



5th May 2021

Dear Parents and Carers,

There have been some startling figures in the press recently around the increasing numbers of young people posting inappropriate imagery online. In many cases, young people are being pressurised into posting these sorts of images themselves. In 2020, the Internet Watch Foundation confirmed 68,000 cases of such imagery, a rise of 77% on the year before. In 80% of these cases, the victims were 11- 13 year old girls. The recent pandemic has led to many young people spending more time online which has led them to be potentially more vulnerable.

The internet watch foundation started a national campaign on the 21st April 2021 to raise awareness of the issue. Please see the links below to the sites available for parents and young people. The video clips are quite an eye opener and clearly highlight the situations many young people find themselves in.

Discussing these issues with your daughter / son will help them to understand the dangers associated with inappropriate posting and support them in making healthy choices. Being open and transparent about their internet activity is a good way to help young people adopt safe practices online and to encourage communication if they find themselves in a vulnerable situation. Open dialogue in a school and at home is crucial so everyone working together to safeguard your daughter / son.

National online safety also offers training / information for parents.

National Online Safety

Internet Watch Foundation campaign launched to raise awareness of "self-generated" child sexual abuse material

In the last year, ["self-generated" child sexual abuse imagery](#) has increased by 77% and is a third of all child sexual abuse material identified and removed from the internet. These included images of girls aged 11 to 13 whose abuse had been recorded via a webcam in a domestic setting.

To help prevent the creation of this type of abusive imagery, a campaign has been launched by the [Internet Watch Foundation](#) (IWF) backed by the Home Office and Microsoft. It aims to help raise awareness of this type of criminality among parents and carers of young teens, empower and educate girls aged 11 to 13+ to spot the

techniques used by sexual predators and give them the knowledge to Block, Report, Tell someone they trust.

It is a national campaign running from Wednesday 21 April for six weeks. You can find out more on the [IWF website](#), as well as specific sites for [parents](#) and [young people](#).

Kind Regards

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