



## **The Lucy Faithfull Foundation welcomes new moves to clean up the internet of child abuse material and deter users from offending behaviour**

**November 21 2013:** Child protection charity the Lucy Faithfull Foundation welcomes new moves by the internet industry to tackle the problem of online child sexual abuse material, but recognises that more can be done – and not just by search engines and internet service providers.

### **Chief Executive Hilary Eldridge said:**

“We are delighted that these innovative steps are being taken by the internet industry to tackle the ever increasing problem of child sexual abuse. The most recent moves announced by the Government, Google and Bing will make it harder for those looking for illegal material to find it. In addition, the technological progress being made with regard to detecting and removing videos from the internet is most welcome.

“Our research with internet offenders has shown that if we can prevent the first viewing of child abuse material through users receiving warning messages then we could deter many offenders from progressing with their offending behaviour. We strongly commend government and industry for recognising this also and including signposting to the Stop it Now! Helpline in these messages.

“However, our mission is to prevent abuse before it happens, and there is much more to be done with respect to this goal. For example, we would like to see better management of legal pornographic websites and the demise of sites which portray 18 year old girls who look younger than they are. We would like increased availability of resources for those who develop risky sexual thoughts and behaviours, such as the Stop it Now! Helpline which offers confidential advice to people concerned about their thoughts and feelings towards children and helps them to manage them so that they do not harm a child. Additionally, we would like to see greater effort placed on preventing this sort of behaviour before it starts, for example through revised and updated sex and relationships education for teaching staff and children and young people.

“We will work with our partner organisations, Government and industry to continue to tackle this problem and make the internet a safer place for children.”

**-Ends-**

### **Notes to editors:**

For more information and/or interview opportunities please contact Deborah Denis on [d Denis@stopitnow.org.uk](mailto:d Denis@stopitnow.org.uk) | 01372 847160 | 07540 690 315

### **1. About the Lucy Faithfull Foundation**

The Lucy Faithfull Foundation celebrated 20 years of protecting children from sexual harm in 2012. Named after its founder, Baroness Lucy Faithfull of Wolvercote, the Lucy Faithfull Foundation is the only UK-wide child protection charity dedicated solely to reducing the risk of children being sexually abused. It works with entire families that have been affected by abuse including: adult male and female sexual abusers; young people with inappropriate sexual behaviours; victims of abuse and other family members. Drawing on expert knowledge about child sexual abuse the charity offers a broad range of services for professionals and members of the public. These include: assessments, intervention and treatment of known offenders, case specific advice and support, training and development courses and workshops, educational programmes for internet offenders and their families, circles of support and accountability, internet safety seminars for schools (teachers, parents and children) and Parents Protect! training for professionals, parents, carers and other adults. [www.lucyfaithfull.org.uk](http://www.lucyfaithfull.org.uk). It also runs the Stop it Now! Campaign and Helpline (0808 1000 900) [www.stopitnow.org.uk](http://www.stopitnow.org.uk) and [www.parentsprotect.co.uk](http://www.parentsprotect.co.uk)

## **2. About Stop it Now!**

Stop it Now! UK and Ireland is a national campaign and Freephone confidential Helpline. It aims to prevent child sexual abuse by increasing public awareness and empowering people to act responsibly to protect children. Stop it Now! believes that it is the responsibility of all adults to take positive action to prevent the sexual abuse of children. Stop it Now! is an alliance of leading children's charities including the NSPCC, Action for Children, Children England and The National Association of People Abused in Childhood, working with the government and child protection agencies, to promote public education and prevent child sexual abuse. The Stop it Now! helpline has been operating since 2002 and aims to prevent child abuse by encouraging abusers and potential abusers to seek help and by giving adults the information they need to protect children safely. The helpline is funded by the Ministry of Justice and the Lucy Faithfull Foundation. [www.stopitnow.org.uk](http://www.stopitnow.org.uk)