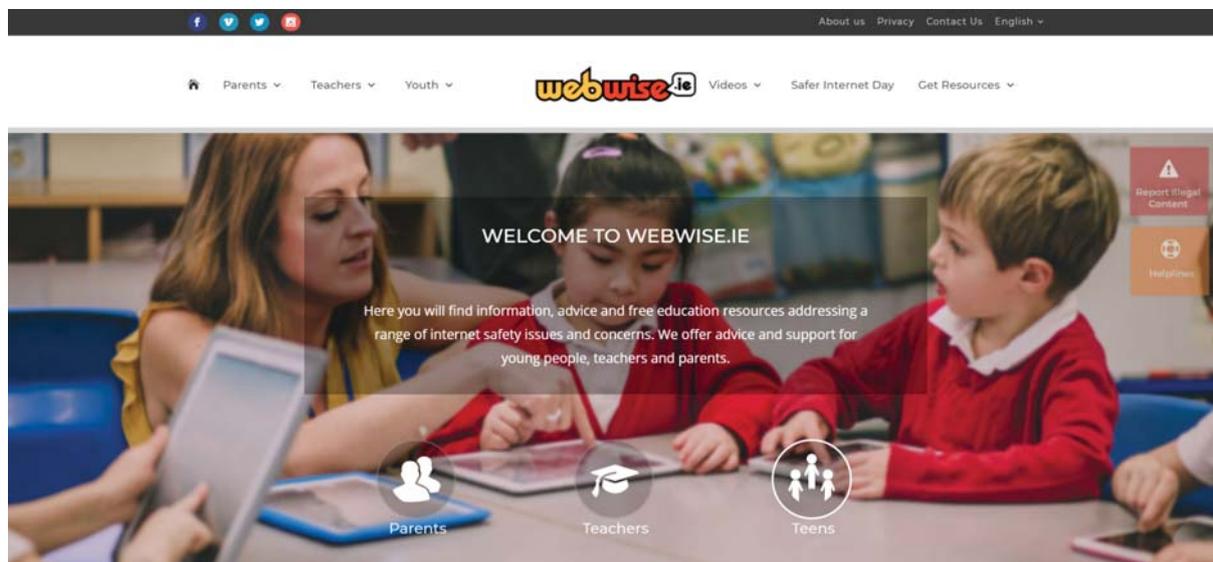
⁶³ Available at: <https://www.ispcc.ie/childline>

⁶⁴ More details available at: <http://www.npc.ie/>

⁶⁵ More details available at: <https://www.webwise.ie/>



children's online lives. With the help of the Webwise Youth Advisory Panel⁶⁶, it develops youth oriented awareness raising resources and campaigns that address topics such as cyberbullying, for example. There are also sections for parents and teachers as well as short video animated lessons for safer use of the Internet. Webwise is a part of PDST technology in education⁶⁷, which promotes and supports the integration of Internet and communication technologies into teaching and learning at first and second level schools across Ireland. PDST designs national ICT courses in education based on national needs and priorities. Webwise is a member of the Insafe network and the SaferInternetIE-SII project and represents a consortium of Internet industry, education, social protection of children and government partners. The project, coordinated by the Office for Internet Safety⁶⁸, aims to develop national initiatives that promote the safer use of electronic media and improve the protection of vulnerable people - especially children - during the use of the Internet. On the Webwise website in the right-hand corner, during its use, regardless what part of the content the user is looking at, there are two banner frames: one for reporting harmful and illegal content and one that leads to the counselling line for helping children and youth - helpline, that will be presented in more details below.



⁶⁶ More details available at: <https://www.webwise.ie/youth/>

⁶⁷ PDST technology in education promotes and supports the integration of ICT in teaching and learning in first and second level schools. It is part of the national support service, the Professional Development Services for Teachers, which operates under the aegis of the Department of Education and Skills. More details available at: <https://www.pdsttechnologyineducation.ie/en/>

⁶⁸ More details available at: <http://www.justice.ie/en/JELR/Pages/Cybercrime>

Helpline

The Childline, introduced to Ireland in 1988, is a service for children under 18. Childline service is available 24 hours a day, 365 days a year and it empowers children through the use of information technology and telecommunications. It is private, confidential and non-judgemental service that offers listening, information and emotional support and can be contacted free of charge from anywhere in Ireland. Childline does not track calls or text messages and the IP address is not visible to them. Childline is also present in schools and clubs where they talk with children and young people, campaign for children's rights, and sometimes talk to adults who are concerned about children.

Every child or young person can contact Childline by calling the number **1800 66 66 66** (24 hours a day, night and day), "Teentxt" service by sending text messages to **50101** (daily from 10.00 to 16.00 hours) or "Online Chat" by chatting in real time (every day from 10.00 to 16.00 hours), with a virtual person named Pat⁶⁹. Children address Childline to discuss any problem and any topic. All conversations are confidential, and qualified staff on the other side of the line does not judge or give the ready-made solution.

The motto of the Childline is: "Talking makes us stronger! We are here to listen and help you to understand the best solution for you. We are working hard every day to empower, support and protect children and young people like you." Some children who contact Childline may feel upset, or isolated, while others simply contact Childline to chat about their day or share their hopes and dreams, encouraged to also talk about their bad experiences on the Internet. Within the line there is a section for Online Safety, that provides written advice and information for children and young people how to safely enjoy the Internet, but also highlights that the negative things happen on the Internet and what those are. Childline addresses children and young people who think that they themselves or someone they know are not safe online, and they are not sure what to do, and it offers support. Especially if the child has no reliable adult with whom they can talk about how they feel, or if they think he/she would not understand what they talk about, or they would be denied access to the Internet. Childline suggests that sharing problems with adults and joint conversation can help in finding ways to improve things, with the message "Childline is always here to listen to you and support you if you want to talk."

In 2017, Childline answered 352,504 calls to the phone service, text and live chat services had a total of 12,243 unique service users (text service had 1,238 unique users and the live chat service had 11,005 new registrations)⁷⁰ and recorded a 33% increase in the number of contacts within all online service. Recognizing this trend, the ISPCC introduced improvements to Childline online services to increase its capacity to provide services to children through any means they themselves choose to use to establish contact. Interestingly, in 2017, 72% of boys and 26% of girls used the telephone service, while 2% were unspecified. In the same period, there is a reverse proportion, which is valid for online services. Thus, the text service was used by 62% of girls and 16% of

⁶⁹ More details available at: <https://www.childline.ie/index.php/ask-pat>

⁷⁰ More details available at: <https://www.ispcc.ie/sites/default/files/2018-11/ISPCC%20ANNUAL%20REPORT%202017.pdf>



boys, while 22% were unspecified, while online chat service was used by 75% of girls and 25% of boys. Obviously, girls use online services more, while boys prefer phone service.

The Childline service, operating from units across the country, is provided by a team of volunteers and permanent staff who ensure that children always have the opportunity to call and receive help and support. In 2017, 407 volunteers provided a total of 55,645.5 hours of service. The ISPCC's volunteer training programme is tailor-made and specific to the area of activity of Childline. It is a specifically designed training course for volunteers in the field of active listening and support in working with children and youth, which gives them necessary skills, knowledge and ability to do so effectively. Volunteers attend 15 three-hour sessions of training over an eight-week period, plus another 12 hours of 'shadowing' and 12 hours of 'supervised' calls before taking calls by themselves for the first time. Each volunteer is trained in active listening skills and child centred practice. They also receive training on children's rights, understanding children's needs and procedures for child protection. The course is continually updated and evaluated to ensure its ongoing relevance.

Childline
Call . Chat . Text

About Us Your Rights Info and advice Ask Pat

Search Login | Register

Talking Makes Us Stronger!
We're here to listen 7 days a week.

Free Phone 1800 666666

Live Message it's easy!

Free Text 50101

Hide

How can we help?

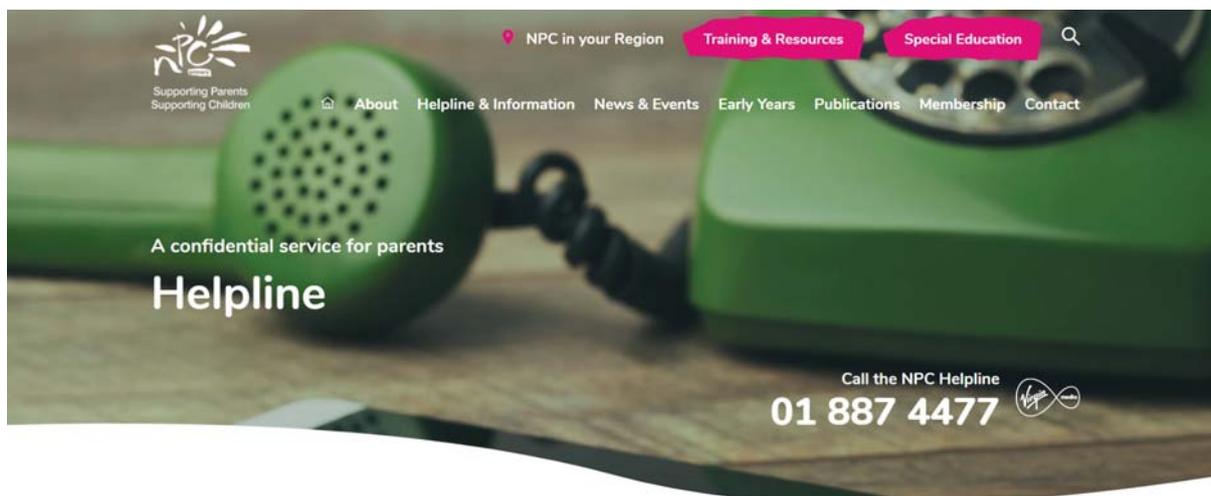
- How I Feel
- Friends
- Home and Families
- Sexuality & Relationships
- Bullying, Abuse, Safety and Your Rights

Childline is funded mainly through donations, and some funding is provided from the National Office for Suicide Prevention, as a part of the National Suicide Reduction Strategy in Ireland.

Impact on Internet Safety Policies in Ireland - The staff of the entire ISPCC, including Childline, has conducted an internal overview of all of its cases and data related to online issues and experiences of children and young

people on the Internet. The data of each individual case, as well as the monitoring of the work in this area in 2016, were analysed. The ISPCC presented the outcomes of the review to the Committee on Children and Youth Affairs and shared stories of children and young people who had a number of negative online experiences, including violence, bullying, harassment and exposure to inappropriate material. As a result, the Committee began a full programme of work in this area, exploring this important issue further. By preparing a wealth of material on the topic and through active involvement, the ISPCC contributed hugely to the debate nationally on the need for enhanced regulation and an online strategy for children, resulting in a noticeable shift in attitude among policy makers with the importance of this issue recognised. In 2018, the government of the Republic of Ireland adopted the Action Plan for Online Safety for the period 2018-2019,⁷¹ whose implementation is monitored by the Department of Education and Skills, on behalf of six key government departments.

NPC Primary was established in 1985. NPC helpline is a national confidential line for parents, which has existed since 1998. *Bullying Helpline* is an extension of the existing NPC helpline for parents / adults. The number **01 887 4477** is intended mainly for parents and other adults and is available from Monday to Friday between 10.00 and 16.00 hours.⁷² The majority of requests for assistance are related to bullying by other children and Internet safety issues. Queries received on cyberbullying can also be sent in a text message or via the Facebook social network. The NPC also provides courses and trainings for parents, both online and face to face.



⁷¹ The Government's Action Plan for Online Safety 2018-2019. Report on implementation of the Action plan for 2018 is available at: http://www.justice.ie/en/JELR/Progress_Report_on_Action_Plan_for_Online_Safety_2018-2019.pdf/Files/Progress_Report_on_Action_Plan_for_Online_Safety_2018-2019.pdf

⁷² More details available at: <http://www.npc.ie/helpline-information/helpline-details>



Key partners/support to the Safer Internet Centre in Ireland include the Department of Education and Skills, Department of Children and Youth Affairs, Department of Communications, Energy and Natural Resources, Department of Justice and Equality, Internet Service Providers Association of Ireland, National Office for Suicide Prevention, Professional Development Service for Teachers (PDST), all from the national level.

Hotline

Hotline.ie – Since 1999 the Internet Service Providers Association of Ireland (ISPAI) has been providing continuous, 24/7 service of anonymous reporting by contacting Hotline.ie – for anyone who accidentally discovers illegal content on the Internet, in particular online child sexual abuse material, which is defined in Irish law as child pornography.⁷³

Sexual abuse of children is a transnational crime that takes place both offline and online. It is important to note that sexual abuse of children on the Internet is not a new and more noticeable form of sexual abuse, but a “new” manifestation facilitated by accessibility and rapid technological change - for example, child sexual abuse photographed or recorded by a video uploaded or available on the Internet.

Solving illegal content issues on the Internet requires multi-sectoral approach of actors at both national and international levels. Nevertheless, the success rate depends primarily on alertness and readiness to report suspicious illegal content. If the Irish public encounters suspicious illegal content and does not report it, neither the Internet industry nor the police will have any knowledge of it and are not in a position to act against such content. To ensure international reach and rapid response to material containing child sexual abuse hosted outside Irish jurisdiction, ISPAI is a founding member of the INHOPE Association. Published activity reports over the years are available on the website of this hotline service.⁷⁴

The Hotline.ie procedures were approved and supervised by the Office for Internet Safety within the Department of Justice and Equality. This service is an integral part of the Irish Safer Internet Centre (SIC), next to Webwise, ISPCC Childline and the National Parents Council Primary. They are connected through INHOPE internationally with both Interpol and Europol. They also cooperate with a number of Internet hotline services around the world, gathered within INHOPE. They are financed by the ISPAI⁷⁵ members and EU grants.

⁷³ To view other types of illegal content to be reported to Hotline.ie see: www.hotline.ie/contact-us/what-you-can-report/

⁷⁴ Available at: <https://www.hotline.ie/publications/> Annual Report for 2017 is available at: <https://www.hotline.ie/library/annual-reports/2018/hotline-annual-report-jan-dec-2017.pdf>

⁷⁵ More details available at: <https://www.ispai.ie/>



Decisive Action. International Reach.

Hotline.ie Service provides an **anonymous** facility for Internet Users to report **suspected illegal content**, particularly Child Sexual Abuse Material, accidentally encountered **Online**, in a **secure and confidential** way.

Hotline.ie is run and funded by the Internet Service Providers Association of Ireland (ISPAI) whose members are determined to take measures to counter the use of their Internet facilities for such illegal purposes. It is also co-financed by the European Union's Connecting Europe Facility.

The Hotline works in collaboration with **An Garda Síochána** and it is overseen by the **Department of Justice and Equality** (Office for Internet Safety).

To ensure international reach, **ISPAI** is a founding member of **INHOPE** – the International Network of Internet Hotlines.

Quick Links:

- > [Report Suspected Illegal Content Now](#)
- > [Types of Illegal Content You Should Report](#)
- > [Advice on Internet Safety](#)

This website does not use cookies.

Hotline.ie works in cooperation with the National Police and Security Service of Ireland - *An Garda Síochána*⁷⁶ and deals only with reports relating to suspicious illegal content on the Internet, while urgent situations in which people might be in immediate danger should be reported directly to An Garda Síochána. Hotline cannot be included in a proactive search for illegal content, in accordance with procedures agreed with the government, and relies on the reports from Internet users or reports sent by other Internet INHOPE members. The Hotline takes action only if the reported online content is evaluated by the hotline analyst as illegal, in accordance with the Irish legislation. Numerous ISPs confirm that Hotline.ie has knowledge and expertise that is highly authoritative in determining whether or not the reported content is illegal under Irish law. If the ISP receives a notice to “download inappropriate content” from Hotline.ie, it takes swift action to take appropriate measures while the evidence is retained for police investigation.

⁷⁶ More details available at: <http://www.irishstatutebook.ie/eli/2005/act/20/enacted/en/html> and <http://www.justice.ie/en/JELR/Pages/Cybercrime>



Hotline.ie specifically deals with the material of sexual abuse of children on the Internet or activities related to sexual exploitation of children.

Removing inappropriate content on child abuse from the Internet is just the first step. Further steps include: identifying and ensuring the implementation of protection procedures for children victims of abuse; identifying and bringing perpetrators to justice; establishing evidence for courts; sexual abuse of children (photos / videos) can be documented by evidence that are linked to other crimes (child sex tourism, child trafficking, etc.); fight against the production, distribution and even commercialization of inappropriate content and those intended for child abuse; preventing repeated victimization of child victims.

Of 5,789 reported cases of sexual abuse and sexual exploitation of children, Hotline.ie analysts determined 524 as constituting child sexual abuse under Irish law. Also, one of five disguised websites is solely dedicated to sexual abuse of children, and, in most cases, contains hundreds of photos and videos. In the 12-month period in 2017, ISPAI Hotline.ie broke new records in the large number of reports received, processed and investigated, with a marked increase of 6% from the previous highest year on record, 2016. Moreover, Hotline.ie analysts identified 44% more child sexual abuse reports than in 2016⁷⁷.

The objectives of Hotline.ie are to operate and maintain established high standards, while continuing to provide the public with a secure and confidential reporting facility in accordance with Irish and European laws; to receive reports of suspected illegal content on all Internet services (web, e-mail, peer-to-peer, usenet, etc.), assess and take appropriate measures to address identified illegal material hosted, posted or provided within the Irish jurisdiction on the Internet, in collaboration with all relevant national players, including the Gardaí; to work along with Industry and relevant stakeholders in order to ensure that potentially illegal content in Ireland is taken down urgently and expeditiously; to enhance and maximize national efforts by actively supporting the INHOPE, and ensure that fast response to illegal material hosted outside the Irish jurisdiction is provided; to ensure that online child sexual abuse material is rapidly removed from Internet facilities by providing all ISPs with qualified notice for take-down, after which the individual ISP is responsible for further action; to collect, input and compile statistics about received reports, characteristics of illegal content, and notify about actions undertaken. At national level, Hotline.ie uses these statistics to evaluate the efficiency of the service and further analyse and assess current trends in order to adapt to modern safety threats at the daily level.

⁷⁷ Source: <https://www.hotline.ie/library/annual-reports/2018/hotline-annual-report-jan-dec-2017.pdf>

Youth participation

The Webwise Youth Advisory Panel consists of 35 young people from all over Ireland. Together with the Webwise team, the Youth Panel helps to develop youth-centred and awareness raising resources and youth campaigns on topics such as safe Internet use and abuse. The Youth Panel is also involved in mentoring peers who participate in the Safer Internet Day Ambassador program⁷⁸. This peer education program helps train young people to implement the Safer Internet Day activities in their communities.

Netherlands

Safer Internet Centre

The Safer Internet Centre Netherlands⁷⁹ aims at promoting safer and better use of the Internet and mobile technologies among children and young people.

With a number of activities, the Safer Internet Centre calls attention to the safe and responsible use of online technologies and mobile phones among children and young people in the Netherlands. Since 2006, the Platform for the Information Society (ECP) has functioned as a Safer Internet Centre Netherlands, together with Expertisebureau Online Kindermisbruik⁸⁰ (Helpline Service Helpanted.nl). Since 2015 and with the network organization Mediawijzer.net⁸¹ the Centre is supported by the European Commission through the Better

⁷⁸ More details available at: <https://www.webwise.ie/news/safer-internet-day-ambassador/>

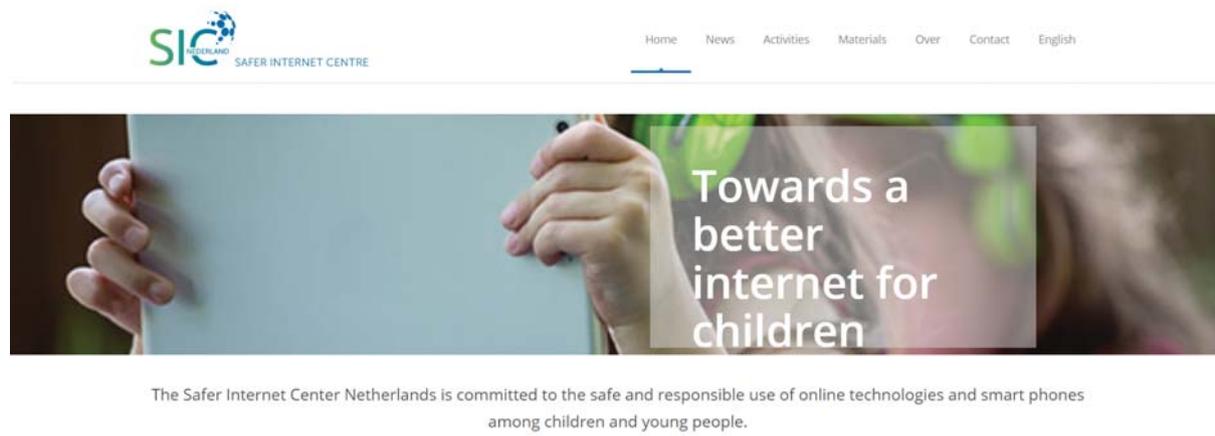
⁷⁹ More details available at: <https://saferinternetcentre.nl/wp-content/uploads/2015/09/Safer-Internet-Centre-NL-2018.pdf>

⁸⁰ Expert Agency for Child Abuse (Expertisebureau Online Kindermisbruik - EOKM) is an independent foundation dedicated to the safety of all children in the Netherlands. More on EOKM's website <https://www.eokm.nl/wie-zijn-wij/> and in the document: <https://www.eokm.nl/wp-content/uploads/2018/08/EOKM-JAARVERSLAG-2017-S-DEF-zonder-foutjes.pdf>

⁸¹ Mediawijzer.net is the Dutch centre of expertise for media literacy. This network organization founded upon government's initiative in 2008 aims to increase media literacy among citizens and organizations. Mediawijzer.net is an expert centre that links the activities of various organizations in the field of media literacy and promotes cooperation among them. All these organizations cover a certain area of media literacy. In addition, Mediawijzer.net works with an increasing number of network partners. Since 2008, more than 1,100 organizations have been registered as a network partner. Among them are libraries, schools, media producers, museums, research institutes, publishing houses and many others. Membership in the free network enables these organizations to get to know each other, exchange expertise and develop new initiatives. More details available at: <https://www.mediawijzer.net/>



Internet for Kids Program (DG Connect)⁸² and the Ministries of Economic Affairs, Justice and Security, Education, Culture and Science.



The coordinator of the Safer Internet Centre is ECP, as an independent platform where public and private parties come together around societal challenges. With its partners from the government, Internet industry, different stakeholders and research and educational parties, ECP is committed to contributing to a promising and reliable information society in the Netherlands and connecting, strengthening and accelerating initiatives. Some of ECP's programmes focus on safe Internet for children.

Public-private partnerships are the main expertise of the Safer Internet Centre in the Netherlands. The Dutch SIC has a long history of public-private partnership and has managed to engage ministries and private partners without exclusivity (everyone can join), aligning safety, skills, digital literacy, media literacy and cyber security programs at the national level. The SIC is also experienced in organizing large campaigns, big events and expert sessions.

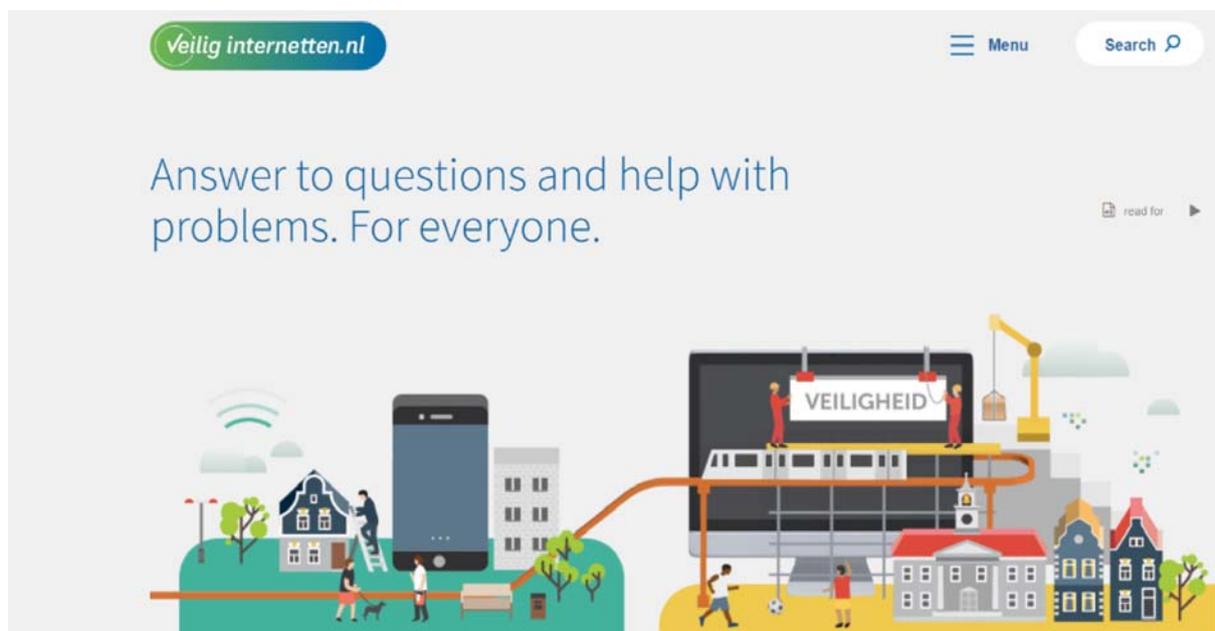
The key partners of the Safer Internet Centre Netherlands are: the Ministry of Economy (Law on telecommunications and accountability regarding Internet Industry), the Ministry of Security and Justice (cyber security and financing hotline and helpline services), the Ministry of Social Welfare (financing helpline services), the Ministry

⁸² Better internet for Kids program, DG Connect. More details available at: <https://www.betterinternetforkids.eu/>

of Education (funding media literacy programs). All relevant non-governmental organizations and knowledge centres participate in expert groups or the SIC Advisory Board. In addition, private partners in the telecommunications sector, all the largest ISPs, mobile service providers and the hosting sector - support the SIC, both financially and through participation in working groups and the Advisory Board.

Awareness raising

Veiliginternetten.nl⁸³ is a website where people can get information, tips and practical advice about staying safe online. There is guidance on using wi-fi and the dos and don'ts of social media and advice on teaching children to stay safe on the Internet. It is suitable for all Dutch citizens from 3 years of age to elderly. The website is a joint initiative by the Ministry of Economic Affairs, the Ministry of Security and Justice, the National Cybersecurity Centre, ECP and the business community.

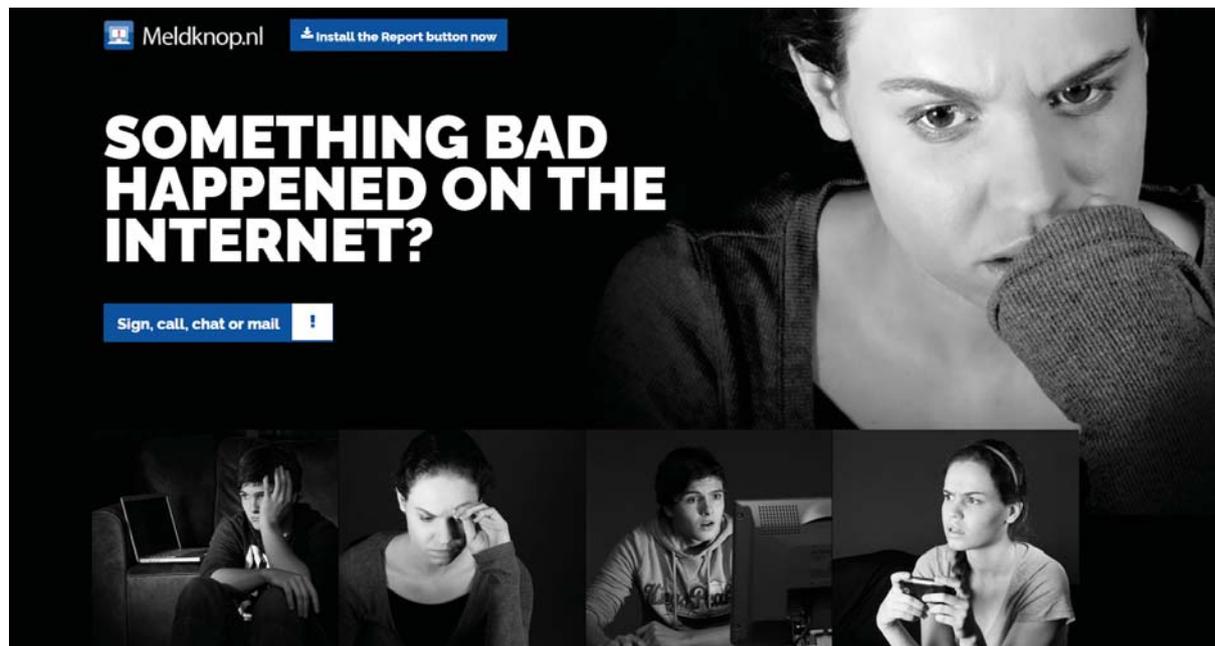


⁸³ More details are available at: <https://veiliginternetten.nl/>



Helpline

Meldknop.nl⁸⁴ is a Dutch helpline for reporting illegal content on the Internet. On this website children and young people can find information and help with annoying experiences on the internet, such as violence, sex, scams and harassment. Depending on the problem, the website leads them to the right place for getting help (there are helplines for several areas).



On Meldknop.nl service one can find numerous information and get help and support in using the Internet. The website is available at any time of the day. Users are encouraged to first use the website to get information about their problem. On this website, children and young people can invite or use live chat to express their concerns and get adequate support (blue frame on the website). By clicking on the frame, a field opens with the question of whether one wishes to report unwanted content or seek help, in which case they are invited to

⁸⁴ More details available at: <https://www.meldknop.nl/>

select from a number of offered categories such as: bullying (threats, discrimination, abominable movies, quarrels and gossip, social networks) sex (revenge porn⁸⁵, grooming, child pornography, loverboys, sexting and webcamming, blackmailing with nude photos), scam (hacking victims, identity theft, being a hacker, internet scam, phishing) and problematic cases (online challenges, unknown persons, phony modelling agencies, stalking, photo and video abuse).

According to one of the latest studies presented on the Safer Internet Day (February 6, 2018), data show that one of six Dutch boys committed a kind of criminal activity on the Internet, either intentionally or not. For young people aged 16 to 17, this percentage is 33%. This refers to activities such as hacking, pretending to be someone else to get confidential information, online threats, or illegally downloading movies without payment. In this group of young people, almost 14% of them were hacking or would have considered it if they were given a chance⁸⁶.

If children and young people do not get answers on the website of the helpline service, they will be referred to the appropriate organization as soon as possible. There, they can (anonymously) tell their story, ask for advice or report their problem. This organization will look for a solution together with children. Serious cases will be reported to the police. There is a warning on the website that fake reports to the police are punishable.

All affiliated organizations in Meldknop.nl treat personal information and information from children and young people as confidential. In some of the organizations children can anonymously tell their personal story or report harmful content. Children and young people are aware that, if they use this opportunity, it would not be possible to contact them afterwards. That is why they are also offered the option to leave an email address (or other data).

For topics related to sexual issues, Meldknop.nl makes referrals to the Helpwanted.nl⁸⁷ website where children and young people under 25 years of age, as well as parents / educators, can find help or establish contact regarding sexual abuse on the Internet. By clicking on the left arrow, the page leads to content intended for children, and by clicking the arrow on the right it leads to the content for the young, which differ according to age. Chat section is available from Monday to Friday between 16:00 and 19:00. Children and young people can submit online report of harmful content and ask for practical advice. Also, they can talk to counsellors. In addition, information on topics such as sexting, grooming and sextortion are available. There is also a telephone line for educators **020 2615275**. Teachers can request an e-lesson package or class chat.

⁸⁵ Pornographic revenge - posting photos or videos online, containing the naked body of another person most often created during intimate moments for the purpose of revenge, or publishing those content on social networks, with refusal to remove them

⁸⁶ Source: <https://saferinternetcentre.nl/wp-content/uploads/2015/09/Safer-Internet-Centre-NL-2018.pdf>

⁸⁷ More details available at: <https://www.helpwanted.nl/>



HELPWANTED.nl
meld online seksueel misbruik

< KINDEREN

JONGEREN >

MAIL MET ONS **CHAT MET ONS**

Helpwanted is for young people under 25. The chat is open from Monday to Friday -16:00 to 19:00

Victim of grooming? | Have you seen child porn? | Spread your nude photo?

Meldknop.nl is an initiative of the Safe Internet in cooperation with Meldpunt Kinderporno.⁸⁸ Meldknop.nl is an initiative of also Veiliginternetten.nl in cooperation with the Expert Service for Online Child Abuse (Ekpertisebureau Online Kindermisbruik⁸⁹). At the moment, organizations responding to youth assistance requests are also included: Helpwanted.nl⁹⁰ (online child abuse), De Kindertelefoon⁹¹ (phone for children), Vraagthedepolitie.nl⁹² (police), MiND⁹³ (mental health) and Pestweb⁹⁴ (violence).

The seat of the *Child Helpline International*⁹⁵, an international network of child support counselling services, is in the Netherlands, in Amsterdam. Child Helpline International is an organization with 178 members from 146 countries. Through the work of this network, the information, attitudes, knowledge and data of the members, partners and external sources are coordinated. This extraordinary resource is used to help and support children's protection systems at global, regional and national levels, as well as to help members advocate for children's rights and the opportunity to hear their voices.

⁸⁸ More details available at: <https://www.meldpunt-kinderporno.nl/>

⁸⁹ More details available at: <https://www.eokm.nl/>

⁹⁰ More details available at: <https://www.helpwanted.nl/>

⁹¹ More details available at: <https://www.kindertelefoon.nl/>

⁹² More details available at: <https://www.vraagthedepolitie.nl/>

⁹³ More details available at: <https://wijzijnmind.nl/>

⁹⁴ More details available at: <https://www.pestweb.nl/>

⁹⁵ More details available at: <https://www.childhelplineinternational.org/child-helplines/>

The screenshot shows the HELPWANTED.nl website. At the top left is the logo with a star and the text "HELPWANTED.nl meld online seksueel misbruik". At the top right is a search bar and navigation links: "Ga naar: Home | Kinderen | Jongeren | Opvoeders". Below this is a black header with the text "Meldformulier".

The main content area is titled "Contact". It contains the following text:

Heb je vragen of opmerkingen? Laat het ons weten via ons contact formulier. Je ontvangt snel een reactie van ons. Let op: het contactformulier is niet bedoeld om een melding te maken van online seksueel misbruik! Dit kan je alleen melden op de meldpagina van Helpwanted.

Below this text are three input fields: "Naam", "E-mailadres *", and "Vraag of opmerking".

Under the "Vraag of opmerking" field, there is a section titled "Pers" with the text: "Voor persberichten en contact met de woordvoerder kijk hier."

At the bottom of the contact form, there is a disclaimer: "Indien je contact op wilt nemen met Helpwanted vragen wij je toestemming om je persoonsgegevens te verwerken zodat wij je een antwoord kunnen sturen op je bericht. In de privacyverklaring op onze website wordt uitgelegd hoe je gegevens worden verwerkt. Deze kan je hier lezen: [Privacyverklaring](#). Je kan

On the right side of the page, there is a sidebar titled "DIRECT MELDEN" containing three video thumbnails with titles: "Voorlichting voor kinderen", "Wat is grooming? Voorlichting kinderen en jo... Tips te... grooming", and "Wat is sexting? Voorlichting kinderen en jo..."

Every year, children around the world send more than 20 million individual calls for help. Until the foundation of Child Helpline International in 2003, the helpline services performed their significant work isolated and without access to each other. Now they work together, daily, to bring the children’s voices to the policy makers, ensuring that the world is hearing these voices.

Hotline

Meldpunt ter bestrijding van Kinderpornografie op Internet⁹⁶ - Child Pornography Reporting Centre is a line for combating child pornography on the Internet as part of the Online Child Abuse Expertise Agency (Online Kindermisbruik⁹⁷ - EOKM). EOKM, which can be contacted via telephone number **020 261 52 32**, is an independent private foundation officially opened by the Ministry of Security and Justice in June 1996 and is dedicated to the fight against online sexual abuse and sexual exploitation of children. The main goal of this service is to contribute to reducing the distribution of materials on child abuse via the Internet. The public who encounters

⁹⁶ More details available at: <https://www.meldpunt-kinderporno.nl/>

⁹⁷ More details available at: <https://www.eokm.nl/>



illegal content on the Internet can report it online (anonymously) to Meldpunt Kinderporno.⁹⁸ There is a prominent round red button on the page clicking on which one can report by entering URLs if a person who reports encountered a photo or video (possible) material of sexual abuse of children while searching the Internet. In this way, Internet users contribute to the investigation of perpetrators and victims and to the removal of materials from the Internet. Hotline handles tens of thousands of reports annually.

EOKM is affiliated with INHOPE, and therefore EOKM and the Child Pornography Reporting Centre follow the INHOPE Code of Practice. EOKM works closely with the police. On EOKM website one can find, among other things, knowledge databases with all kinds of publications on sexual abuse of children and information on other EOKM projects. In addition to Meldpunt Kinderporno, programs Helpeded.nl and Stop it now! are hosted in EOKM.

Telephone helpline *Stop It Now!*⁹⁹ offers free and anonymous help to people who have sexual feelings towards children and/or download child pornography from the Internet. People who suspect that someone in their surroundings has such feelings can also visit this website. The purpose of *Stop It Now!* is to prevent sexual abuse of children through help and support. The helpline can be reached by dialling the number **0800 2666436**.



⁹⁸ More details available at: <https://www.meldpunt-kinderporno.nl/>

⁹⁹ More details available at: <https://downloaders.stopitnow.nl/>

On the Meldpunt Kinderporno website in the section: *Report. What next?* - a simple schematic image is displayed with steps after login and narrative content, providing information to a person who reports about what happens afterwards with their report (the scheme is only available in Dutch language).¹⁰⁰

Hotline service prepares about 30,000 applications annually, with a very small team. This is a huge number of cases to resolve, and therefore the SIC is extremely proud that it has managed to contribute to removing this inadequate material from the Internet as quickly as possible.

Meldpunt applies the following guiding principles to support the well-being of its staff: nobody works alone in the office, as far as possible and feasible; all team members work on reports together in the morning, so half of the day is spent on reports, and the other half on other tasks; all members of the team work full days and everyone spends an equal amount of time on reports; all employees deal with reports so no one feels excluded.¹⁰¹

Youth Panel

Youth Panel (Digiraad¹⁰²) consists of around 15 young people from 11-18 years old whose mission is to advise youth and inform them about the safe use of Internet. These young *digital natives*¹⁰³ meet regularly to talk about the digital world and the way in which young people could and should be informed about it. Members of the Youth Panel act as a kind of ambassadors in the country and abroad to put the topic of safe Internet for children on the public agenda and draw attention to how we can help young people with the right knowledge and skills for using the Internet and other digital technologies. They provide advice, initiate and participate in discussions with companies and government. They collaborate with the Safe Internet Centre (SIC) through various activities: creating video presentations, checking prepared awareness materials, advising SIC partners on content for young people, contributing to discussions and seminars of SICs and / or partners, and providing advice to ministries.

Digiraad was founded in 2006 by the young people themselves and it operates under a Digibewust program (part of the Digivaard&Digiveilig program) funded by the Ministry of Economic Affairs and a large number of big

¹⁰⁰ More details available at: <https://www.meldpunt-kinderporno.nl/melden/>

¹⁰¹ Hotlines: Responding to reports of illegal online content. A guide to setting up an internet hotline. (2016). Mobile Alliance Against Child Sexual Abuse Content – GSMA. Available at: https://www.gsma.com/publicpolicy/wp-content/uploads/2012/03/GSMA_Inhope-brochure2016_Web.pdf

¹⁰² More details available at: <https://saferinternetcentre.nl/digiraad/>

¹⁰³ A person born or raised in the age of digital technology and therefore familiar with computers and the Internet from the earliest age.



companies (see www.digibevust.nl and www.digivaardigdigiveilig.nl). As a youth panel, Digiraad is also part of the European Commission's Safer Internet Program, which requires each member state to have a youth panel advising on safe Internet. In this way, young people are given the space and the opportunity to participate and influence the decisions about their life on the Internet.

Over the past few years, Digiraad has affected millions of young people: they gave their opinions at congresses and seminars, written reports to the Minister of Economic Affairs and participated in the presentation of reports on national television. Topics such as: privacy, safety, freedom of expression and entrepreneurship were especially highlighted. An overview of what Digiraad did, photos and other fun materials are available on their Facebook page: www.facebook.com/dedigiraad

Finland

Safer Internet Centre

Finnish Safer Internet Centre – FISIC has been established to promote a safer and better use of the Internet and mobile technologies among children and youth.

FISIC implements activities with a well-established network of numerous stakeholders, including the public and private sectors, as well as civil society, through actions that empower and protect users on the Internet in order to ensure that it becomes a safe and secure environment. FISIC is a joint project of three individual organizations: the National Audiovisual Institute (KAVI)¹⁰⁴, Save the Children Finland (SCF)¹⁰⁵ and the Mannerheim League for Child Welfare (MLL)¹⁰⁶. Each organization has an established role in Finnish society and strong national and international relations. The main national supporter of the program is the Finnish Ministry of Culture and Education. The program is funded by the European Commission with 50% of funds.

Some of the activities include the following: so far, more than 80 organizations have been involved that contributed to FISIC. During the Media Literacy Week, more than 2,000 local level institutions participate each year, such as day care centres, youth centres, schools, libraries, etc. Also, during the Finnish Game Week, more than

¹⁰⁴ More details available at: <https://kavi.fi/en>

¹⁰⁵ More details available at: <https://www.pelastakalapset.fi/en/frontpage/>

¹⁰⁶ More details available at: <https://www.mll.fi/tietoa-mllsta/welcome-mannerheim-league-child-welfare/>

300 local events are organized. At the time of the Media Education Forum, more than 80 media education experts are involved. 250 schools visits and workshops for parents have been organized with 15,000 participants across the country.

Within the FCIS, over 1,000 helpline contacts have been established related to online media via chat, phone or e-mail, and the Finnish hotline Nettivihje receives and processes more than 4,000 reports annually. Also, more than 40,000 individual photos/videos are processed annually in ICCAM database (or equivalent). In addition to this, over 150 informative messages are shared offline or online about CSAM/CSEM and other sexual, exploitative material of children, and a self-help program “I take responsibility” is conducted for those who have an interest in children (potential sexual offenders/sexual offenders).

FCIS produces annual report on illegal and so-called “grey area” images of children. Better understanding and analysis of data on illegal CSAM and exploitative sexual material (known as Grey Area Images) is later used as a basis for counselling and advocacy.

Annually more than 20 national or international events are organized on preventing the production and consumption of CSAM/CSEM and other sexual, exploitative material on children. More than 300 professionals take part in hotline events annually, and thus knowledge about risks related to sexual harassment, abuse and exploitation of children through digital technologies is enormously increased, and awareness of ways and tools for protecting children on the Internet is improved and significantly enhanced.

Awareness raising

The objective of the Awareness Centre¹⁰⁷ is to raise citizens’ awareness and competences in creating better and safer internet and other digital environments. The centre organises awareness-raising campaigns and develops materials and toolkits for dissemination. Cross-sectorial dialogue and partnerships with national organisations and close cooperation with the academic research community are essential for reaching the objectives.

One of the main awareness-raising efforts of the Finish Safer Internet Centre is the annual Media Literacy Week (MLW)¹⁰⁸ that includes the Safer Internet Day (SID) campaign.

¹⁰⁷ Website of the Awareness Centre is available at: <https://www.mediataitokoulu.fi/index.php?lang=fi>

¹⁰⁸ It is obvious that Finland’s outstanding education system, which many consider to be one of the best in the world, plays an important role in improving the safety of children on the Internet, bearing in mind that media education has first found its place in the Finnish national curriculum back in 1972, which was the first such example in the world. More recently, Finland began to pay more attention to the media



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Report the event to the European Media Literacy Week!



EUROPEAN
MEDIA

NEW TASKS



In February 2019 this event has been held for the 7th time. The Media Literacy Week is planned and carried out together with around 50 partners and the activities are implemented in various educational institutions. FISIC also coordinates the Nordic Game Day every year in November in an effort to promote game literacy through hundreds of local events. In addition, the awareness centres organise an annual Media Education Forum supporting national cross-sectoral co-operation and partnerships. Several campaigns, educational materials and events are created or promoted by the awareness centre annually, applying the framework and principles established by the Convention on the Rights of the Child in order to create conditions that will enable children and young people to participate safely in the information society and prepare to become active citizens with a sense of social responsibility.

The Awareness Centre is also responsible for the coordination of the entire Finnish Safer Internet Centre.

literacy of children at the earliest age, so a special curriculum for this was introduced in 2016. This curriculum does not set mandatory results for children but contains binding guidelines for their educators. Media literacy has never been treated as a separate subject of education policy in Finland; on the contrary, it has always been integrated into other subjects through an interdisciplinary approach within the curriculum.

Helpline

The main objective of the Finnish Helpline¹⁰⁹, which operates under the Mannerheim League for Child Welfare, is to answer online questions and telephone calls from children and parents related to children's use of Internet. The number for children and youth is **116 111**, and the number for parents is **0800 922 77**. The numbers are available every day of the year, from Monday to Friday from 14.00 to 20.00 and from Saturday to Sunday between 17:00 and 20:00. The call is completely free and is not recorded. On the website, children and young people are encouraged to share all kinds of questions, events and concerns. Speaking or writing provides a relief for feelings, and Helpline offers exactly this by dialling a number or writing text messages or by using a chat option. Adult volunteers have enough time available for listening and reading, and children and young people are invited to make contact any day of the year, about any problem or situation, and it is completely anonymous.

Parents and children can get advice on how to deal with harmful contact (grooming), cyberbullying, harmful content, and uncomfortable or scary experiences of using online technologies. All engaged volunteers undergo basic training before they start volunteering in Helpline. Volunteers are also offered training on Internet safety issues and provided with online safety support materials.

Volunteers are responsible for calls, web messages and chat. They are adults over 25 years of age and have very different education and work experiences, but are trained to work on answering calls, i.e. for listening and talking with children and young people. They do not have ready-made solutions to problems, but together with them, children and young people can find solutions to various problems.

Helpline keeps statistic logs for every call, message, and chat. However, statistics do not reveal the identity of any child or young person. The on-call person records only the age and gender of the caller, as well as the subject of the call and nature - e.g. "call from home". Helpline uses this information only when it wants to show where children and young people need help from adults. Even then, they talk in general terms: "Last year, thousands of children and young people addressed Helpline...". Helpline can also use letters received in text messages and chat discussions for research purposes. They are treated anonymously, and it is impossible to identify children and young people.

On the Helpline website, users can use sections that offer information about sexuality, interpersonal relationships, mind and body, web and media, and how to participate, but they are also offered help and support. In addition, through clearly visible banners they are offered to call, write or use chat.

¹⁰⁹ More details available at: <http://www.mll.fi/nuortennetti>





Welcome to Youth!

Support and Doing, Information and Discussions.

Call, Write, Chat

Chat

Participate

Hotline

Save the Children Finland (SCF) is an important player in the protection of children in digital media in Finland. Through education and training, SCF promotes understanding and enhances the knowledge of children and adolescents about safe online behaviour as well as about professionals working with children.

SCF maintains the Internet Hotline Nettivihje¹¹⁰, which aims to promote and speed up the removal of illegal material on the Internet that contains or displays sexual abuse of children. Nettivihje aims to protect the rights of the child and prevent their repeated victimization. A report can be sent anonymously. Since Nettivihje is not a state body in Finland, it makes it much easier for anyone to report illegal content or activities.

The Finnish hotline service consists of four counsellors. One of the counsellors is a senior counsellor and hotline service manager; all counsellors take part in hotline analysis work. The unit has a broad expertise,

¹¹⁰ More details available at: <https://www.nuortennetti.fi/>

Become a monthly donor

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such as child protection, trauma-focused cognitive behavioural psychotherapy, education theory and media literacy. Every counsellor has extensive working experience and masters' degree in related branches of science. Even though the unit is rather small, it has performed significant work and established international cooperation.

The analysts of the Nettivihje processed over 4,000 reports¹¹¹, which had almost 50,000 single images or videos in 2017. Information on all the reports that contained sexual material depicting children were passed on to the authorities. The content is categorised in four sections. The number of "solid" reports is high; 66% of the reports included CSAM, 10% was doubtful child- or youth-related sexual images, 16% of the material could not be found anymore online, 8% included material that was not illegal but contained material that was analysed as adult sexual material. The major part – 93% of the CSAM included pre-adolescent children, 4% contained children who are infants, and 3% of the images involved adolescent children. To compare figures from previous years (2015-2016), it is discernible that the amount of images containing younger children has arisen evenly.

The Finnish hotline was independently audited in 2016 and found to comply with the required standards and procedures set out in the INHOPE Quality Assurance program. The work of Nettivihje was awarded a certificate of quality. In 2017, the Ministry of Justice awarded it for its fifteen years of persistent work in

¹¹¹ Source: <https://www.betterinternetforkids.eu/web/portal/practice/hotlines/detail?articleId=3917206>



#TurvallisestiVerkossa

Child protection and online tips

The online tip is a hint service that allows anyone to report an illegal activity on child sexual abuse on the Internet. Illegal activities include, for example, sexual images and videos of underage children and young people.

Report a sexual attraction to a minor in digital media (grooming)

Report child sexual abuse material

A young or caregiver should report if the minor's nudity or video has gone around the internet

Report commercial sexual exploitation of children (trafficking in human beings)

Our work in Finland	▼
adoptions	>
The Regional Offices	>
Cookies for Life	>
Father in life	>
Development in Finland	>
Lawyer service	>
Protecting children in digital media	▼
Web Tip	

preventing online child sexual abuse and exploitation. The hotline won the Finnish National Crime Prevention Prize in 2017.¹¹²

Nettivistijä is part of INHOPE. This hotline service enables every web user to report online content (photos, videos) or activities related to sexual exploitation and child abuse. Any content or activity suspected to be illegal may be reported anonymously. Nettivistijä's work consists of daily assessment, classification and analysis of reports, using the most up-to-date systems of technologies, established according to international criteria.

Nettivistijä passes on the information on any materials it assesses to be illegal to the National Bureau of Investigation of Finland in order for the police to take appropriate measures. Information about the suspected illegal materials outside Finland are forwarded to the respective country through the INHOPE network. This allows the country in question to take further measures to rapidly remove the CSAM.

¹¹² More details available at: https://www.saferinternetday.org/home?p_p_id=101&p_p_lifecycle=0&p_p_state=maximized&_101_struts_action=%2Fasset_publisher%2Fview_content&_101_assetEntryId=2374564&_101_type=content&_101_groupId=167024&_101_urlTitle=finnish-hotline-is-awarded-the-finnish-national-crime-prevention-prize

The Nettivihje hotline service actively promotes the use of correct terminology when it comes to CSAM, rather than talking about, for example, child pornography. Save the Children Finland and the hotline team are an important player in the protection of children in digital media in Finland. This hotline service has extremely wide networks and reaches all major stakeholders in the field of online safety. The hotline has regular contacts and cooperation and organizes thematic or consultative meetings with various stakeholders. National actors with whom the hotline cooperates include government agencies, non-governmental organizations, universities and businesses (mobile, internet operators and internet service providers).

The Finnish hotline service team has other important tasks. Through education and training, it improves the knowledge of children and young people on safe behaviour on the web, and trainings are also aimed at professionals working with children. The Nettivihje hotline service team promotes the rights of the child by writing opinion pieces in newspapers and blogs, including Save the Children Finland blog. In the end of 2017, the team started a research on sexual harassment of children in connection with digital media. Over 3,000 children from all over Finland responded to a questionnaire sent in relation to the research. The results of the research were published in September 2018.

Save the Children Finland also maintains preventive online self-help material, Otanvastuun.fi, for people who are concerned about their sexual interests, thoughts, feelings or actions related to children. In cooperation with Helsinki and Uusimaa hospital district and the Training Centre for Criminal Sanctions, Mielenterveystalo.fi¹¹³ has created a self-help program for people who are concerned about their sexual interest in children, which is available on this website¹¹⁴, and with one click a person can come to the page intended for these people.¹¹⁵

Youth participation

Children and young people are involved in project activities whenever it is reasonable: not only in a youth panel, but also in different groups of children and young people of different ages. Youth participation activities are included, for example, in the Peer Student Program which is implemented in 90% of Finnish schools and in the Online Peer Student Program conducted in youth volunteer groups.

Awareness raising campaign, such as the Media Literacy Week (MLV) and other awareness-raising activities encourage children and young people to participate actively in order to improve their media skills and take action on issues related to their rights and well-being in the current media culture.

¹¹³ More details available at: <https://www.mielenterveystalo.fi/en/Pages/default.aspx>

¹¹⁴ More details available at: <https://www.pelastakaaalapset.fi/tyomme-kotimaassa/lasten-suojelu-ja-nettivilhje/omahoito/>

¹¹⁵ More details available at: <https://www.mielenterveystalo.fi/aikuiset/itsehoito-ja-opaat/itsehoito/seksuaalinen-kiinnostus-lapsiin/Pages/default.aspx>



Slovenia

Safer Internet Centre

Safer Internet Centre Slovenia exists to promote safer and better use of the Internet and mobile technologies among children and young people. It is a national project promoting and ensuring a better Internet for children. It is co-financed by the European Union's Connecting Europe Facility, and part of the funds comes from the Ministry of Public Administration, which provides financial support to the centre. The project is run by a consortium of partners coordinated by the Faculty of Social Sciences at the University of Ljubljana, Academic and Research Network of Slovenia (Arnes), Slovenian Association of Friends of Youth (ZPMS) and the Youth Information and Counselling Centre of Slovenia (MISSS).

Slovenian Safer Internet Centre has three components: Awareness Centre Safe.si, Helpline *Tom telefon* and Hotline *Spletno oko*. Its website is very clear, easy to use, adjusted to children and youth.

A consolidated report on the activities of the Safer Internet Centre Slovenia for the period 2016 to 2018 is very informative and includes the activities of all its components. It is available in Slovenian language.¹¹⁶

Awareness raising

As an awareness centre, Safe.si¹¹⁷ Slovenia raises awareness of its five target groups on the safe and responsible use of the Internet and new technologies. The aim of the project is to provide children, young people, parents, teachers and social workers with knowledge and tools for guidance, empowerment and assistance to children and youth in the digital world. The Awareness Centre is positioned as a key pool of resources and knowledge regarding the use of the Internet and mobile technologies among children in Slovenia. A strong network of national actors supports the Centre and ensures dissemination of educational materials, information and advice. The Centre initiates, co-ordinates and participates in a wide range of activities and initiatives aimed at raising awareness in this area.

There is great interest among Slovenian schools to participate in online safety training sessions and workshops for different target groups. Since 2007, Safe.si has been actively involved in educating young people, parents and teachers about the possibilities and potential risks of using the Internet. It is the most recognized institution in Slovenia dealing with online safety trainings, and schools often seek the services of the Awareness Centre in

¹¹⁶ The report is available at: https://safe.si/sites/default/files/koncno_porocilo_2016_-_2018.pdf

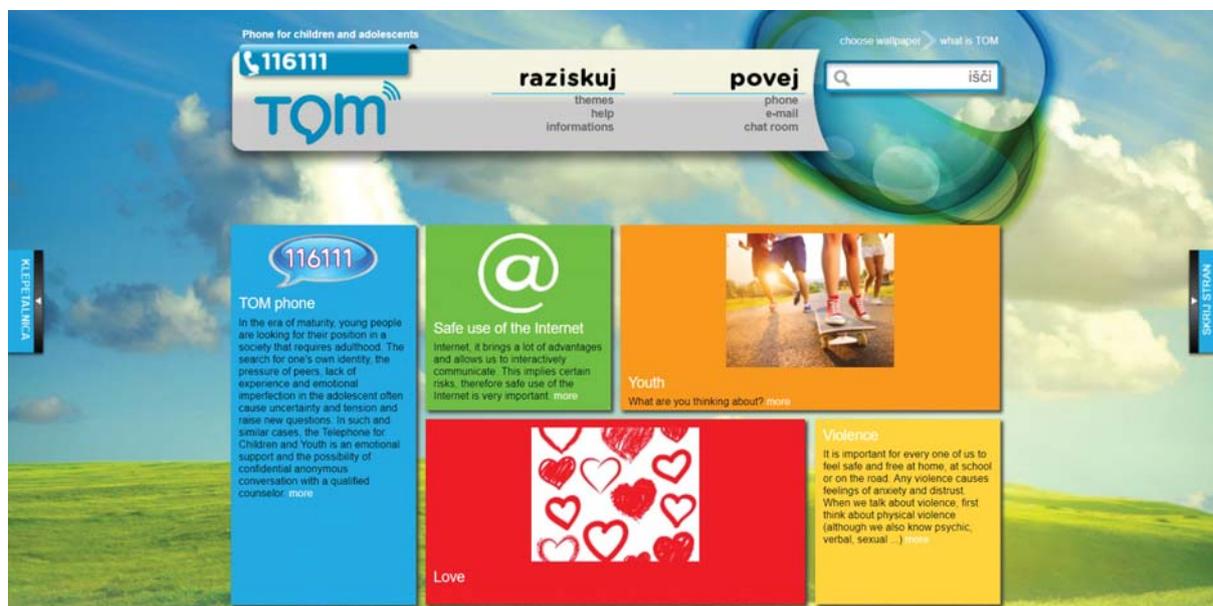
¹¹⁷ More details available at: <https://safe.si/>

order to improve the knowledge of both teachers and pupils as well as their parents through various workshops and lectures at the Centre.

Safer Internet Day 2019 was celebrated under the slogan “Together for a better Internet”, and the focus was on digital parenting.¹¹⁸

Helpline

Children, teenagers, young people and parents who find themselves in need or have problems associated with the Internet or mobile devices can call a free phone number - TOM phone 116 111¹¹⁹. This helpline operates within the Association of Friends of Youth of Slovenia (ZPMS). It was established in 1990, and five years later a national network was established that connects about 200 trained counsellors¹²⁰. The helpline counsellors are



¹¹⁸ More details available at: <https://www.betterinternetforkids.eu/web/slovenia/sid>

¹¹⁹ More details available at: <http://www.e-tom.si/>

¹²⁰ The network of TOM telephones consists of 9 counselling groups operating in Ljubljana, Maribor, Murska Sobota, Slovenske Konjice, Velenje, Krško, Idrija, Ajdovščina and Tolmin.



trained to give useful advice to the callers, guide them in order to help them solve problems, or refer them to other institutions that can directly help. Calls can be made to this phone number every day, including Sundays and public holidays, from 12.00 to 20.00. In addition, questions can also be asked via the contact form on the *Tom Telephone* website. A chat room is also available several times a week.

Anonymity and confidentiality of the calls and conversations are guaranteed. In this way, children and young people are encouraged to develop self-confidence and communication skills and prepare themselves for solving conflict situations independently. To ensure the overall development and protection of children and young people, TOM relies on other similar projects and programs that can provide direct support (for example, the Counselling Centre for Children and Youth, counselling services in schools, centres for social work, centres for crisis situations, doctors - gynaecologists, other helplines and organizations dealing with youth.

TOM helpline is a part of the Insafe network.

Hotline

The hotline *Spletno oko*¹²¹ (Web Eye) allows Internet users in Slovenia to anonymously report child sexual abuse images and hate speech they encounter online. The service was set up with the financial support of the Safer Internet Program of the European Union in September 2006, and users started reporting illegal content in March 2007, when the technology platform was provided, the website www.spletno-ok.si, and cooperation established with the police. The main mission of the hotline *Spletno oko* is to reduce the number of child sexual abuse images and hate speech on the Internet in close cooperation with the police, Internet providers and other governmental and non-governmental organizations in Slovenia. The hotline realizes its mission by achieving the following goals: hotline operation which allows anonymous reporting of illegal content on the Internet, awareness raising about illegal online content, fast and effective analysis of received reports, cooperation with other hotlines around the world, exchange of reports and best practices, and monitoring on notice and take down of child sexual abuse images on Slovenian servers.

The Office of the State Prosecutor General of Slovenia and the police, as well as the representatives of the media and other organizations actively working on protection of children's rights, are also involved in the project as members of the Safer Internet Centre Advisory Board.

Activity Report of the *Spletno oko* hotline is available in Slovenian language, but it is very user-friendly, especially when presenting statistical data and trends for the period from 2007 to 2017¹²².

¹²¹ More details available at: <https://www.spletno-ok.si/>

¹²² Available at: https://www.spletno-ok.si/sites/default/files/spletno_oko_porocilo_2017.pdf

Report	 <p>Point for reporting hate speech and videos of child sexual abuse on the Internet</p>
About the entry point	
E-abuse	
Hate speech	
Hate speech on social networks	
Reports	
News	
Safer Internet Center	
English	

REPORTING CONTROVERSIAL CONTENT OR INCIDENTS

I would like to draw attention to:

Unsuitable shots of children of a sexual nature

Other sexual exploitation of children on the Internet

Hate speech or other threatening, offensive speech

Other types of sexual exploitation or incidents

[back](#)

[safe.si/center-za-varnejši-internet](#)
A child is any person under the age of 18

Hotline *Spletno oko* is a part of the INHOPE network and of the ICAM¹²³ International CSAM/CSEM Reporting Platform.

Youth Panel

The Youth Panel consists of young people under the age of 18 and actively contributes to the activities of the Slovenian Safer Internet Centre. Coordination of youth participation activities allows interviews with children and young people about their experiences on the Internet. The aim is to get their opinions and suggestions and involve them in discovering new trends, risks and knowledge gaps in order to prepare relevant resources for raising awareness, web content, workshops and other activities that meet their needs and provide them with the necessary knowledge.

¹²³ See more on ICCAM in the section of this document entitled INHOPE



Serbia

National Contact Centre for Child Safety on the Internet

In accordance with the Provision on the safety and protection of children in the use of information and communication technologies, adopted at the Government of Serbia session on 30 June 2016 upon the proposal of the Ministry of Trade, Tourism and Telecommunications (MTTT), the National Contact Centre for Child Safety on the Internet was established on February 27, 2017¹²⁴. Through this centre, MTTT provides counselling for children, parents, students and teachers, as well as all other citizens, about the advantages and risks of using the Internet and safe ways to use new technologies through various awareness-raising activities. The National Contact Centre conducts education on the safety of children on the Internet by organizing seminars, workshops, presentations and information dissemination through printed, electronic and other media.

It is also possible to report harmful, inappropriate and illegal content and behaviour on the Internet, or any threat to the child rights and interests.

ПАМЕТНО БЕЗБЕДНО

Pozivi 19833

Prijavi nepoželjan sadržaj

Република Србија
Министарство трговине, туризма
и телекомуникација

CPPI | SRP

Početna O nama Oblasti delovanja Vesti Bezbednost dece na internetu Galerija Video IT karavan

Zaštite se na internetu

Želim da prijavim incident

Zabrinut sam za bezbednost deteta

Kako da koristim internet pametno i bezbedno?

NACIONALNI KONTAKT CENTAR ZA BEZBEDNOST DECE NA INTERNETU - 19833

U skladu sa Uredbom o bezbednosti i zaštiti dece prilikom korišćenja informaciono-komunikacionih tehnologija, koja je na predlog Ministarstva usvojena na sednici Vlade Srbije 30. juna 2016, uspostavljen je Nacionalni kontakt centar za bezbednost dece na internetu.

Putem tog centra Ministarstvo sprovodi savetovanje dece, roditelja, učenika i nastavnika, kao i svih drugih građana, o prednostima i rizicima korišćenja interneta i bezbednim načinima korišćenja novih tehnologija. Omogućen je i prijem prijava štetnog, neprimerenog i nelegalnog sadržaja i ponašanja na internetu, odnosno prijavljivanje ugroženosti prava i interesa deteta.

U obradi prijava učestvuju u druge nadležne institucije i službe, u zavisnosti od toga da li nelegalan

¹²⁴ More details available at: <http://pametnoibezbedno.gov.rs/rs-lat/kontakt-centar>

According to the website of the National Contact Centre, the partners are the Ministry of Education, Science and Technological Development, Ministry of Interior, international organization Save the Children and Microsoft.

In the first month of the work of this centre, 500 calls were received, of which four with the elements of the criminal offense, and the reports were forwarded to the competent prosecutor's office. In less than two years about 7,300 calls and online reports and queries were received¹²⁵ and 155 cases of serious online threats to juveniles were registered¹²⁶. Cases were established based on the reports of various forms of harassment and child threats, cases of insults, identity thefts, misuse of photographs and various forms of digital violence among peers, and several cases were initiated with regard to paedophilia, i.e. online predation, threats, sexual harassment and other potential criminal work. Depending on the type of report, they have been forwarded to the Public Prosecutor's Office for High-tech Crime and the Ministry of Interior, or the Ministry of Education, while the callers were provided with advice.

The most frequent questions sent to the Contact Centre through the form within the box "I am worried about child safety" are: how to safely use social networks, how to install a parental control filter, what to do in case your profile on a social network is hacked, how to remove a false account on a social network, how to avoid pop-up ads, how to block an account that spreads insults, how to make a strong password, etc. Operators and counsellors of the contact centre advise parents, carers, teachers to talk to children and explain then the dangers of communication with strangers, advise them not to accept such communication or respond to inquiries and requests from unknown accounts and web addresses.

Reports concerning the health risks of children due to excessive use of the Internet were forwarded to the competent health centres. In order to improve cooperation and exchange experiences with healthcare professionals, technical trainings are held for employees in health centres for using the application through which citizens' reports are forwarded. This is an application through which the centre is connected with over 500 individual contacts in all institutions it cooperates with¹²⁷.

Awareness raising

In order to raise awareness among parents, children, as well as teachers about the dangers lurking on the Internet, the educators of the National Contact Centre for Children's Safety on the Internet have created interactive presentations for children and parents. Thus, a program campaign called IT Caravan was launched. It is an

¹²⁵ Information as of March 1, 2019 published on Twitter page of the *Pametno i bezbedno* (Smart and Safe) platform.

¹²⁶ Source: <http://www.pametnoibezbedno.gov.rs/rs-lat/vesti/vest/zajedno-za-bolji-internet>

¹²⁷ Source: <http://www.pametnoibezbedno.gov.rs/rs-lat/projekti/digitalna-bezbednost>



educational campaign to promote useful, creative and safe use of information technology. The IT Caravan runs the *Pametno&bezbedno* (Smart&Safe) platform, which presents the advantages of using the Internet and new technologies in education, business and communications, as well as the dangers resulting from their improper use.¹²⁸

*IT Caravan*¹²⁹ was first organized in the mid-2016. School presentations were attended by around 5,000 higher grades elementary schools students, while thousands of citizens saw the promotion of this project on the city squares. *IT Caravan 02* was conducted in 2017 and it promoted robotics and programming, encouraging young people to develop digital skills through play and entertainment, but also to use their knowledge to protect themselves from risky situations on the Internet. Presentations on protection against digital violence and other forms of online child abuse were attended by more than 5,500 students and around 90 teachers from 17 primary schools from Serbia. In 2018, the *IT Caravan 03* was organized for students of elementary schools in Serbia, their parents and teachers, with the aim to encourage smart and safe use of new technologies. Partners of the National Contact Centre, as in the previous years, were the Ministry of Education, Science and Technological Development and the company Microsoft, and in 2018 the National Association of Parents and Teachers of Serbia, as well as the Petlja Foundation joined. In addition to telephone and online education, the Centre's educators hold lectures throughout Serbia, attended by more than 11,000 pupils and 3,800 parents so far.¹³⁰

In April 2019, an extensive media campaign for the child online safety has been launched - "Your Internet Number - 19833", promoting the protection of children on the Internet and the National Contact Centre for Children's Safety on the Internet, and it will accompany the *IT Caravan 04*¹³¹ implemented under the slogan "Faca Interneta" (*Internet hotshot*).

Hotline

The *Pametno&bezbedno* website of the National Contact Centre allows reporting of harmful, inappropriate and illegal content and behaviour on the Internet, or reporting of threats to the rights and interests of the child, which can be done via telephone, by calling **19 833** or online, by filling in electronic online report form.

¹²⁸ The platform *Pametno i bezbedno*, provides up-to-date information on its Facebook page and it is rather informative. More details available at: <https://www.facebook.com/pametnoibezbedno/>. Also, it publishes news on Instagram <https://www.instagram.com/pametnoibezbedno/> and Twitter <https://twitter.com/pametnobezbedno>

¹²⁹ More details available at: <http://pametnoibezbedno.gov.rs/rs-lat/projekti/it-karavan>

¹³⁰ Source: <http://www.pametnoibezbedno.gov.rs/rs-lat/vesti/vest/zajedno-za-bolji-internet>

¹³¹ There are 25 schools, or about 2000 pupils, from Nis, Novi Pazar, Cacak, Zrenjanin and Belgrade engaged in the *IT Caravan 04*, and the concept of the program is based on the knowledge competition for elementary school pupils related to digital technologies and digital security.

The National Contact Centre receives reports on weekdays from Monday to Friday between 07.30 and 15.30. Four persons are engaged on receiving telephone and online reports of all types of violence on the Internet. A direct link has been established with the police, prosecutors' offices, centres for social work, primary health centres and the ministry responsible for education due to reports of peer violence.

If a person reporting online abuse through the online form wants to leave contact details, he/she needs to fill in the "Consent for Data Processing" form and send it to the MTTT via mail. The form is available under the "Reporting of unacceptable content" box, with the information that the reports sent to the National Contact Centre will be forwarded to the competent institutions, only if the allegations from the report indicate the need to involve other competent institutions. It is also indicated that, if the report is submitted by a person under the age of 15, the Consent for Data Processing form should be filled in by the parent or guardian of that person.

The form for Reporting harmful, inappropriate and illegal content and behaviour on the Internet contains sections that are filled in by clicking and choosing from the offered list, where the fields marked with a star (*) are mandatory:

Select the category of the content you are reporting:

Cyberbullying Sexting Trafficking Identity theft Fraud and other illegal activities

Other forms of child exploitation and threats

Description of the content you are reporting:

Inappropriate online communication Spread of lies and hate speech Violation of security, blackmail and threat

Illegal activities (theft, terrorism, scams) Other

Additional information:

Enter the link where the content you report is located *

Location:

Website e-mail Social network Other

At the end of the Report, in the special field, the URL of the reported content is entered, and the report is sent by clicking the button: *Send*.



Other competent institutions and services are also involved in processing of the reports, depending on whether illegal content and behaviour harm the child's psychological or physical integrity (threats of violence, stalking, harassment, child pornography, etc.), present violation of rights, health status, well-being, general integrity of the child, or pose the risk for creating Internet addiction. Depending on the report, a person may be referred to the following competent institutions: centres for social work, primary health centres, Ministry of Health, Ministry of Education, Science and Technological Development, Ministry of Labour, Employment, Veteran and Social Affairs, Ministry of Interior; Republic Public Prosecutor's Office. In addition to the aforementioned state bodies, civil society organizations are also involved in the work of the National Contact Centre as partners. The National Contact Centre website contains useful advice on good and bad sides of the Internet, tips for safe use of the Internet, definitions of forms of violence related to online abuse and online protection tips, including parental control with guidelines for downloading free applications, such as SecureTeenParentalControl, Kids Place – ParentalControl, Screen Time ParentalControl.

Based on a report, the National Contact Centre undertakes the following activities: 1) sends a notification of the submitted report to the website administrator in case the allegations from the report indicate inappropriate or harmful content; 2) forwards the report to the competent public prosecutor's office, if the allegations from the report indicate the existence of a criminal offense, and sends the information about the submitted report to the Ministry of Interior (Service for Combating High-Tech Crime) with the aim of informing and for the purpose of combating high-tech crime; 3) forwards the report to the competent centre for social work in case the allegations from the report indicate violation of rights, health status, welfare and/or general integrity of the child, as well as notifies the competent health centre about the submission of the report in case the allegations from the report point to the risk of Internet addiction; 4) forwards the report to the information security inspectorate in case the allegations from the report indicate violation of security or inadequate acting of an ICT system operator of special importance and informs the person who submitted the report about the undertaken activities related to the report.

Upon receipt of the report, centres for social work, within their jurisdiction, assess the attitudes of the persons taking care of the child, degree of influence of the illegal contents of information and communication technologies on the child, and provide assistance in accordance with the law and their authorizations. After receiving the report, competent primary health centre determines, if there is a prior consent of the patient or his/her legal representative or guardian, whether there is a risk of addiction or whether Internet addiction is already present, and provides assistance in accordance with the law.

Conclusions and Recommendations:

Through analysis and examples of good practices the Operational Handbook shows that Safer Internet Centres provide a wide range of accessible and valuable sources of support for children, adults and professionals on how to keep children safe and secure online. Overall, the centres give very positive results that are in line with their goal of raising awareness, providing information, assistance and support, reducing the risk or potential risk to children and other service users and participation of young people in relation to safer use of the Internet.

Safer Internet Centres provide additional outcomes and breakthroughs that the wider community cannot always recognize and perceive. Complementary ways to access the Centre's website, such as e-mail, text message, and phone allow children and young people to reach support when and where they need it or the public to report illegal content when they encounter it. In a fast digital era, the Centres play a key role in raising the awareness of children, young people, adults and the entire community.

Recommendations for the Safer Internet Centre

- Establishing a counselling helpline, and a line for reporting harmful and illegal content, unless they are established within the Safer Internet Centre. It is very important to clearly differentiate their operation frameworks to make it clear and easy for people to use these services.
- Youth participation in the process of adopting policies for safer internet centres, which is usually consultative, should also be improved, in order to engage youth in meaningful participation in the decision-making process. It is recommended that a Youth Panel be formally established within the Contact Centre.
- The Safer Internet Centre website should be adjusted to children, simple, transparent and accessible.
- Developing and publishing annual reports on the work of the platform on the Safer Internet Centre official website. These reports should show statistical data and trends as well as a narrative overview of the overall activity of the centre in the respective year.



- Establishing a comprehensive database for collecting and disseminating knowledge about the child online safety within this centre.
- Establishing working groups that engage experts and other stakeholders from different social spheres to carry out focused, targeted activities in the domain of child safety on the Internet (research; activities related to the target area, new risk, for example; proposals for decision-makers and similar).
- Creating educational and promotional materials adapted for children, intended also for children of younger age child (child friendly material) to promote child online safety.
- Encouraging and conducting research on the child online safety and implementing programs recommended by this research, based on scientific evidence and evidence from practice (national and international);
- Developing additional opportunities for cooperation with key national Internet service providers and Internet industry. The ways in which this can be improved at the national level should be considered and strengthened.
- When a Safer Internet Centre is part of the Insafe and INHOPE network, it should highlight the logo of those organizations as well as web links leading to their websites.

Recommendations for counselling lines for children – Helpline, as an integral part of the Safer Internet Centre

In order to successfully establish and operate a child helpline within the Safer Internet Centre, the following key elements need to be taken into account:

- Counselling line - Helpline service should be completely free.
- Helpline should be available to children and young people 24 hours a day, seven days a week, every day of the year, including holidays. If this is not possible, the longest possible period and time of its availability should be ensured.
- The service must be available to children, young people, parents, teachers and other professionals.
- Helpline ensures anonymity to a child or an adult who is using the helpline for the child or on behalf of the child, except in situations limiting confidentiality policies that are known to the helpline staff who should explain them in advance to those contacting the helpline;

- Child helpline for safer Internet needs to adopt a child-centred approach, and it is recommended to indicate on its website that this is its policy.
- Child helpline should act in accordance with the principle of the best interest of the child.
- Services provided within the safer internet centre helpline are: emotional, psychosocial and information support.
- Helpline should provide expert assistance and support for all issues related to the safe use of the Internet and the protection of children and young people on the Internet.
- All associates who provide services within the helpline in the safer internet centre (permanently engaged staff and volunteers) are obliged to pass a relevant compulsory training to acquire competences for work with children and their protection, including safe use of ICT.
- The staff of the helpline should have access to continuous professional development and access to a continuously available supervision and other type of support.
- Helpline service regarding safer use of the Internet must rely on an organized system of recording and classification of information and data storage.
- Child helpline must inform the public about the specificities of this service, to whom the service is intended, as well as the types of support available within the helpline.
- Calls that are not within the mandate of the helpline are redirected to the appropriate competent authorities.
- Promotion of the helpline is carried out, in addition to other activities, during the major targeted national campaigns or appropriate days or weeks promoting prevention, for example day of prevention of child abuse or the child online safety day.

Recommendations for counselling lines for children – Hotline as an integral part of the Safer Internet Centre

- The line for reporting harmful and illegal content should display on its website the type of content that can be reported through online application form.
- Hotline should be accessible to children, young people and the general public for 24 hours, and if this is not possible, the longest possible period and time of its availability should be ensured. The option: “procedure if



your report refers to a child who is in immediate danger” should be displayed on the hotline website - which will refer to the police or high-tech crime agencies and child care services.

- Hotline should explain and publish on its website how the report will be further processed (scheme and narratively) as information intended for and accessible to the people who submit reports.
- The form for reporting harmful and illegal content should also be available in English.
- Hotline should make analysis and write annual reports that are published on the website and available to users, experts and the general public.
- Staff engaged in the work of the hotline is trained and highly competent to perform tasks.
- Working environment for associates engaged in the work of the hotline must satisfy the standards for the operation of these lines and should ensure professional and other types of support to the staff.
- It is recommended to create transparent, clear procedures and action steps and method of documentation, in order to ensure a prompt and efficient procedure and to eliminate any uncertainties in the responsibilities between the hotline and other services.
- A warning system for new risks should be created within the hotline: an online application form needs to be developed so that young people or other Internet users can send alerts faster when they identify potential risks, encounter new problems or technical challenges.
- Ensuring regular information meetings and training programs to help the hotline staff in addressing new problems and challenges.
- Better cooperation with stakeholders is desirable in order to improve the use of Internet safety tools, as hotlines play a key role in providing feedback from users on the effectiveness of existing safety measures applied by the Internet industry.





Save the Children
100 YEARS

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