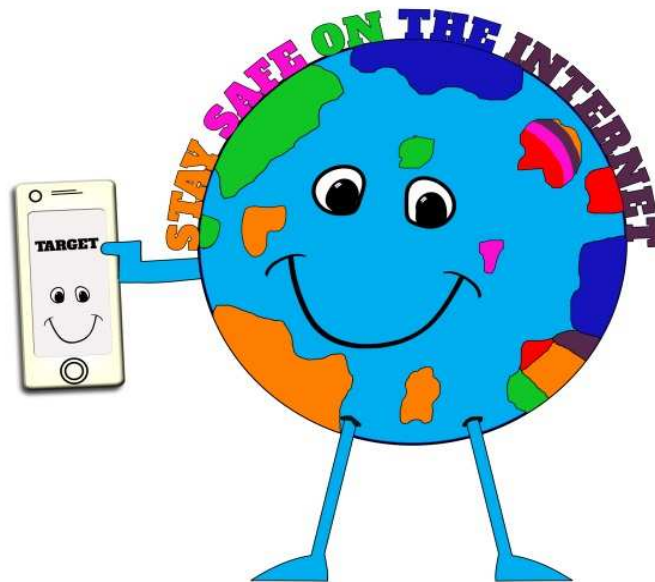


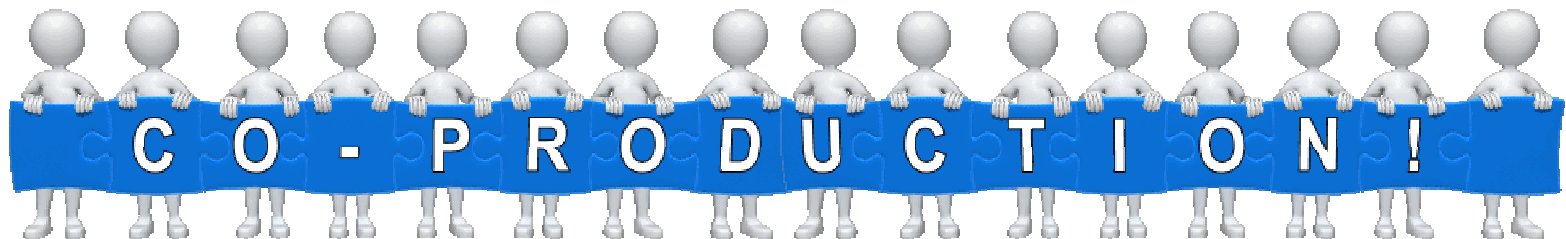
TARGET

***Targeting and Reducing Grooming Exploitation & Trading
Of Children and Young People Online***



TARGET Motivations

- 26% increase in young people within Northamptonshire presenting with support needs regarding Online Sexual Exploitation and Abuse (OSEA)
- Local gap in bespoke interventions and services
- Wider gap in knowledge, understanding, data and responsive interventions to OSEA across the UK
- Complete gap in youth-led responses to OSEA
- Young people's identified needs, interests, energy and commitment to co-produce TARGET



TARGET Activities

- Semi- structured questionnaires with 175 young people
- Semi- structured questionnaires with 618 disadvantaged young people
- Semi-structured interviews with 15 disadvantaged young people who are survivors of OSEA
- Support Work with Young People in Immediate Need
- 176 Logo Competition entries
- 32 Logo Competition Panel
- 48 TARGET Partners
- 1001 youth co-producers

TARGET Logo Winner,
September 2016
Tiarna Moran (10yrs)





TARGET Outcomes

- Increase online protective behaviours
- Improve wellbeing
- Increase transferable life skills
- Increase Accredited Youth Volunteering

Concurrent Themes Identified

Loneliness

Addiction

Impaired Cognitive Development

Education Disruption

Apathy

Physical Impairment

TARGET Findings

618 disadvantaged young people aged 5-18 years

51% regularly contacted online by strangers

36% received indecent sexual media including child

26% sent indecent sexual media

19% asked to meet strangers

8% met strangers

0.5% reported to an adult

Research between October 2015 to August 2016



TARGET Findings

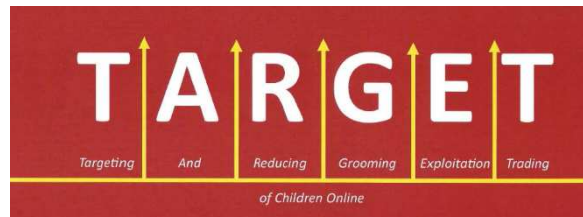
Comparatively disadvantaged young people are

8% more likely to receive indecent sexual media

6% more likely to send indecent sexual media

23% more likely to send indecent sexual media willingly

21% less likely to report to an adult



Voice of Local Children

Services

- An online safety app with info and help
- A talk by someone my own age about being safer online
- A helpline to talk about online issues or problems

Influence

- Better safety info on the sites / apps that I use
- An easier way to report if I don't feel safe on the sites / apps that I use
- A presentation by the Police on how to avoid getting into trouble online





OSEA Challenge

CSE is one of the 3 existing national priorities

(NCA - National Strategic Tasking and Coordination Group)

Main serious and organised threat to the UK &

Major intelligence gap

(2015-16 National Crime Agency Control Strategy)

(2015-16 National Crime Agency Annual Report)

‘Developing understanding of CSE offending activity online’

**Greatest risk to children of this
and future generations**

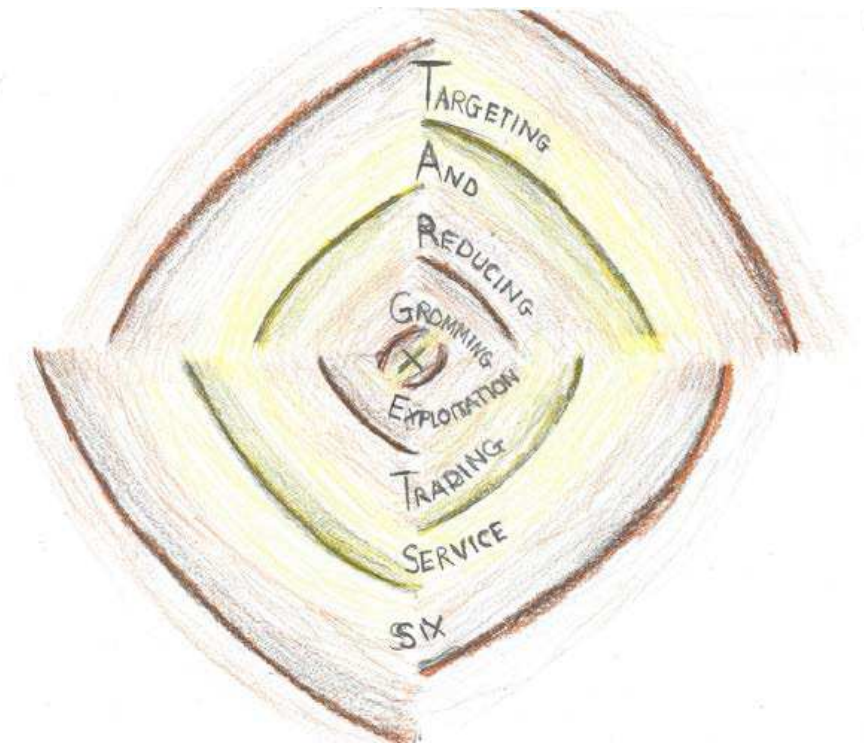
TARGET Focus & Needs

Focus

- Youth led
- Needs led
- Co-produced
- Disadvantaged young people
- Agile Methodology
- Theory of Change

Needs

- Partnership
- Quick Wins
- Creative Solutions
- Funding





How Can You Help?

**How can we best combine our
energy and resources to
reduce disadvantaged
children's online trauma?**