



What have we achieved over the last two years?

UK Safer Internet Centre Public Report
1 January 2019 - 31 Dec 2020



**UK Safer
Internet
Centre**



Executive Summary

The UKSIC is a partnership of three leading organisations: [Childnet International](#), [Internet Watch Foundation](#) (IWF) and [South West Grid for Learning](#) (SWGfL).

Our mission is to make the internet a better and safer place for all.

This report looks at our key achievements over the past two years covering three key areas of our work:

- 1** Our **Awareness Centre** – how we educate and raise awareness for children, young people, parents and professionals about online safety.
- 2** Our **Hotline** - our work to take down or minimise the availability of child sexual abuse images and videos online, hosted anywhere in the world.
- 3** Our **Helpline** - how we help professionals working with children and young people with any online safety issues they may face themselves or with the children in their care. Giving individuals a platform to report harmful content.



Co-financed by the European Union
Connecting Europe Facility

Our Work in numbers

January 2019 - December 2020

**1/2
Million**



Distributed over 1/2 million copies of our printed resources



Our Safer Internet Day campaign 2020 reached

49% 

of 8-17 year olds in 2020 and

26% of parents and carers in the UK

Delivered **271 training sessions** around the country which reached nearly **20,000** children, professionals and parents



537,514

Reports

Our **Hotline** which helps victims of child sexual abuse worldwide by identifying and removing online images and videos of their abuse **assessed 537,514 reports** and removed **270,000 URLs** of criminal child sexual abuse material



Thanks to the work of our **Hotline**, child sexual abuse content hosted in the UK has **reduced** from **18%** in 1996 to **0.1%** today



Our **Report Harmful Content platform** launched in 2019 and has a **90%** success rate for taking action against harmful content online

Ran **97 free Online Safety Live briefings** for

5,967

professionals around the UK



Our **Professionals Online Safety Helpline** dealt with over

3,157 emails and calls

to resolve **1,478**

cases where professionals had contacted us with an online safety concern



*Data: 1 Jan 2019 - 30 Nov 2020



Trained **6,785**

young people as digital leaders in their school community and involved

565 schools in our **Childnet Digital Leaders Programme**



More about our highlights from the past two years

1 Awareness raising and education highlights

Safer Internet Day (Safer Internet Day) 2019 and 2020

Safer Internet Day is an annual global campaign celebrated in over 170 countries. The UK Safer Internet Centre coordinates the campaign in the UK and each February, hundreds of organisations right across the UK get involved to help inspire the safe and positive use of technology. For Safer Internet Day 2019 we focused on how consent works in an online context and asked young people to explore how they ask, give, and receive consent online.

Safer Internet Day 2019 highlights:

- The campaign reached 46% of young people aged 8-17 and 26% of parents and carers
- Young people got involved in the #OurInternetOurChoice social media campaign
- Over a million downloads of our education packs
- Over 500K views of the Safer Internet Day films
- 2,100 organisations supported the day including schools, businesses, police forces, charities and government departments.

In 2020 we looked at online identity and whether we are free to be ourselves online, how the internet helps us discover and explore our identity.

Safer Internet Day 2020 highlights:

- Campaign reached 49% of young people aged 8-17 and 26% of parents and carers
- 77% of young people who heard about the day said they felt more confident about what to do if they were worried about something online
- 1,741 organisations, schools, government and others registered as supporters
- 1.2 million views of the Safer Internet Day films
- Over 1 million downloads of the education packs
- The #SaferInternetDay hashtag was used 63,831 times on Twitter, trending at number 1 throughout the day
- A number of events took place around the country including London, Cardiff, Belfast, Liverpool and an event in UK parliament.

The campaign had a hugely positive impact. 77% of young people who heard about the day said they felt more confident about what to do if they were worried about something online and 19% said they spoke to someone about something that had been worrying them online.

In addition, 76% of parents and carers talked to their child about using the internet safely and 62% felt more confident about what to do if their child came to them with a problem they had online.

Youth Participation - [Childnet Digital Leaders Programme](#)

This innovative peer-to-peer programme empowers young people to champion and promote the safe and positive use of technology in their school. The programme now has almost 8,000 active Digital Leaders across the country who play a key role in their school communities.

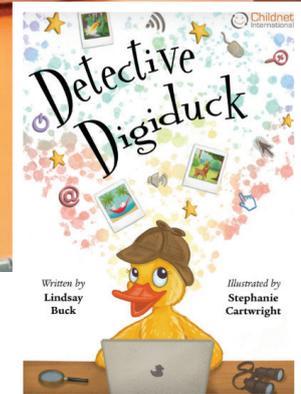
Our Digital Leaders have achieved a great deal in their schools, including running sessions and assemblies for their peers, for school staff and their parents and carers; developing campaigns; working with younger children, working collaboratively with the team to develop new content for the online learning platform; writing blogs for our website and finding new creative and innovative ways to run the programme in their schools, ensuring online safety education is kept at the fore during the Covid-19 school closures. These Digital Leaders have also been able to contribute to online safety on a wider scale, meeting MPs to present UK government with our Young People's Charter, talking to guests and delivering a keynote speech for Safer Internet Day 2020, as well as representing young people from the UK at the Safer Internet Forum 2019 in Brussels.



PSHE - [Myth vs Reality Toolkit](#)

With Relationship and Sex Education (RSE) becoming statutory in all UK schools in September 2020, we created a practical online safety PSHE toolkit with films and lesson plans to explore online issues with young people aged 11-14. [Myth vs Reality](#), our PSHE Toolkit for 11-14s explores the topics of online pornography, healthy relationships and body image. This toolkit is an extension of our hugely successful practical PSHE toolkit [Crossing the Line](#), which aims to generate discussions amongst young people aged 11-14 about their experiences online.





[360safe.org.uk](https://www.360safe.org.uk)

14,000 schools across the UK use our free self-review tool which allows them to assess their online safety policy and practice provision. 360 safe turned 10 years old in 2020 and we are thrilled to see it continue to grow and help schools improve their online safety. There is a [360 safe Scotland](#) as well as [360 safe Cymru](#) version available for schools in Wales. Based on the data from schools UK-wide, we are able to see the national picture of online safety in schools – the strengths as well as the areas where schools need more support. We released our [Online Safety Index report](#) in late 2020.

[ProjectEvolve](#)

ProjectEvolve is based on the digital literacy framework by the UK Council for Internet Safety's (UKCIS) Education for a Connected World. ProjectEVOLVE resources each of the 330 statements from the Framework with perspectives; research; activities; outcomes; supporting resources and professional development materials. This vast library of content is managed by an innovative new engine, designed by SWGfL, that not only makes navigating the content intuitive but allows users to personalise the content they collate. The vibrant new content is up to date; relevant and engaging and moves online life education into the third decade of the 21st century.

[Detective Digiduck](#)

We have written and illustrated the third installment of Digiduck's adventures titled detective Digiduck. This book is designed to explore reliability of information online with very young children, helping them to understand that what they see or read online may be untrue, or someone's opinion.

[Digital Wellbeing Resource](#)

Our brand new digital wellbeing resource has been released for beta testing. It aims to help young people aged 11-14 understand what wellbeing is, what their basic needs are to support their wellbeing, what drives their behaviour and how they can self-reflect to improve their own wellbeing.

[The STAR Toolkit](#)

We launched the new and updated STAR SEND Toolkit. This is an extensive teaching toolkit to equip, enable and empower educators with the relevant knowledge and resources they need to support young people with Special Educational Needs and Disabilities (SEND). It includes resources to help educators deliver practical learning activities, alongside advice on how to approach topics such as safe sharing, trustworthiness of information and people online, inappropriate content, using the internet for good, dealing with online conflict and cyberbullying. Each topic includes specially created film content, accessible Widgit symbols, a summary quiz and suggestions to extend learning beyond the classroom.

Social Media Checklists

We added to our most popular printed resources – the social media checklists for Facebook, Twitter, Instagram and Snapchat – three new checklists with safety tips for Roblox, TikTok and Netflix were created. We distributed a quarter of a million of these checklists during this period.

Test Filtering

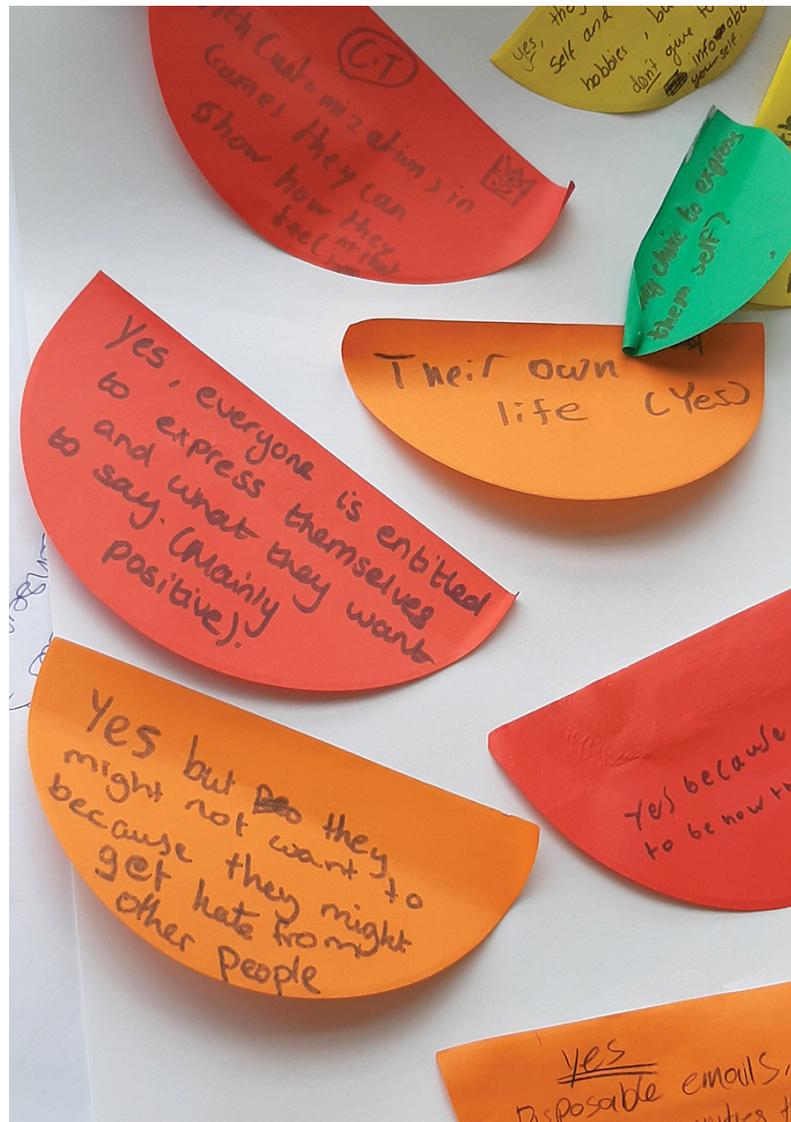
We set up Test Filtering, a tool to ensure that harmful online content is blocked from a school's internet connection. The simple facility allows schools to test if their internet connection filters child sexual abuse content and terrorist content.

Online Safety Training

The UK Safer Internet Centre offers bespoke online safety training to schools and organisations. We deliver this training face-to-face as well as remotely and can tailor the training to specific needs. During this two-year period, we delivered 271 sessions to nearly 20,000 professionals, children and parents/carers.

Online Safety Live

Online Safety Live is the biggest outreach programme focusing on online safety in the UK. We travel the length and breadth of the country and deliver 2-hour long briefings full of the latest online safety news, updates, trends, emerging technologies, legislation, research, resources and support aimed at any professional working with children and young people. During 2019-2020 we ran 97 events around the UK attended by nearly 6,000 teachers, police officers, social workers, health workers, youth workers and so on.





2 Hotline highlights

Reports Received

Our Hotline continues its core work of assessing and removing online child sexual abuse material. We've processed 537,514 reports in 2019, and 2020 to date. Reports come to us from the public, police, tech companies, and we also proactively search for child sexual abuse images and videos online.

Content Removed

Not all of the reports sent to us fall within our remit, which is why we always perform a detailed assessment against UK law. Through 2019 and 2020 to date, 270,700 webpages depicting child sexual abuse material have been removed from the internet thanks to our work with a global network of partners. Each webpage could show one, to many hundreds or thousands of criminal images.

Reporting Portals

Since 1 Jan 2019, we've launched 18 reporting portals, bringing our total to 43 across four continents, providing billions of people with a reporting mechanism for child sexual abuse imagery.

Self-generated Content Trend

In 2019, 29% of all the child sexual abuse reports we took action on included self-generated child sexual abuse imagery. This is often where the child has been groomed, coerced and manipulated into sexual behaviour via livestreaming or webcam. In 2020 to date, 42% of all the child sexual abuse content dealt with by the IWF involved self-generated material – a rise of 13 percentage points.

IWF URL List

In 2019, 129,111 unique URLs of child sexual abuse were included on the IWF URL List – a dynamic list of webpages which are blocked and filtered by companies all over the world for their users' protection. In 2020 to date, there have been a further 133,000 unique URLs on the list. In just one month in March 2020, more than 8.8million attempts to access this criminal material were recorded by just three companies in the UK, meaning the list helps protect millions of internet users, as well as the victims whose abuse is depicted in the imagery.

3 Helpline highlights

We operate the [Professionals Online Safety Helpline \(POSH\)](#) and the online reporting platform [Report Harmful Content \(RHC\)](#).

Professionals Online Safety Helpline

The Helpline has continued to support the children's workforce in the UK with online safeguarding issues. From 1 Jan 2019 to end of Nov 2020 we have handled 3,237 calls and emails with a total number of cases at 1,478. The majority of clients contacting the helpline were teachers (67%).

POSH helpline teamed up with HeadStart Kernow to help and advise them on the [Online Resilience Toolkit](#) for professionals which provides a practical way to assess young people's online behaviour and help them make decisions about whether that behaviour represents risk of harm.

We also worked with Facebook to produce a [Resource for Professionals](#). This guide for schools and teachers, provides guidance on how to help staff use Facebook's family of apps in a safe, professional, and positive way.

In 2020 we also updated our [So You Got Naked?](#) online resource and created a version for young people with special educational needs.

In Nov 2020 POSH released its [first annual report](#).

Report Harmful Content (RHC)

Since launching in Oct 2019 until end of Nov 2020, the platform dealt with 1,457 contacts to resolve 731 cases. 313 pieces of content were escalated with 270 referred to industry partners for removal – that is an 86% success rate.

The most common content we removed included:

- bullying
- harassment
- impersonation
- abuse
- threats

RHC released its [first annual report](#) into the findings surrounding harmful content online dealt within the first year of operation (January 2019-December

2019). In the year analysed, the RHC website received 9,282 visitors and practitioners dealt with 164 unique cases. Of the content escalated to industry, 92% was successfully actioned (e.g. removed/ restricted/ regained access to) and 62% was removed within 72 hours, demonstrating a high level of service speed and efficiency.

In 2020 RHC announced 9 new partnerships including 7 popular dating apps - Tinder, Hinge, Match.com, OkCupid, Plenty of Fish, Twoo and OurTime - livestreaming platform Twitch, and chat app Discord.

The Report Harmful Content platform was also made bi-lingual, making the service accessible to Welsh language users.



4 Impact of Covid-19 and the UK Safer Internet centre

During 2020 like so many organisations, we saw our work being affected by the Covid-19 pandemic. As lockdown was put into place and schools closed, there was a significant increase in demand for our services – including advice and guidance for schools and parents as they faced unprecedented times. We saw an increase in website traffic and public reports to the Centre’s hotlines and helplines have surged by 50%. We had to respond quickly, so we produced a wide range of advice and guidance around safe remote learning and working as well as online safeguarding. They are hosted on our [Safe Remote Learning Hub](#) and [SWGfL’s Remote Learning Hub](#).

Some examples of resources we produced as a response to Covid-19 were:

Safe Remote Learning Guidance for Schools

A helpful brief guidance to help consider how to prepare schools for closures and set up remote learning safely.

SMART Video Resources to Use During Remote Learning

This resource is made up of six easy-to-follow videos designed for parents or carers to work through together with their children. Each of these videos has simple, clear online safety advice specifically tailored for children aged 6-9.

Remote Working for Education Professionals

Guidance for education professionals on setting up remote learning whilst considering safety and wellbeing.

Online Tutoring

Safeguarding considerations when appointing new tutors online.

Online Performances

Safeguarding considerations and guidance when hosting virtual performances.



Contribution to the European Network

The UK Safer Internet Centre is part of a European network of 31 Safer Internet Centres – co-financed by the by the European Commission’s Connecting Europe Facility Programme and cooperating under the Better Internet for Kids core service platform. We take a very active role in the work of the network by sharing best practices and resources, attending network events, exchanging expertise and knowledge and providing data and stats about our work.

References

[UK Safer Internet Centre website](#)

[Partner websites – SWGfL, Childnet, and IWF](#)

[Professionals Online Safety Helpline](#)

[Report Harmful Content \(RHC\) platform](#)

[To report criminal online content to IWF](#)

[To subscribe for our monthly newsletter](#)

[UK Safer Internet Centre Advice Centre](#)

[UK Safer Internet Centre resources for children and young people](#)

[UK Safer Internet Centre resources for professionals](#)

[UK Safer Internet Centre resources for parents & carers](#)

[Safer Internet Day 2019 info pages](#)

[Safer Internet Day 2020 info pages](#)

[UK Safer Internet Centre research hub](#)

[Digital Leaders Programme](#)

[STAR toolkit](#)

[Myth vs Reality Toolkit](#)[Childnet Film competition 2019](#)

[Childnet Film competition 2020](#)

[Detective Digiduck](#)

[ProjectEvolve](#)

[Safe Remote Learning Hub](#)

[So You Got Naked Online](#)

[So You Got Naked Online SEND version](#)

[Test Filtering](#)

[Online Safety Live](#)

[Online Safety Training](#)

[360 degree safe](#)

[360 degree safe Scotland](#)

[360 degree safe Cymru](#)

[360 Early Years](#)

[360 Groups](#)

[Social Media checklists – Facebook, Twitter, Snapchat, Instagram, Tiktok, Roblox and Netflix](#)

[360 data](#) - Data protection self-review tool for schools

[Appropriate filtering and monitoring for schools](#)

[Education for a connected world framework](#)

UK Safer Internet Centre Contacts



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[@UK_SIC](#); [@UK_SICHelpline](#)

Report harmful content on Twitter [@reportHC](#)



[/saferinternetuk](#)



[user/UKSIC](#)



[@uk_sic](#)



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