

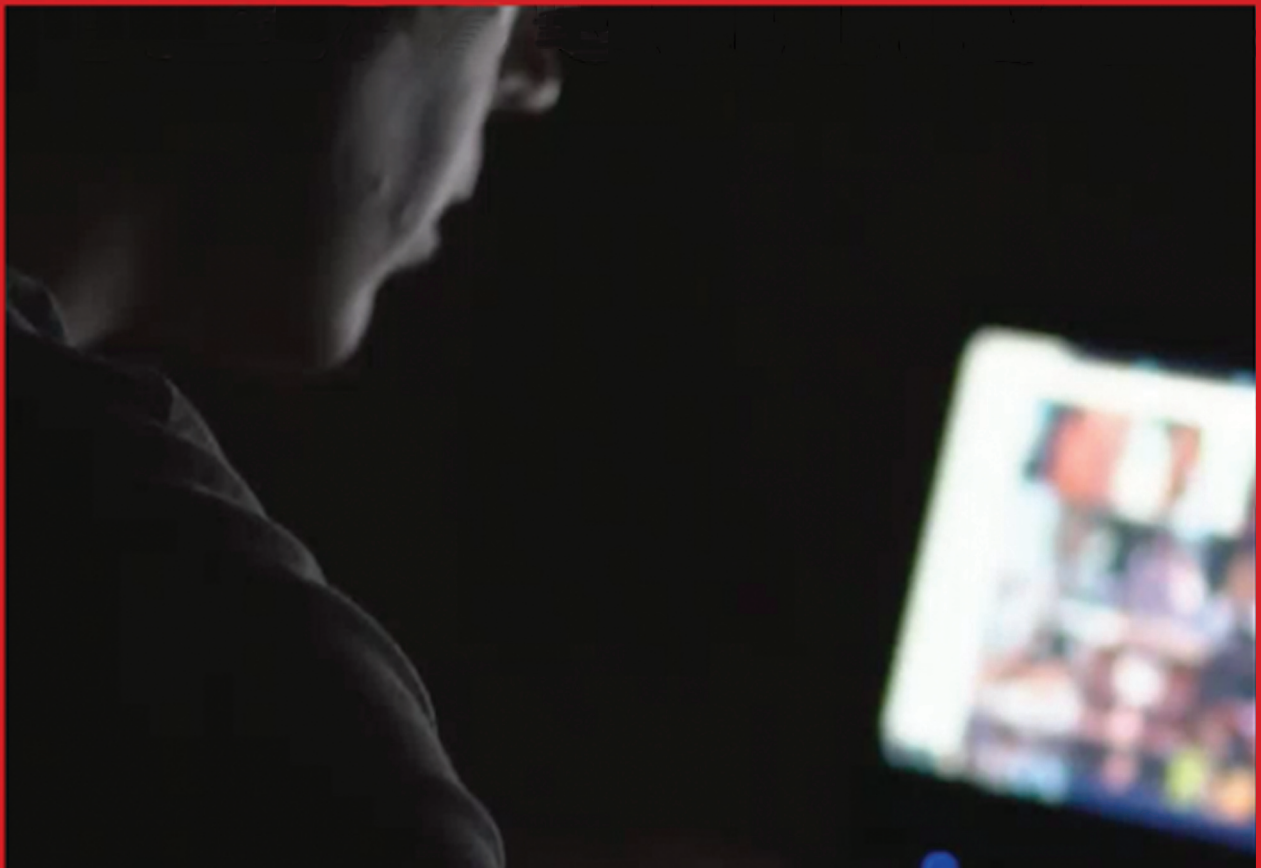
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24TH ANNUAL AWARENESS GUIDE

Defending Against Sextortion



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Residents of PEI have been fortunate to support each other in living in one of the most beautiful and safest parts of our Country. It takes a team effort to embrace a community mindset, and through collaboration with public safety partners, we have been able to keep our Island safe and give members of communities that peace-of-mind. I want to thank all residents for their continued dedication to keeping our Island a safe place to call home.

On PEI, we value our important relationship with law enforcement services that keep Islanders safe from tip to tip. This year's guide of Defending Against Sextortion is fitting as our Province continues to work towards tackling cyberbullying and online violence head on. While the internet is a helpful resource, too many of our youth and residents are subject to things like harassment, verbal and emotional abuse, threats, and sexual extortion. Our law enforcement community has embraced the difficult work in identifying and addressing these cases when they come up, but we must all work together to show everyone, especially the people committing these acts of extortion and sexual violence, the effects and impacts they have on our Island. Alongside the work being done to develop a Provincial Youth Cyberviolence Prevention Strategy, which will identify strategies to prevent incidents of cyberbullying and contribute to preventing other types of cyberviolence, I encourage all Islanders to work with great community partners like Crime Stoppers to help put an end to these incidents.

I am proud of the partnership that exists with the Province and Crime Stoppers, and I look forward to continuing our commitment to Islanders. By working together, we can and will keep safety for our communities and residents a priority, so that we can continue to enjoy all our Island has to offer.

Sincerely,

Hon. Bloyce Thompson,
Deputy Premier
Minister of Justice and Public Safety & Attorney General



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President's Message

Hello everyone,

PEI Crime Stoppers continues to support our policing community in solving crime and recovering stolen property through the tips program, Facebook and our website and we continue to receive strong support from the public and the business community providing tips that help solve crimes across PEI.

PEI Crime Stoppers has continued our very successful Anti-Bullying Program in Island Elementary Schools with our partner, the Charlottetown Islanders Hockey Club. Our Board of Directors and the educational community support this Anti-Bullying Program which reaches hundreds of Island Children every year.

Annually, PEI Crime Stoppers presents the Police/RCMP/Peace Officer of the Year Award recognizing individual Officers for their dedication and hard work. This award recognizes the important role they play in keeping our community safe and protecting our natural resources.

The success of PEI Crime Stoppers is driven by a dedicated Board of Directors, Police Advisors and our coordinator, Ron Dowling. I am very grateful for their support and the many volunteer hours they commit to keeping our communities safe. Our coordinator not only manages the tips program and social media sites, he continues to deliver presentations to various members within our community on a variety of topic such as telephone and internet scams. Criminals have been targeting our community members with numerous scams and PEI Crime Stoppers will continue to educate Islanders on how to protect themselves.

I would personally like to thank the policing community for their ongoing support of PEI Crime Stoppers. These partnerships play an integral role in solving crime and recovering stolen property.

PEI Crime Stoppers continues to ensure Islanders have ready access to our three completely anonymous crime stopper contact methods.

- Mobile app at www.crimestoppers.com - Telephone 1-800-222-tips
- On line form at www.peicrimestoppers.com

Please take advantage of these methods to contact PEI Crime Stoppers so we can work together to help make our communities safer.

Sincerely,

Wade MacKinnon, President
PEI Crime Stoppers

“Crime Stoppers is a PEI based non-profit organization, encompassing the community, the media and law enforcement agencies, established to assist in crime prevention and promotion of safer communities”

We are particularly proud of the fact that since our inception in 1989 PEI Crime Stoppers has helped our law enforcement partners solve 1,324 criminal cases and assisted in the recovery/seizure of property and drugs valued at \$3,254,817 in our province. This shows that by the collaborative effort of the community, law enforcement and the media we are making a difference.

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Vice President - Christina Marie Dutton
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The PEI RCMP is proud to continue our partnership and support of the PEI Crime Stoppers. PEI Crime Stoppers has been an asset to public safety and provides a conduit to public to provide information anonymously to help police solve crimes in our communities.

PEI Crime Stoppers has proven to be effective on the island in being a point of outreach, gathering information from the public, and in-turn providing information to police that could be used as intelligence. The work that PEI Crime Stoppers does helps the police to better serve our communities.

Small details can make a big difference to further an investigation, preventing a crime from taking place, or helping solve one that has occurred. When using PEI Crime Stoppers, a person can remain anonymous when providing information to 1-800-222-TIPS (8477), or by visiting the PEI Crime Stoppers website.

The PEI Crime Stoppers team works hard behind the scenes in making the program effective. The team is comprised of operations staff and community volunteers who organize fundraising initiatives, public education, and outreach events. The PEI RCMP would like to thank the dedicated staff and volunteers that make the Crime Stoppers program a success on the island!

We look forward to an ongoing partnership with the PEI Crime Stoppers. This partnership enables all PEI police agencies to continue to disrupt crime and enhance public safety on the island.

Kevin Lewis, Chief Superintendent
Commanding Officer, "L" Division RCMP, Prince Edward Island



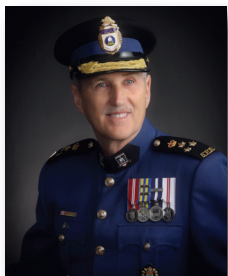
PEI Crime Stoppers provides an important service that helps members of the public who have information about a crime to share that information with police, confident in their anonymity and free from fear of retribution. They create an awareness of crime and foster a willingness in the community to fight back.

The organization is a great example of people supporting each other as police can't do their job without the support of their community. This type of program can only operate successfully with a team of dedicated, hard-working people and we are proud to work with the Volunteer Board and the Program Coordinator, Ron Dowling. The positive impact that Crime Stoppers has within our community is clear to everyone involved.

On behalf of Charlottetown Police Services, I congratulate the PEI Crime Stoppers organization on their 36 years of operation and for producing their 24th Annual Awareness Guide.

Charlottetown Police Services thank you for helping keep our Island communities safe and strong.

Brad MacConnell
Chief of Police
Charlottetown Police Services



We are very pleased once again to be able to contribute to the PEI Crime Stoppers annual awareness guide, this year titled "Defend Against Sextortion." Crime Stoppers continues to be a valuable partner and resource in helping to keep island communities safe. In today's digital world, there are many on-line predators whose only goal is to prey on, and victimize, our youth and vulnerable populations. The ramifications of falling victim to sextortion can be life-altering with victims suffering devastating embarrassment, financial loss, and reputational damage.

Summerside Police Services continue to raise awareness about this very important issue by conducting presentations within our schools and broadcasting social media awareness messages. We would like to thank Crime Stoppers for helping to further educate the public, and our youth, about this very serious issue by making it the theme of this year's guide.

In closing, we would like to congratulate Crime Stoppers on reaching the milestone of having published awareness guides for 24 consecutive years. These annual publications have been an invaluable source of important information that has helped to keep islanders safe.

Summerside Police Services looks forward to continuing our valued partnership with Crime Stoppers as we continue to keep island communities safe, together.

Chief Sinclair G Walker
Summerside Police Services





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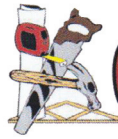
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On behalf of Kensington Police Service, I would like to commend the program coordinator, as well as the executive and board members for another successful year with PEI Crime Stoppers.

Over the past couple of years, we have noted that more and more citizens are using Crime Stoppers to get tips to law enforcement regarding impaired drivers and drug related offences. This information helps police to carry out investigations and often leads to the arrest of persons involved in criminal activity.

PEI Crime Stoppers continues to be a major asset to the policing community on PEI. Numerous arrests are made annually, suspects identified, drugs seized and property recovered as a result of tips contributed by the public. This leads to our Island communities being safer places to work and live.

In conclusion, we encourage Islanders to continue using this service as it is a very valuable tool to assisting police agencies to solve crimes. Remember - Crime Stoppers wants your information, not your name! And you will note that there are now 3 ways to provide your tips which include telephone, online and the crime stoppers app.



Chief Lewie Sutherland
Kensington Police Service



On behalf of the PEI Dept. of Justice and Public Safety, Conservation and Enforcement Section, I would like to take a moment to thank the PEI Crime Stoppers Program for the hard work and dedication they show throughout the year. The anti-bullying Campaign continues to be a great success, the Coordinator and Board members work diligently to ensure the program runs effectively and has a positive impact on Island Schools.

Over the years PEI Conservation Officers and the Crime Stoppers Program have developed a successful partnership and continue to work together to help keep Islanders safe and protect the Island's natural resources. We are dedicated to continuing to grow this partnership in the years to come.

Sincerely,

Erin Perry
*Manager of Investigation & Enforcement,
Department of Justice & Public Safety*



Our Continuing partnership with Crime Stoppers on the anti-bullying campaign is an essential part of our community involvement. Together, the Islanders and Crime Stoppers have shared important messages with many students across PEI and we look forward to a successful future together.

Jim Hulton,
General Manager, Head Coach



It is very important to me to give back to the community and be a good role model. One of the ways I have gotten to do that over the past two seasons is through the Crime Stoppers anti-bullying campaign. I have had the opportunity to give anti-bullying presentations at schools a few times. Being able to give kids information about such an important topic is something I am very passionate about. It is always nice to see how engaged they are and they always have great questions. Through the Crime Stoppers anti-bullying campaign, we are able to give kids resources to help identify and prevent bullying and help them to know what to do if they experience or witness bullying. Overall, it is a program that I am proud to be a part of.

Alexis Michaud
Forward for Charlottetown Islanders



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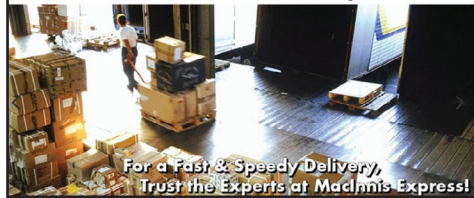
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Provincial Coordinator/Program Manager Message

Crime affects us all and PEI Crime Stoppers is a program that empowers regular people to fight back against crime. Anyone can submit an anonymous tip by using our tips line, website or mobile app. We don't need your name – just your information. We don't ask for names or numbers and we guarantee it is completely anonymous.

Crime Stoppers is a worldwide program, which operates in 32 countries around the world. The program started in 1976 and is the number one community based crime solving organization in the world. PEI Crime Stoppers has been assisting in stopping, solving and preventing crime in the Prince Edward Island since 1989.

Crime Stoppers is made up of three partners; the community, law enforcement and the media. We owe our success to all three. Our volunteer board of Directors are the backbone of our operation, helping with projects, attending events, working on special events and providing person power or expertise. We would not exist without them.

In November 2021 PEI Crime Stoppers was awarded the International Specialized Training and Program Award for Youth Engagement in recognition of the provincial anti bullying campaign which is presented annually in PEI schools in partnership with the Charlottetown Islanders Hockey Club. These presentations continue to be very successful and well received by the children and teachers alike. The number of requests continue to increase significantly year-to-year and we thank the Islanders Hockey Club for their continued commitment to this program.

We live in a wonderful province where we enjoy a very safe place to live, work and play and by working together, we can ensure it remains that way.

Together we are making a difference!

Ron Dowling
Provincial Coordinator/Program Manager
PEI Crime Stoppers



*Crime Stoppers Board President, **Wade MacKinnon** (L), congratulating former Coordinator/Program Manager **Don Rodd** (R), on his retirement after 4.5 years dedicated service to Crime Stoppers, during a dinner held in his honour. After his retirement, Don joined the Board Of Directors where his significant knowledge base continues to serve the organization well.*

Remember: We want your information, not your name!

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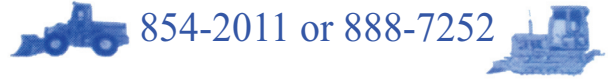
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Maintaining community safety is a responsibility we all share, requiring strong collaboration between the public, the police, and the media. Crime Stoppers PEI plays a crucial role in this network, and they have established themselves as a trusted resource for members of the community to confidentially report their concerns.

On behalf of Charlottetown City Council, I would like to extend our gratitude to the volunteers and Board of Crime Stoppers for doing their part in reducing crime and keeping Islanders safe.

A handwritten signature in black ink, appearing to read "Philip Brown".

Philip Brown
Mayor
City of Charlottetown



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On January 16, 2024, Charlottetown Islander Players (**Cole Husins** and **Isaac Vos**), as part of Crime Stoppers Anti-bullying Campaign, spoke with students of **Prince Street School**. They spoke to the youth about their experiences with bullying and fielded questions from the students and teachers.



On January 18, 2024, Charlottetown Islander Players (**Will Allan** and **Anton Topilnycky**), as part of Crime Stoppers Anti-bullying Campaign, spoke with students of **Morell Consolidated**. They spoke to the youth about their experiences with bullying and fielded questions from the students and teachers.



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On January 23, 2024, Charlottetown Islander Players (**Kyle Powers** and **Maxwell Jardine**), as part of Crime Stoppers Anti-bullying Campaign, spoke with students of **Somerset Consolidated**. They spoke to the youth about their experiences with bullying and fielded questions from the students and teachers.



On January 24, 2024, Charlottetown Islander Players (**Carl-Elienne Michel** and **Alexis Michaud**), as part of Crime Stoppers Anti-bullying Campaign, spoke with students of **Amherst Cove Consolidated**. They spoke to the youth about their experiences with bullying and fielded questions from the students and teachers.



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On January 30, 2024, Charlottetown Islander Players (**Carter Bickie** and **Aksels Ozols**), as part of Crime Stoppers Anti-bullying Campaign, spoke with students of **Belfast Consolidated**. They spoke to the youth about their experiences with bullying and fielded questions from the students and teachers.



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On January 31, 2024, Charlottetown Islander Players (**Anthony Flanagan** and **Michael Horth**), as part of Crime Stoppers Anti-bullying Campaign, spoke with students of **West Royalty School**. They spoke to the youth about their experiences with bullying and fielded questions from the students and teachers.



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PEI Crime Stoppers AGM 2024



*Charlottetown **Chief of Police Brad MacConnell**, the keynote speaker, gives a very interesting and informative presentation on the innovative city-wide I-Watch camera system. The system provides the benefit to police investigators of both real-time and video recall capability in efforts to detect, prevent and solve crimes within the community. This program, established and grown by Chief MacConnell is now being implemented throughout Prince Edward Island.*

***PEI Crime Stoppers President, Wade MacKinnon** reading a citation in recognition of the retirement from the board of directors of police advisor **Corporal Mike Stevenson** (left), of the Summerside Police Service. **Mike** left the board after more than four years service as a police advisor leaving the Summerside Police to join the RCMP.*



***PEI Crime Stoppers President, Wade MacKinnon** reading a citation in recognition of the retirement from the board of directors of long-time board member **Norbert Stewart** (left). Norbert retired from the board after sixteen years of dedicated service and remains available to volunteer for events as needed. President MacKinnon spoke of commitment to service that embodied **Norbert's** time on the board and read aloud a letter received from **David Forster**, President of the Canadian Crime Stoppers Association in recognition of Norbert's lengthy term of service.*



*Police advisor to the board, **Sergeant Tara Watts** (left), retiring board member **Norbert Stewart**, retiring police advisor to the board **Mike Stevenson**, **Wade MacKinnon**, board president and **Ron Dowling**, Coordinator/Program Manager of PEI Crime Stoppers posing for a congratulatory photo.*



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Congratulations!

The Toonies for Youth Draw is a program of the Summerside Boys and Girls Club in support of several Island non-profit and charitable organizations, including PEI Crime Stoppers. Left is Crime Stoppers Coordinator/Program Manager, **Ron Dowling**, centre is **Colleen Peters**, and right is a representative of the Knights of Columbus.

2023 PEI Provincial Home Show – March 31, 2023
Left is **Allison Doughart**, **Don Rodd**, former coordinator and police advisor to the board, **Sergeant Tara Watts**



2023 Prince Edward Island Police/RCMP/Peace Officer of the Year Awards – November 16, 2023

Left is Crime Stoppers President **Wade MacKinnon**; Peace Officer of the Year award recipient, **Conservation Officer Trent MacSwain**, of the Provincial Department of Justice & Public Safety; Royal Canadian Mounted Police Officer of the Year award recipient, **Corporal Travis Gallant**; Municipal Police Officer of the Year award recipient, **Sergeant Dale Corish** of the Summerside Police Service; **Don Rodd**, former coordinator.



Retirement from the Crime Stoppers Board of Directors for more than 10 years **Allison Doughart** at the 2023 Annual General Meeting.
Left is **Don Rodd** former Crime Stoppers Coordinator, **Allison Doughart** and Crime Stoppers President **Wade MacKinnon**.



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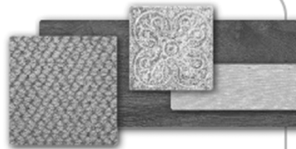
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**Protecting yourself from Scams
and Fraud**

Former Coordinator **Don Rodd** addressed a group of seniors at the Cornwall Seniors Club on January 23, 2023. Tips to protect yourself from scams and frauds on the internet and telephone.

**Protecting yourself from Scams
and Fraud**

Former Coordinator **Don Rodd** addressed a group of seniors at the Three Rivers Senior Club on September 13, 2023. Tips to protect yourself from scams and frauds on the internet and telephone.



Thank You

PEI Crime Stoppers would like to recognize and send a special thank you to **Allan Clark** of Seabreeze Consulting for Allan's continuing technical support of our Web page and social media.



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Sextortion What is critical to know?

What is sextortion?

Simply put, sextortion is blackmail. It's when someone online threatens to send a sexual image or video of you to other people if you don't pay them or provide more sexual content.

How does the sextortion occur?

- Youth (young men in particular) are often tricked into believing they are talking to a young girl. They chat over a short period of time, usually several hours, but in some cases as little as 20 minutes.
- Sextorters convince their victims to exchange sexual content and often start the trade by sharing a sexual photo first. The targeted youth then sends a sexual photo or video, or are tricked into exposing themselves or engaging in a sexual act over a livestream and being unknowingly recorded.
- Immediately after receiving the sexual content, the sextorter makes their demands. If a young girl is victimized, the sextorter typically demands additional sexual photos and videos. If the sextorter targets a boy, they almost always demand money instead.
 - The sextorter will try to intimidate their victim by threatening to leak the content online or share it directly with the youth's friends/family if they don't comply. It's common for the offender to share screenshots of the youth's contacts or other identifying information (school, home address) to terrify the youth into sending sexual photos or money.
- If the youth gives in, the sextorter will demand more sexual photos or money. Sextorters will sometimes barter and accept a lower amount if the youth says they cannot pay.
 - Amounts of money demanded range from as little as \$9 (the amount a youth had in their bank account) to \$7,500.
- If the sextorter demands money, payment forms vary from online payment providers like PayPal, Western Union, MoneyGram, etc.; through online gift cards for Amazon, Google Play, Steam, VISA, etc.; or through e-transfer direct from bank accounts.

What are other tactics used by Sextorters?

- Offering a gift or money to a youth who sends sexual content
- Targeting multiple siblings or friends connected to the victim
 - Increasing the level of aggression if a youth doesn't quickly comply – for example, threatening to ruin the victim's life or hurt their family or animals
- Creating several accounts to make it seem like more than one person is targeting the youth
- Demanding youth create other accounts on social media for the sextorter's use in victimizing other youth
- Threatening to share the sexual image/video with a school or many schools
- Threatening to share the sexual image/video with newspapers, news outlets and TV stations

What should youth do if they are being sextorted?

If someone is threatening to share your nude image or video, there is help:

- Immediately stop talking to them. Screenshot all of the messages you have with the sextorter. Depending on the situation, you may want or need to share them with a safe adult or police.
- Never pay money and never send additional nudes. Do NOT give in to threats. In the thousands of cases Cybertip.ca has seen, responding makes the harassment worse. If you've already paid money, check to see if it has been collected. If it hasn't - quickly cancel the payment.
- Delete and block the sextorter.
- Reach out for help and report. Speak to a safe adult for support.

You don't have to deal with sextortion on your own – it's a lot to manage, but there are supports available to help you.



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Intimate Images Protection Act.

For more information concerning the history of this Act, please see the Table of Public Acts on the Prince Edward Island Government web site at:

www.princeedwardisland.ca

What is critical to know?

An organized attack against youth:



Cybertip.ca receives an average of **10 SEXTORTION** reports per day.



Cybertip.ca received **2,500 SEXTORTION** reports.



Typically, boys are extorted for **MONEY**. Girls are extorted for **MORE MONEY**.



When genders were known, **90% OF SEXTORTION VICTIMS** have been male.



Sextortion demands for money often come from international organized **CRIMINAL NETWORKS**.



79% OF SEXTORTION INCIDENTS occurred on Instagram or Snapchat.



CANADA'S NATIONAL TIPLINE FOR REPORTING THE ONLINE SEXUAL EXPLOITATION OF CHILDREN



Contact often occurs on **INSTAGRAM**, then moves to **SNAPCHAT**.

* All stats are from July 1, 2023 – June 30, 2024.

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Online Harms:

As children grow and the internet evolves, it can be difficult to keep up with online developments. Cybertip.ca, which is operated by the Canadian Centre for Child Protection (C3P), is committed to providing the public with current and age-appropriate information and resources to help educate Canadians about how to keep children safe while online and reduce child victimization.

Online Luring

Online luring is when a person (typically an adult but not always) communicates with youth through technology, like texting, direct messaging, or chatting in an app/game/website, to make it easier to commit a specific sexual offence against them.

An example of a communication that may be reported as luring is if the person asks, hints at, or tries to convince the child/youth to create or send naked or semi naked sexual pictures or videos.

Adults looking to exploit youth use a number of tactics to groom teens online, such as sending sexually explicit material, misrepresenting who they are (e.g., saying they're also a teen), or attempting to establish a romantic relationship. This coercion is used in hopes the youth will either meet the offender in person or send sexually explicit material, which may be used to blackmail or extort the teen.

Talking to youth about online luring

- Explain what online luring is and how it happens.
- Ask your youth why they think this is a criminal code offence in Canada. Listen to their perspective and discuss the importance of laws to keep youth safe online.
- Teach them about red flag behaviors that signal a situation is unsafe.
- Discuss how to get out of conversations and/or online relationships when they feel uncomfortable. Discuss direct messaging (e.g., "I don't want to" followed by deleting or blocking the person) and indirect messaging, such as making up excuses (e.g., "My mom checks my computer randomly and would ground me").
- Emphasize the importance of getting help - coming to you or another safe adult or reaching out to [needhelpnow.ca](https://www.needhelpnow.ca) for help. Explain that if this has ever happened or does happen to them or someone they know, you want to know about and want to help them. This is too serious for youth to manage on their own; and the good thing is they're never alone and it's never too late to get help.
- Share a real case and, together, identify the red flag behaviours/tactics and discuss what the youth should do. Go to [cybertip.ca](https://www.cybertip.ca) and download "How to Talk with Teens about Online Luring" for more information and a real case example.

Intimate Images

If you are under 18 and someone is sharing an intimate image or video of you, there ARE steps you can take.

- If you want to make a report, go to the [Cybertip.ca](https://www.cybertip.ca) report form and click "BEGIN REPORT" to start.
- If you want to talk to someone on the phone, by calling 1-866-658-9022 from [Cybertip.ca](https://www.cybertip.ca), they can help provide you with more information about how to regain control of an image and/or the resources that may be available to help.
- If you want to get the image/video off the internet, you can also take action to have it removed yourself. Go to [needhelpnow.ca](https://www.needhelpnow.ca) for more information..



If you do not know if your image/video is online or being shared and you are worried that it might happen, or if you know it is being shared and you want it to stop, you might want to send a message to the person who has your image/video saying something like:

I do not consent to you having the image/video of me [add description, such as, "that I sent you on (DATE)"], I want you to delete it and I do not give you permission to share it with anyone.

Sending a message like this is important because once the person knows how you feel they can no longer say they didn't know your views. You can send a text or email, tell the person by phone or in person, or have someone else communicate the message. The best way to send a message; however, is in writing so you will have a copy of what was sent.

If you are scared that an intimate image/video of you will be shared by someone, you can apply for something called a prevention order (i.e., an order from a court that names a specific person and tells them not to share or post an existing intimate image/video). Involving a safe adult to help you would probably be a good idea if you want to go down this path.

You can also report your concern through [Cybertip.ca](https://www.cybertip.ca) report form or to local police. If you decide to enter a report at [Cybertip.ca](https://www.cybertip.ca), once it has been processed, all information connected to it may be forwarded to law enforcement and/or child welfare for review and investigation.

If you have shared an intimate image/video and are now being threatened, blackmailed, etc., the situation has likely gone too far. It is strongly suggested you immediately do at least one of the following:

- Report your concern to [Cybertip.ca](https://www.cybertip.ca) or to police in your area. You can also contact [Cybertip.ca](https://www.cybertip.ca) for help by calling toll-free at 1-866-658-9022.
- Tell your parents or guardians about what is happening so they can immediately help you with the situation.
- If you can't talk to your parents or guardians, tell a safe adult (e.g., teacher, counsellor, relative) about what is going on so they can help you address the situation.

If your situation involves an adult who has or is sharing your intimate image/video, you should immediately report your situation to local police or [Cybertip.ca](https://www.cybertip.ca).

AI and Deepfakes

Deepfakes involve videos, images, or audio recordings that look or sound completely realistic but have been altered using AI. Faces can be super-imposed, expressions can be manipulated, and separate elements can be combined to produce something entirely new. These are all hoaxes that are commonly used to show someone doing or saying something they did not do or say.

...continued

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Online Harms.....continued

What is the risk with sexually explicit deepfakes?

Deepfake imagery is increasingly being used to sexually exploit and harass people. Although the images or videos are fake, the harm to those victimized is very real. Sexually explicit material is often produced without consent of the person depicted. If the content is also made publicly available online, the embarrassment and distress for the person depicted in the fake content is amplified.

Sexually explicit deepfakes are also used to trick youth into sending nudes or livestreaming sexual acts. Known as sextortion, boys are overwhelmingly extorted for money, and girls are more often extorted for more sexual images or videos. Whether it involves boys or girls, it is common for sextorters to threaten to use sexually explicit deepfakes to ruin their victims' lives, saying they will share the deepfake with all the youth's social media followers if they do not comply with their demands for money or new images.

How serious can it be for someone who creates sexually explicit deepfakes?

In Canada, sexually explicit material of a minor (under 18 years of age) with a focus or emphasis on the sexual organs or where they are engaged in sexually explicit activity is a criminal offence. This includes the depiction of a minor where the image has been altered using AI.

How to talk with youth about deepfakes:

1. With a curiosity to understand what youth are encountering or have heard about AI, ask them what they know about it. Build on what they share to explain AI-generated content.
2. Ask how youth think deepfakes could be harmful and what the risks could be. Offer information about how sexually explicit deepfakes can be misused to harm youth and discuss the seriousness involved.
3. Talk about the real impacts on someone who is victimized by someone else creating a sexually explicit deepfake images or video of them - even though the content isn't real.
4. Explain youths' rights to safety, privacy, bodily autonomy, and sexual integrity. If someone violates their rights, share with them that you want to know so you can help them. Let them know you are in their corner and will be there to walk with them through tough situations. Go to needhelpnow.ca/en/#your-rights for more information.
5. Share services that can help if a sexually explicit deepfake has been created, such as:

- [Cybertip.ca](https://www.cybertip.ca)
- [NeedHelpNow.ca](https://www.needhelpnow.ca)
- [Your local Law enforcement](#)

6. Youth benefit from opportunities to solve problems, practice decision making, and apply their learning to solving real challenges. Generate "what if" scenarios. Discuss how to deal with difficult situations online and practice possible answers to increase the likelihood they will be able to respond safely and tell someone if something concerning happens online. Ask things such as:

- o *If someone created a sexually explicit photo of you using AI, who could you turn to for help?*
- o *If someone threatened to send out a sexually explicit photo of you (whether AI-generated or not) and demanded that you pay them money to stop, what would you do?*
- o *If a friend thought it was funny and wanted you to create AI-generated pictures of someone else, what would you do? Why?*
- o Report to [Cybertip.ca](https://www.cybertip.ca) if your youth is being targeted online.

Online Sexual Violence

Online sexual violence is unsolicited and unwanted sexual actions and behaviours directed towards youth online, and it is increasing in frequency and intensity.

Over the past year, [Cybertip.ca](https://www.cybertip.ca) witnessed a 31% increase in the overall online victimization of children.¹ Offenders are intensifying control tactics, increasing the use of humiliation, and utilizing multiple accounts to target youth.

One of the most concerning trends is that in a lot of cases youth are not telling anyone what is going on. Many fear being victim-blamed, are worried about letting the adults in their life down, or just don't know who to turn to for help.

This underscores the critical need to teach youth skills that help them navigate online situations safely and the information on where to go for help if someone is harming them online.

Other emerging trends [Cybertip.ca](https://www.cybertip.ca) has noted are a 62% increase in sextortion incidents and a 55% increase of online luring incidents.

What is Online Sexual Violence?

Some examples of online sexual violence include:

- Someone randomly sending youth sexual images (e.g., cyber flashing) and/or sexual messages online.
 - o Girls in particular are increasingly experiencing cyber flashing on platforms such as Snapchat® and Instagram®. Unfortunately, this form of online sexual violence is becoming widely accepted as a "new norm."
- Unwanted and random requests for youth to send sexual images or videos from someone youth may or may not know.
 - o Pressure and coercion tactics have become increasingly aggressive and are used by both adults and youth's peers.
 - o Sometimes a person will send an unwanted sexual image as a tactic to try and coerce/guilt youth into sending one back (e.g., "I'll show you mine, you show me yours" mentality).
 - o Even if the youth knows the person asking for sexual images or videos, images or videos sent under pressure are not considered to be consensual.
- Recording youth without their knowledge, and forwarding/posting or threatening to forward, those sexual image or videos.

“Online sexual violence is VERY different from sharing intimate images within a consensual relationship. Online sexual violence is unwanted, unsolicited and aggressive.”

What can Parents do?

It is important to be aware of the increasing nature of the online sexual violence youth are exposed to and/or dealing with. Have regular conversations with your teen to increase their awareness about safety concerns online. Listen to what they have to say about pressures teens are faced with and how they feel about it. Talk about the issues around sharing sexual images online, considering issues such as negotiating images in a consensual relationship, and when coercion is being used instead of consent. Please go to [cybertip.ca](https://www.cybertip.ca) for more information.

1. November 2021 – October 2022 vs. November 2022 – October 2023

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