

EOKM

**ANNUAL
REPORT 2022**

**Expertise Centre
on Online Child Abuse**

CONTENT

04		Introduction
06	1	About us
08	2	Programmes
10	2.1	Child Sexual Exploitation Materials Hotline
11	2.1.1	In brief
14	2.1.2	In figures
18	2.1.3	In the media
19	2.1.4	Campaigns
20	2.2	Helpwanted
21	2.2.1	In brief
24	2.2.2	In figures
30	2.2.3	In the media
32	2.2.4	Campaigns
34	2.3	Stop it Now
35	2.3.1	In brief
37	2.3.2	In figures
47	2.3.3	In the media
48	2.3.4	Campaigns
50	3	Organisation
51	3.1	Our team
51	3.2	Communication
51	3.3	In the media
53	3.4	Funding
54	3.5	Board of Supervisors

THE TERM 'CHILD PORNOGRAPHY'

We, as EOKM, try to avoid the terms 'child porn' or child pornography' as much as possible. In our view, the connotations associated with these terms do not do justice to the severity of sexual exploitation of children. Pornography is mainly linked to photos and videos of adults performing sexual acts on one another by mutual consent. If we continue to use the terms 'child porn' or child pornography', there is a risk that this will appear to legitimise these materials. To prevent this and to underscore the severity of this specific crime, we prefer to use 'images of sexual exploitation of minors' or 'images of sexual abuse of minors'. More information regarding the correct terminology can be found in the Luxembourg Guidelines, <https://ecpat.org/wp-content/uploads/2021/05/Terminology-guidelines-396922-EN-1.pdf>

INTRODUCTION

Looking back on 2022, I have to say I'm amazed at how many things we've accomplished! EOKM moved to larger offices, grew from a staff of 13 to a staff of over 40, although, unfortunately, we also had to say goodbye to some of our stars. All the while the international debate on images of sexual abuse of minors took up much of our time.

More staff also means that we were able to help more people. We noticed a great need for personal contact at both the Helpwanted and Stop it Now hotlines. The extension of our opening hours and the expansion of the Helpwanted target group to include everyone affected by online sexual abuse made for a rise in the number of interactions.

The CSEM Hotline registered a decline in the number of reports, a tendency that is confirmed by the international data. This is encouraging for the Netherlands, but unfortunately, we see the images surfacing in other countries.

Since 2022, EOKM, with financing from the European Commission, has acted as the Dutch Safer Internet Centre. We're linked with the Better Internet for Kids programme.

The internal organisation had to grow to continue to be able to support the people performing our difficult but highly satisfying work. The tight labour market did not help our expanding staff need. Some vacancies were not easily filled. The Board of Supervisors handed over the chair duties from Janet van Bavel to Dimitri van Zantvliet.

Looking back, I see a busy and full year with many challenges. I'm proud to establish that the old and new members of our team embraced these new challenges with great enthusiasm and dedication. They've taken up the task of making the internet safer for everyone, and for children in particular, with passion.

I would like to express a special word of thanks to our subsidisers, the funds that support us, our sponsors and the anonymous donors who faithfully support our work with smaller amounts. The latter in particular are an incentive and an encouragement for the work that we do.

Arda Gerkens
Managing director EOKM

“Looking back, I see a busy and full year with many challenges.”

ABOUT US

The Expertise Centre on Online Child Abuse (EOKM) derives from the Child Sexual Exploitation Materials (CSEM) Hotline that was established in 1996. Its mission is to combat (online) sexual child abuse. EOKM is the umbrella organisation for three programmes: the CSEM Hotline, Helpwanted and Stop it Now. These programmes all contribute to EOKM's mission. EOKM provides the necessary support and coordination. Since 2022, EOKM has also been acting as the Safer Internet Centre.

The bulk of the expertise EOKM has built up resides in its knowledge of the online world, in particular around the issue of sexual (child) abuse.

COOPERATIONS

EOKM is part of the following networks:

- **INHOPE**, the network of hotlines across the globe, which links together 50 hotlines with the same mission: combatting images of sexual abuse of minors.
- **Insafe**, a European network that comprises 21 national awareness centres. Each centre organises education and awareness-raising campaigns, operates a helpline and closely collaborates with young people.
- **Child Helpline International**, a collective impact organisation with 159 members from 135 countries and regions, of which Helpwanted is a member. It functions as a world-wide network for (child) helplines, sharing research, knowledge, data and experiences with the objective of improving the quality of protection, support and guidance to children.
- **EOKM** is part of a consortium in which EOKM, Centrum Seksueel Geweld (CSG), Fier en Fonds Slachtofferhulp join forces in the fight against (online) sexual abuse. The aim of this collaboration is to be able to offer better and faster support for victims of (online) sexual abuse.
- **Stop it Now** is part of Stop it Now International, a network of all Stop it Now organisations. They offer support to anyone who is troubled by his or her sexual feelings and/or behaviour towards minors.

EOKM AND ITS PROGRAMMES

The mission of the Expertise Centre on Online Child Abuse (EOKM) is preventing and combatting (online) sexual abuse and exploitation of minors. EOKM is the umbrella organisation for three programmes: The CSEM Hotline, Helpwanted and Stop it Now.

CSEM HOTLINE

People can report images of sexual abuse of minors they encounter online to the CSEM Hotline online and anonymously. In this way, internet users contribute to the detection of perpetrators and victims and the removal of such materials from the internet.

HELPAWANTED

Helpwanted is a helpline for online sexual abuse. The helpline offers practical support and personal advice to those who (have) experience(d) or are concerned about online sexual abuse. Young people and adults can call or chat with helpline staff. The Helpwanted website has tips and information about various topics. It also offers educational materials for teachers, as well as an online advice module. Parents, carers, and other professionals can also turn to Helpwanted for advice.

STOP IT NOW

Stop it Now's mission is to prevent sexual child abuse. Via a telephone helpline, Stop it Now offers anonymous, confidential and free advice to people who are concerned about their sexual feelings and/or behaviour towards minors. People who suspect such feelings or behaviour in someone close to them can also turn here. Stop it Now also advises and offers support to professionals. Since 2022, it is possible to reach Stop it Now staff via an online chat.

SAFER INTERNET CENTRE

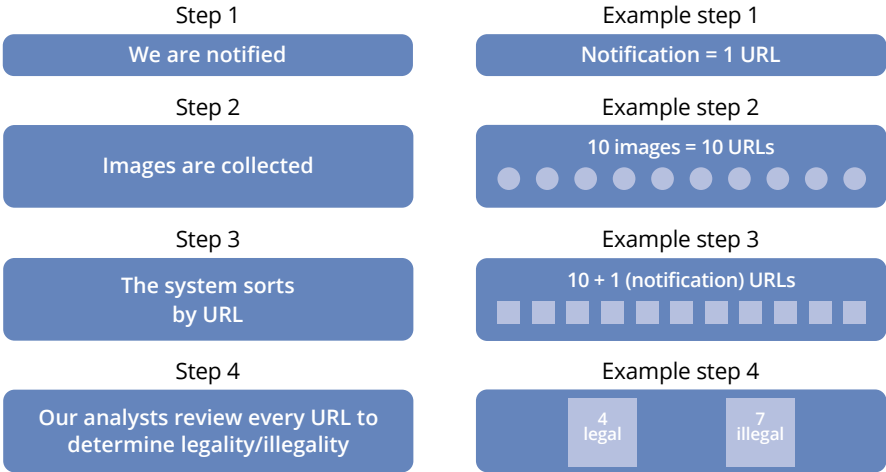
EOKM has been coordinating the Dutch Safer Internet Centre since 2022 (www.saferinternetcentre.nl). The Safer Internet Centre is implementing the European Better Internet for Kids programme in the Netherlands, inter alia via its helpline and Hotline. Also Platform voor de InformatieSamenleving (ECP) and Mediawijzer contribute.

CSEM HOTLINE

The CSEM Hotline is where the public, hosting platforms, and companies can report online images involving possible sexual exploitation of minors. In addition, foreign hotlines can forward reports of images hosted from the Netherlands.

CSEM Hotline staff assess the images according to legal criteria. When illegal images are found, the hosting provider and/or the website are asked to remove these within 24 hours. The reports are shared with Interpol, who use them to solve cases and locate victims. In this way, we join forces to create a safer internet, free from images of sexual abuse of minors.

The way we work



REDUCED NUMBER OF REPORTS

In 2022, we processed a significantly smaller number of reports and URLs than in the year before. The drop is likely the result of the intensive approach of the Child-Safe Internet programme of the Ministry of Justice and Security. We saw many image hosters move abroad. This clearly shows in the decline in the number of international reports.

Image hosters offer a service allowing one to anonymously upload images to their server and to easily disseminate these by sharing the URL.

In addition, there were fewer reports of URLs referring to a cloud environment. In 2021, the Hotline received 160,000 URLs referring to cloud environments. This mainly concerned bulk reports. In 2022, there were no bulk reports and we received 4,600 (97% fewer) URLs referring to a cloud environment. This decline is reflected in the reduced number of national reports. Cloud is a collective term for the online storage of data such as photos and videos.

GOOD NEWS?

The number of notifications going down may, at first glance, seem to be good news. However, image hosters frequently relocate to countries that are not monitored by us or INHOPE partners. This means they go off-radar.

COOPERATION WITHIN INHOPE

The Hotline is part of INHOPE, a world-wide network of hotlines fighting against CSAM (child sexual abuse material) online. In December 2022, the network comprised 50 hotlines in 46 countries. Reports are exchanged and processed in the network to enable the issuing of NTDs (notice and takedown requests) to the hoster in the country concerned. INHOPE closely collaborates with Interpol to identify perpetrators and victims.

Through the INHOPE network new projects are launched to help make the internet a better and safer place for both children and adults. INHOPE also monitors statistics and trends across the globe. Hotline staff take INHOPE trainings to keep abreast of the latest developments and attended the INHOPE annual conference.

INSTANT IMAGE IDENTIFIER KEEPS THE NETWORK CLEAN

Since 2019, EOKM has been offering platforms sensitive to the dissemination of images of sexual abuse of minors an application that enables them to track known images with the aim to remove them: the hashcheckserver. In 2021 and 2022, at the request of the European Commission and in collaboration with PwC, this tool was improved and renamed as the 'Instant Image Identifier', or 3Is. The tool enables users, such as hosting providers, to check whether uploaded files show up in data sets with known images of sexual abuse of minors. The objective is to detect such materials and remove them from the internet as quickly as possible. EOKM provides free software for hosting providers in the form of an API.

Since 2019, we have reviewed 6,915,094,360 URLs. This has yielded 999,973 instances involving images of sexual abuse of minors. As a URL can contain one or more images or videos, this says nothing about the number of images.

CSEM HOTLINE TRAINS ROBOT

End 2022 saw the launch of the AviaTor project. This is an online tool that makes it easier for law enforcement agencies like the police to prioritise images of possible sexual abuse of minors. The tool uses artificial intelligence (AI). The CSEM Hotline helps to train this robot in recognising images of sexual abuse involving minors, with the ultimate goal of reducing the police's workload.

EU LEGISLATION

2022 saw the long-awaited arrival of the European Commission's proposal to combat online sexual child abuse. A lot of work was put into this proposal to make the internet a safer place for children. However, EOKM opposes this legislation. The large-scale scanning of private communication for known or suspect materials and conversations about child abuse is insufficiently specific and will lead to unjustified accusations with serious consequences. Furthermore, it makes the internet less safe for children because it demands a weakening of end-to-end encryption.

In 2022, EOKM took action to improve the legislative proposal by pinpointing the inherent risks. We are in favour of the proposed establishment of a European Centre as a step in the right direction. To combat online sexual child abuse, targeted action is required, which may differ per platform, website, or other online service. Only a multi-stakeholder approach can stop the spread of these kinds of images.

EOKM approached various Dutch politicians and was active in Brussels. Arda Gerkens wrote several articles that were published in the papers.

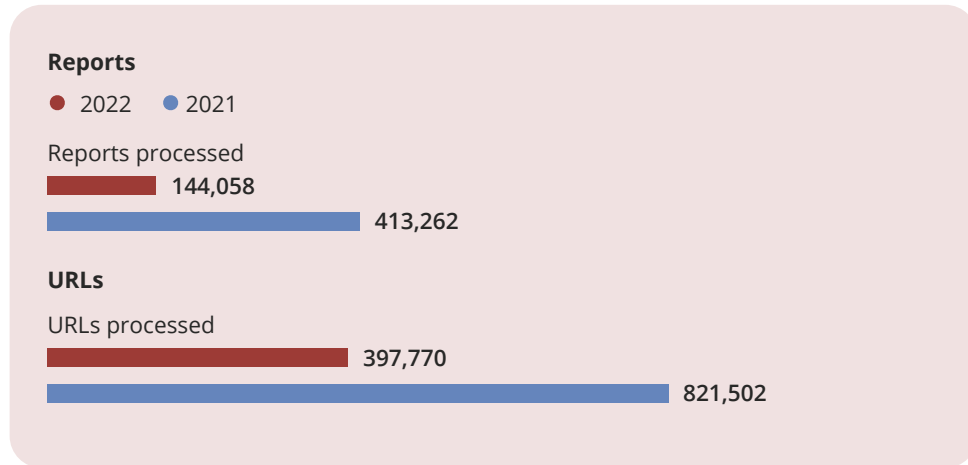
Decline
in the number of reports

IN FIGURES

Fewer reports than in the previous year

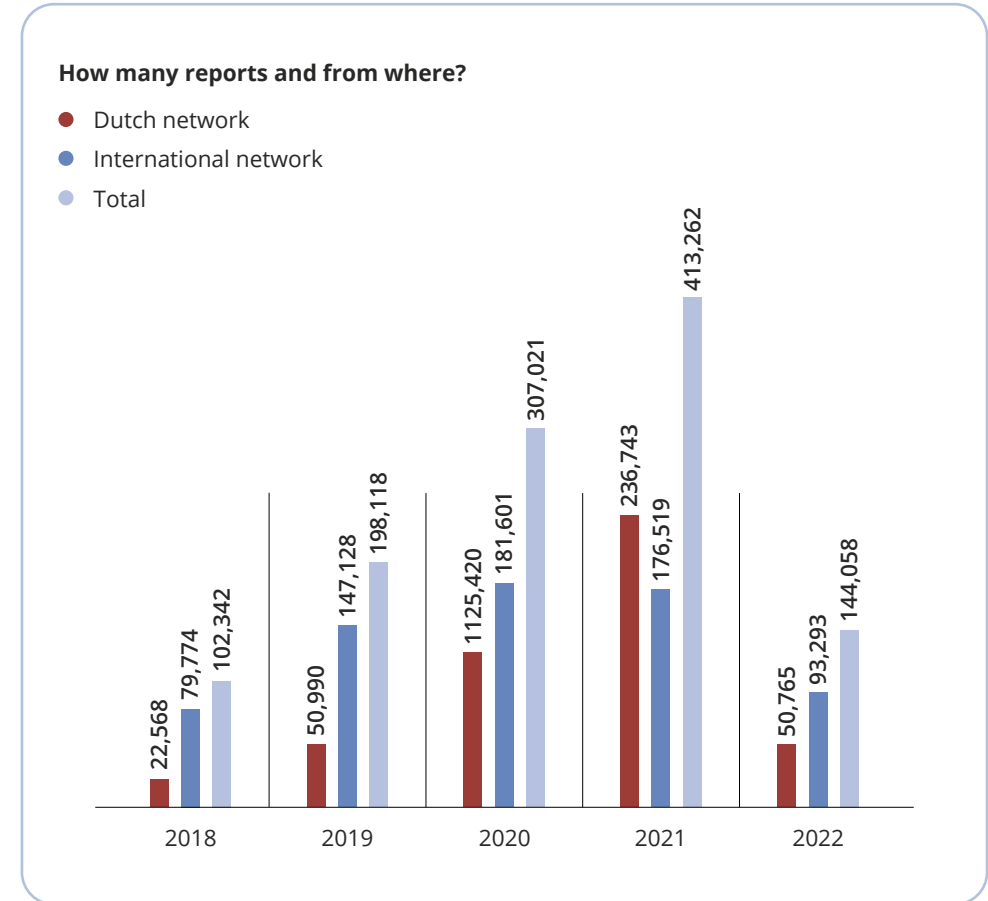
Last year, our analysts reviewed and analysed 144,058 reports. Our SCART workflow tool traced even more URLs based on the original reports. This resulted in our analysts processing a further 253,712 URLs.

In total, our analysts processed 397,770 URLs in 2022.



Origin of reports

The Hotline receives reports through anonymous web forms. Reports also reach us via the international INHOPE network, the police, companies, and collaborations with third parties.



144,058

reports and 397,770 URLs processed



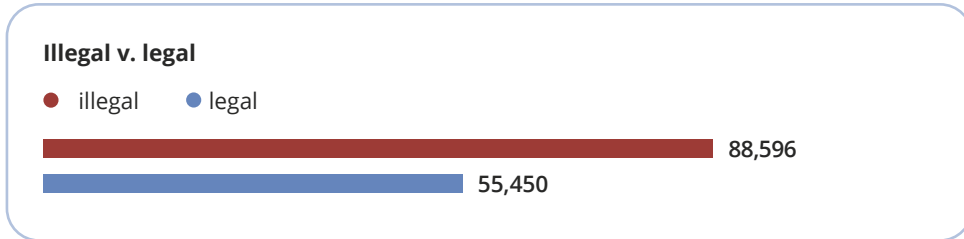
The CSEM Hotline expressly warns people not to go looking for such materials because this is a criminal offence. Reporting materials to the CSEM Hotline does not guarantee you won't be prosecuted.

Reports from our international network

The Hotline is part of the international INHPOE network, which comprises 50 hotlines, all sharing the same goal: combatting images of sexual abuse of minors. In 2022, once again, the vast majority of reports to the Hotline came from the United Kingdom, closely followed by Colombia, Australia and Austria.

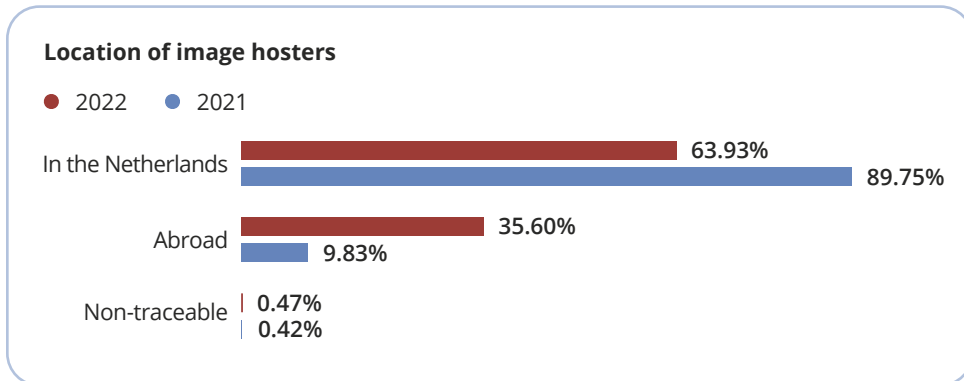
Illegal v. legal

Out of all reports processed, 88,596 were deemed illegal and 55,450 not illegal. The images classified as 'not illegal' predominantly consisted of adult porn or images not found.



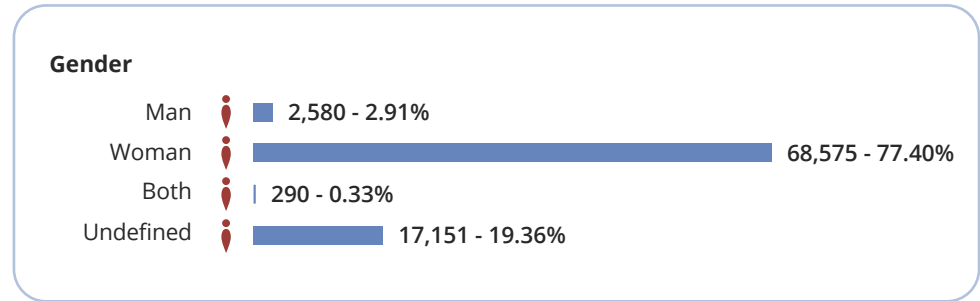
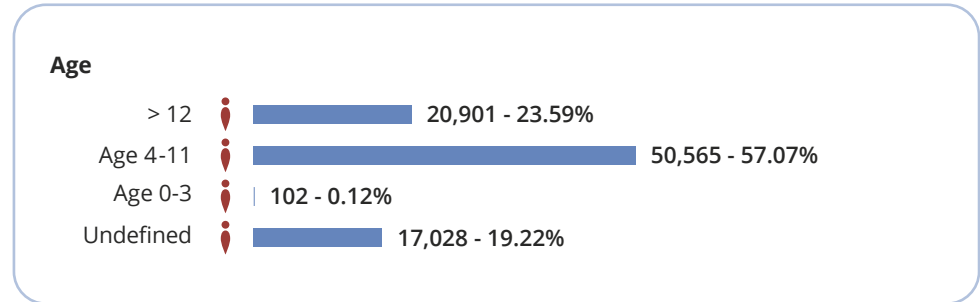
Where are illegal materials hosted?

In 2021, 89% of the illegal images were hosted in the Netherlands. In 2022, this percentage had shrunk to 63%. This fits the trend that increasingly fewer content is found in the Netherlands.



Gender and age of victims

In 2022, the most frequently found illegal images involved girls between the ages of 4 and 11. This is a broad category, because we do not break down our statistics in more detail. We do not do so because it is difficult to specifically assess victims' ages with any real precision. We do not see as many boys. That does not mean these victims do not exist, but that they have not been detected yet.



NPO Radio 1

NUMBER OF REPORTS OF CHILD PORNOGRAPHY DOWN BY 90%

Dutch IT Leaders

NEW TECHNOLOGY SHOWS BLIND SPOTS IN DETECTING CHILD PORN

De Telegraaf

TECH TRICK TRACES DEEPLY HIDDEN CHILD PORN: 'SPECTACULAR RESULTS'

EOKM website

LAUNCH OF PIONEERING INTERNATIONAL APPROACH TO FIGHT ONLINE SEXUAL IMAGES



Clip from NOS News

STEEP DECLINE IN REPORTS OF CHILD PORN ONLINE, 'APPROACH WORKS'

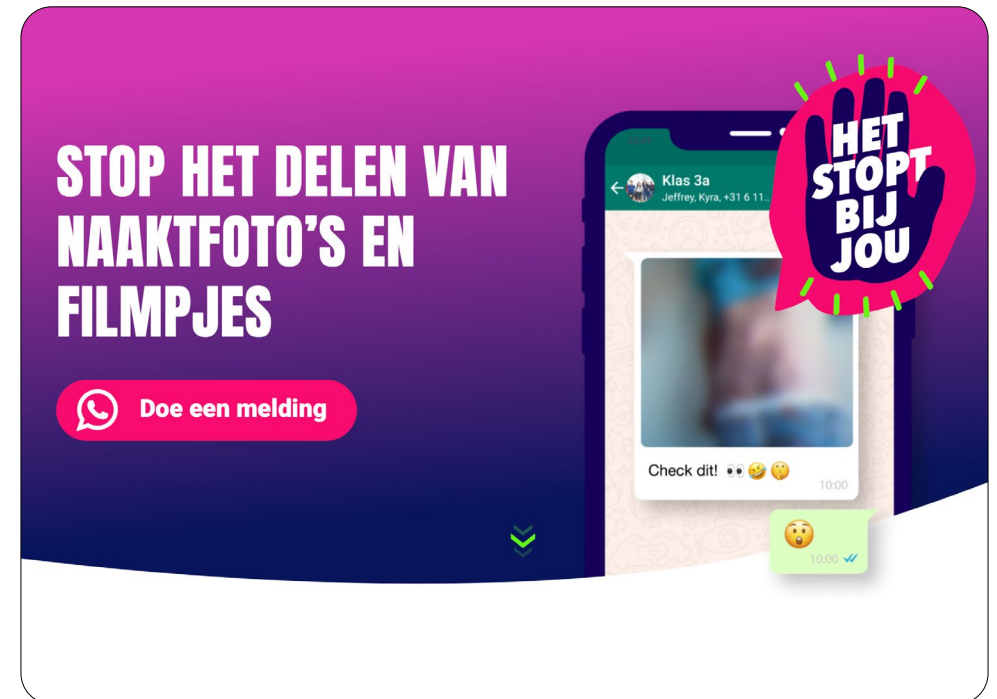


Headline from De Telegraaf MORE CHILD PORN REPORTED TO THE POLICE, FEWER REPORTS TO HOTLINE

In 2022, the CSEM Hotline ran the campaign 'It Stops with You' on various social media channels (including TikTok, Snapchat, Facebook and Instagram). This campaign called on secondary school students to refrain from sharing nude images and other harmful content such as beheadings, violent abuse and child rape and report them to the Hotline. Our communications also targeted parents. The campaign was co-financed by the EU and the police. WIS Education helped to make the campaign happen. The campaign had a re-run end 2022.

In collaboration with the City of Amsterdam, the campaign ran during the Media Literacy Week. These campaigns aimed at raising attention and awareness for the issue.

The campaign generated more than 3.3 million views. 34,000 people clicked through to the landing page. 2,640 posters were sent to secondary schools and 1,900 students completed a poll on scholieren.com.



HELPWANTED

Helpwanted is an anonymous helpline which offers practical support and personal advice regarding online sexual abuse. Anyone who has (had) to deal with this, or who harbours concerns about another may contact Helpwanted. People can file anonymous reports, and chat, call or email a staff member. By means of the advice module on our website, one can also obtain tailored advice. Helpwanted can assist in taking images of sexual abuse offline. In 2023, commissioned by the Ministry of Justice and Security, a pilot will be launched to take down other types of unlawful content. In addition, our site offers information on various issues relating to online abuse. Carers can benefit from our advice regarding online safety and order educational materials or a classroom chat. Helpwanted runs projects that contribute to the prevention of online sexual abuse and conducts research into various themes. Finally, Helpwanted provides information and workshops for schools and professionals. This is how we translate practical knowledge into research, and research into practice.

In 2022, Helpwanted expanded its services to a helpline for everyone (young people and adults) who have (had) to deal with or are concerned about online sexual abuse. Helpwanted has also extended its opening hours. This extension made it necessary to increase our staff. Like with any major change, this brought the necessary challenges. The labour market being tight, it took time to find new people. In 2022, Helpwanted was able to extend its opening hours step by step, which has resulted in a helpline that can be reached from 7 am to 11 pm on weekdays, and from 11 am to 7 pm on weekends.

In 2022, we redesigned our chat, making it more user-friendly, safe and futureproof. With support from the Victims Support Fund, we had FIER redevelop the chat for us.

RECORD NUMBER OF REQUESTS FOR ADVICE

In 2022, because of both the expansion in age groups and the extended opening hours, the number of requests for advice increased by nearly a quarter. The use of the chat in particular took off, with over 1,000 more chats than the previous year. The online advice module also continues to be popular. This comprises a questionnaire guiding visitors to tailored advice by having them answer several questions. At the same time, we see that the percentage of people exclusively making use of the advice module is decreasing. This shows that personal contact is important when reporting online sexual abuse.

PREVENTION BY RAISING AWARENESS

After a drop in requests for awareness-raising activities in 2021 because of Covid, numbers started to rise in 2022. Last year, Helpwanted contributed to the prevention of online sexual abuse by providing information to students, teachers, the police and other professionals. We also gave talks at conferences and training days and we took part in webinars. During an awareness-raising session we talk about the things that helpline staff have to deal with and the kind of advice that we give. Our education materials were reviewed and made more inclusive.

DIVERSITY AND INCLUSIVITY

Every individual has a right to a safe and fun internet and every victim is entitled to support in case of online abuse. What is required and what works differs from person to person. Personality traits play a role in internet use, seeking and finding the right support, the request for help itself and the needs of the individual. To do justice to this diversity Helpwanted paid particular attention this year to tailoring its services to more and diverse target groups. For this purpose, a programme officer was hired in the summer with a special expertise in diversity and inclusion.

Based on talks with various young people and experts we revised our educational materials and the accessibility of our website – both at the back end (technical) and at the front end

(content-wise). In October, a second programme officer joined us, who focused primarily on how to bring information to people with a mild intellectual disability. Helpline staff was trained by an expert in support for diverse target groups, such as bicultural and lhbtqi+ youths. We also expanded our network to inclusion-oriented organisations for collaboration and appropriate referrals.

SUPPORT FOR PEOPLE WITH A MILD MENTAL DISABILITY

Helpwanted considers it important that its range and services are accessible to everyone. Therefore Helpwanted entered into a collaboration with Steffie.nl, the web service that explains things in a simple way for and by people with a mental disability. On 20 October, Steffie, Ipse de Bruggen (an organisation for children, young adults and adults with a mental disability) and Helpwanted launched the website Onlineflirten (Onlineflirting). Here one can find information about online flirting and sexting in simple language. This project was realised thanks to funding from Adessium.

HELPWANTED ABUSE REPORTING TOOL

Where the CSEM Hotline had already helped develop a unique tool (SCART) earlier, Helpwanted started the development of an open-source workflow tool in 2022. This enables the helpline to efficiently process its reports. The tool, named HART (Helpwanted Abuse Reporting Tool) was delivered in December 2022. It is an environment in which delete requests, feedback requests and data are sent and stored in a secure manner. This makes it easier for Helpwanted to conduct research and track the progress of delete requests.

RESEARCH

Dickpic

Helpwanted knows better than anyone that the unwanted distribution of nude images has a negative impact on those depicted, but what does it do to you when you receive an unwanted nude image such as a dick pic? Why, in fact, do men send unsolicited dick pics? To answer this question, Helpwanted decided to take a closer look at dick pics. This research comprises the extent, the frequency and experience of receiving and sending unwanted dick pics. Objectives: to gain more insight in the phenomenon and making it easier to talk about. This helps to improve knowledge about the issue and the victims' perspective for action. The research was conducted externally by means of a quantitative online chat survey in an online panel among a representative sample of Dutch residents aged 12 and over (n-1032).

Perpetrators

Helpwanted wants to further extend its focus to those who are responsible for online sexual abuse: the perpetrators and distributors. In 2022, quantitative research into perpetration in the unwanted sending of intimate images was launched. Surveys were conducted among young adults aged 16 – 25 to shed light on young people's motives for distributing intimate images. We also looked at which young people share images and how the images were sent and forwarded. Helpwanted can use better insight into perpetration in sexting abuse in its educational talks and it contributes to prevention.

Bullying

Bullying in games, also known as online toxicity, is a major problem in the online gaming community. Helpwanted is investigating this phenomenon: how does it take place, what advice can helpline staff offer regarding the issue and how can we reach the target group? The aim of the investigation is to ensure a safer gaming community.

In addition to the research mentioned here, Helpwanted regularly contributes to other organisations' research into online sexual abuse.



Frontpage of the research
on dick pics

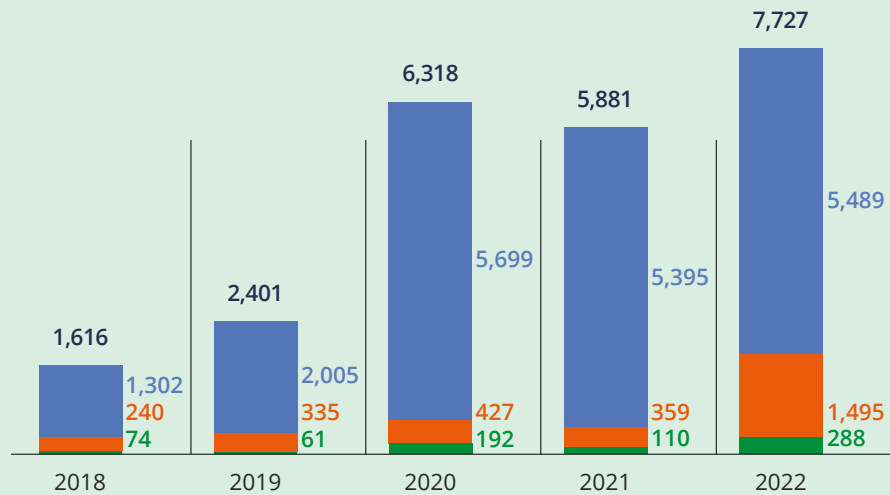
IN FIGURES

Increase in the number of requests for advice

In 2022, the number of requests for advice rose by nearly a quarter, to 7,727. There were over 1,000 chat conversations more than the year before. The increase can be explained by the fact that opening times and age categories were expanded. Because the opening times only gradually increased halfway through the year, the rise was limited.

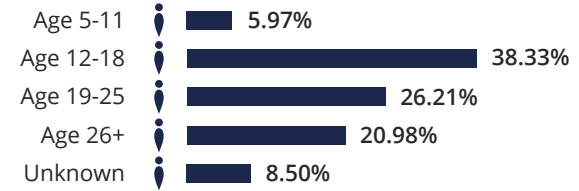
Number of requests for advice per year

- Σ Total
- ✉ Email and online advice module
- 💬 Chat
- ☎ Telephone

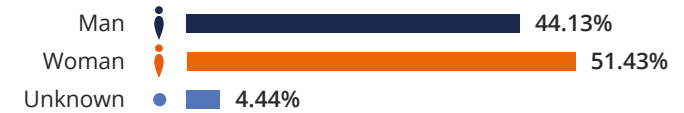


Who ask for advice?

Age



Gender



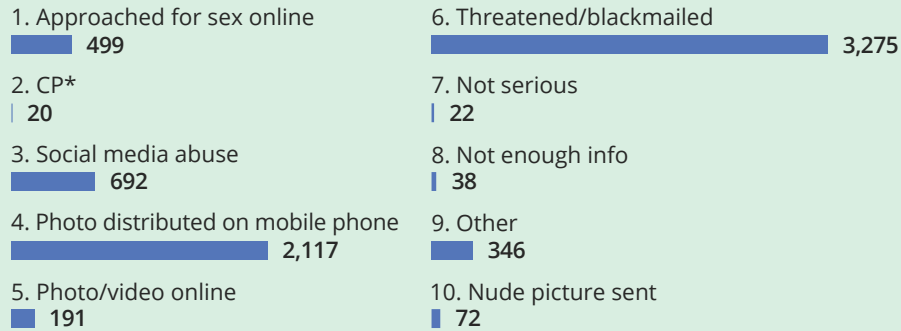
24%

more requests for advice than in 2021

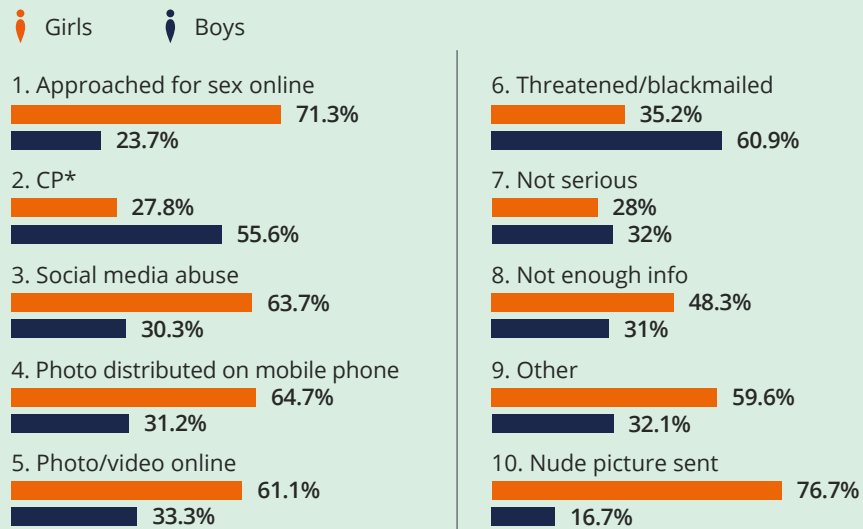
What do people want advice about?

People are most affected by threats/blackmail, photos being distributed, social media abuse (such as a hacked account) and being approached online for sex. The differences between boys and girls are sometimes large. For example, boys are more often confronted with threats and blackmail. Girls, on the other hand, more frequently encounter unwanted approaches for sex.

What advice is requested?



Girl/boy ratio per category

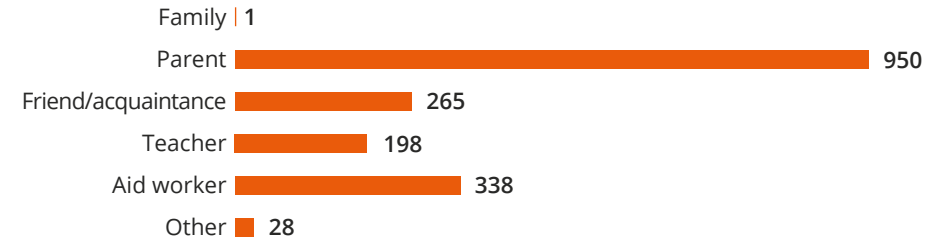


*Someone viewing images showing sexual exploitation of minors

Who ask for advice regarding others?

In some cases, it's not the young persons themselves asking for advice, but someone close to them who gets in touch with us. In most cases, it's their parents.

Who got in touch?



Sextortion

In 2022, we received 2,334 reports of sextortion. Roughly two thirds of the cases involved financial sextortion. This is when someone threatens to post or forward nude photos/videos online unless you pay them money. In other cases of sextortion, the perpetrator may ask for more photos or videos or for sex. Or the perpetrator wants you to get involved in criminal activities. In general, men fall victim to financial sextortion more than women.

Sextortion

Financial sextortion

1,605 | 68.77%



Other forms of sextortion

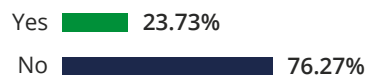
729 | 31.23%



Prior contact with the police?

The majority of people turning to Helpwanted has not had contact with the police. Frequently, this is still too big a step, because many victims think it was their own fault and they blame themselves instead of the perpetrator. Also, victims are sometimes not aware that they can go to the police in case of online abuse. Most victims first seek help online and anonymously. In most cases, Helpwanted staff advice those getting in touch to file a report with the police.

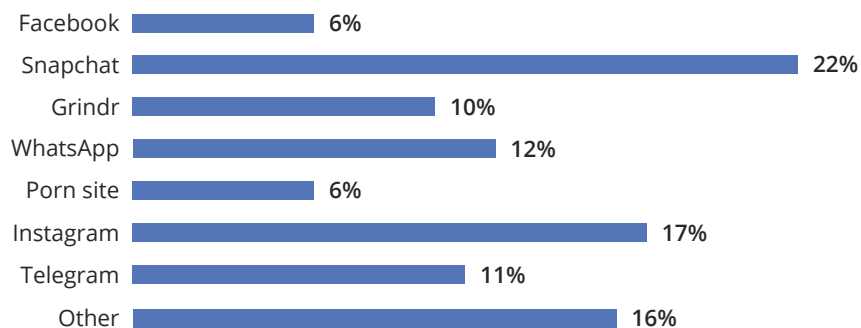
In touch with police before contacting Helpwanted?



Platforms

In 2022, Snapchat, Instagram and WhatsApp were again mentioned most frequently as the platforms where online abuse takes place.

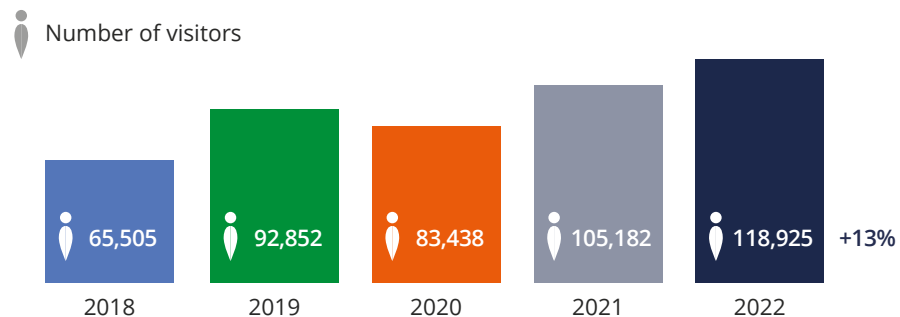
On which platforms does the abuse take place?



Website visits

In 2022, visits to the Helpwanted website increased again. The Helpwanted website attracted 118,925 visitors, an increase of 13%.

Website visits



+13%

website visits compared to 2021

IN THE MEDIA

Dagblad van het Noorden

YOUR CHILD RECEIVES THREATS OR IS BLACKMAILED AFTER SEXTING OR SENDING A NUDE PIC. THIS IS WHAT PARENTS CAN DO.

NPO Radio 1

AHLAAM TEGHADOUINI, HAMZA OTHMAN AND NIKI LEE JANSSEN ON A NEW SERIES ON ONLINE SHAMING

JM Ouders

NEW CAMPAIGN AIMS TO STOP SHARING OF NUDE IMAGES AND SHOCKING CONTENT AMONG YOUNG PEOPLE

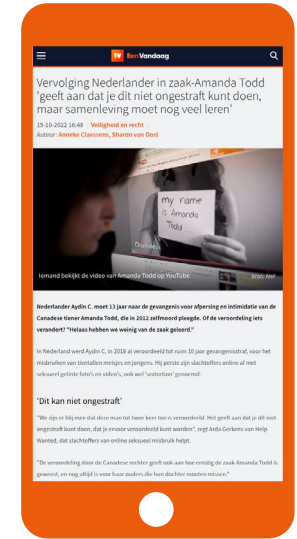


Screenshot Linda Magazinee
'DEEPUDES' AND THE RISE OF FAKE NUDE: WHAT CAN YOU DO AGAINST THIS?



Screenshot NPO3
WNL DEEPUDE WELMOED AND THE SEX FAKES

Screenshot 1V Een Vandaag
PROSECUTION OF DUTCHMAN IN AMANDA TODD CASE 'SIGNALS THIS WON'T GO UNPUNISHED, BUT THAT SOCIETY HAS A LOT TO LEARN'



Screenshot Hart van Nederland SBS6
ONLINE FLIRTING FOR PEOPLE WITH A MENTAL DISABILITY SHOULD BE SAFER AND THIS SITE CAN HELP



CAMPAIGNS

Increasing name recognition and more frequent contact with the helpline

In 2022, we set up several name recognition campaigns. In addition to increasing name recognition, the focus was on awareness of the themes, the target group of the helpline and increasing the number of people seeking help.

Awareness campaign

This campaign, which ran from May to July, was inspired by WhatsApp conversations between two acquaintances who were confronted with online sexual abuse. The campaign ran on Facebook and Instagram and generated a total of 956,289 impressions. The landing page was clicked 13,669 times. Striking: especially on Facebook, there are a lot of clicks.

The content was renewed in December and used in the campaign December 2022.



STOP IT NOW

Stop it Now's mission is to prevent sexual child abuse. Via its telephone helpline, chat or contact form, Stop it Now offers anonymous and confidential support free of charge to anyone who is concerned about sexual behaviour and/or feelings towards minors. For example, people who look at images of sexual child abuse or who are at risk of or have committed sexual child abuse. For these people, the step to help can be big because of stigma and the fear of possible consequences. This threshold is lowered by offering anonymous support. This prevents (recurrence of) sexual child abuse.

Stop it Now offers a listening ear, advice, and support, and, together with the person asking for help, looks at which form of support is appropriate. If necessary, Stop it Now can refer people to specialised assistance at forensic clinic 'De Waag' and other forensic clinics throughout the Netherlands. Stop it Now has also developed an online self-help module called 'It's Possible to Stop' (Stoppen is Mogelijk). People who are concerned about someone close to them can also get in touch. Stop it Now offers support for them in the form of, inter alia, counselling and connecting them with self-help groups of people in similar situations. Professionals can contact Stop it Now for advice and discussing cases. Stop it Now also shares its knowledge in workshops and presentations.

Stop it Now has made some major advances in 2022: the team was expanded, the website was renewed, a chat was introduced, and the opening hours were extended. As a result, we were able to help more people (532). However, there are still calls that go unanswered.

Of those looking for help, 27% got in touch with Stop it Now more than once. The fact that, like the year before, people got in touch several times is a good sign. It shows that people have faith in us and benefit from our help.

INCREASE IN THE NUMBER OF OUTREACHES

In 2022, Stop it Now was contacted 943 times in total. This is an increase of 32% compared to 2021. When we look at the number of unique individuals who were in touch, the increase is 45% (523, compared to 367 in 2021). Possible explanations are the campaigns we launched and the extension of our opening hours.

INTRODUCTION OF A CHAT FUNCTION

To lower the barrier for seeking help as much as possible, since 16 March 2022 people have been given the option to get in touch via the chat. From March, the chat was available two afternoons and one evening and from October 2022 during all opening hours of the helpline.

In 2022, a quarter of people got in touch in this way. People who contact the chat are younger than the people who get on the phone. The chat has proven to be a valuable addition to our services. We expect the role of the chat to increase in the coming year.

INTERNATIONAL COOPERATION EXPANDED

There is regular consultation with other Stop it Nows from the United States, the United Kingdom, Belgium, and Australia. We exchange on the latest developments and the range of services is discussed. All with the aim to learn from one another. An example is the development of the Next of Kin forum (Naastenforum), where we have benefited greatly from the experiences of Stop it Now UK.

SELF-HELP GROUPS

In Amsterdam, Utrecht, and The Hague (ex) partners, family members and friends came together in self-help groups. These groups offer participants a safe place to speak openly. Each group met five times under the supervision of a practitioner from forensic outpatient clinic De Waag and a Stop it Now officer. In 2022, we worked on further expanding the range of assistance for (former) partners, family, and friends. Preparations are an important part in the development of a forum and self-help modules for relatives.

2PS PROJECT

Stop it Now was involved in the European prevention project ‘Prevent & Protect through Support (2PS)’ that was launched in October 2022. The project will contribute to increased knowledge of the needs of people who are concerned about potentially displaying sexual behaviour towards minors, and will inform them about their options for help and support. Tools will be developed which will contribute to the prevention of sexual child abuse.

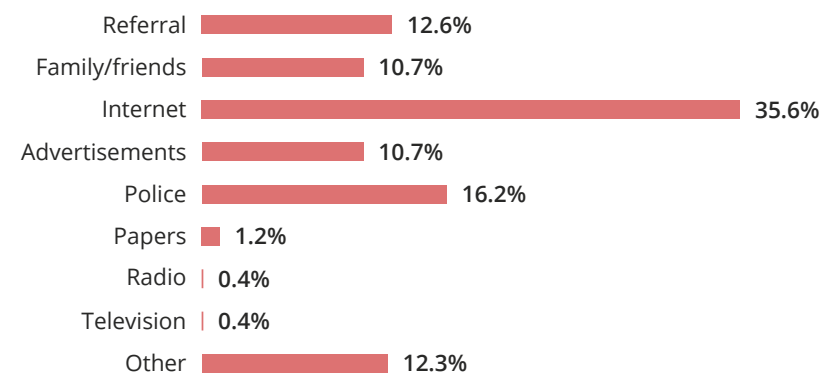
CSAM-TRACE PROJECT

Many people end up on websites containing images of sexual abuse of minors via porn sites. For an effective prevention, it is important to track how people make their way from a porn site to a location showing images of sexual abuse of minors (the so-called CSAM trace). With support from the CSEM Hotline and in collaboration with WebIQ, Stop it Now has launched a project to map this. When we know how people wander towards illegal materials, we can launch more tailored interventions to stop people from crossing this line.

How do people find us?

Most people find Stop it Now via the internet (36%). The police and other professionals also often refer people to us. In 2022, Stop it Now launched several (online) campaigns and 11% of people became aware of Stop it Now through our banners and posters. The ‘other’ category contains various referrals (Helpwanted, the rehabilitation service, pedofilie.nl, the Listen Line, etc.)

How do people find their way to Stop it Now?







27%

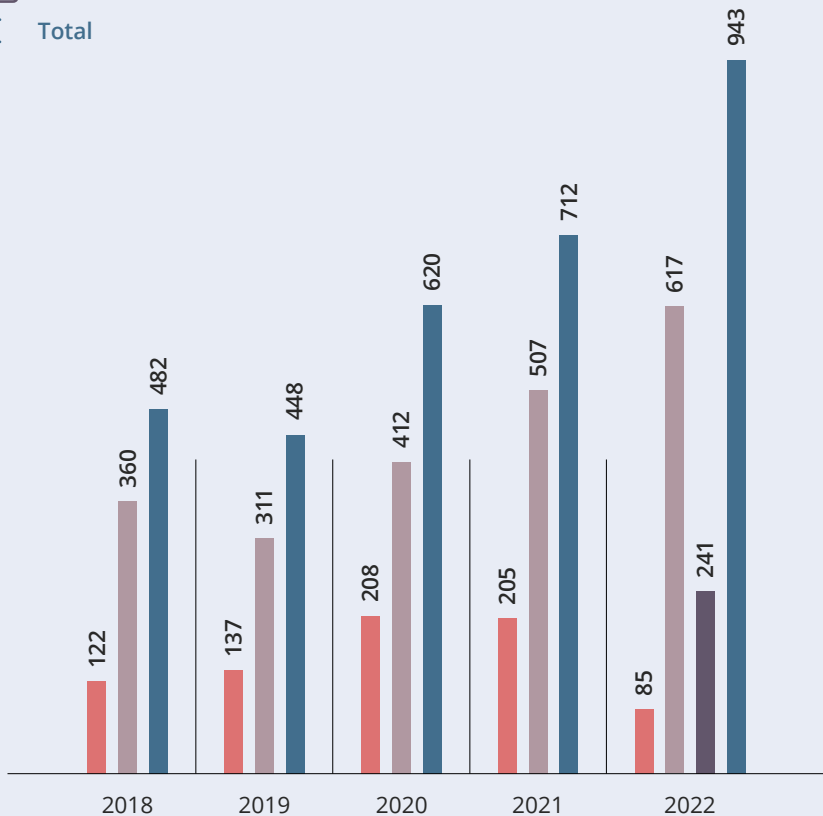
got in touch more than once

More contact instances

In 2022, Stop it Now was contacted 943 times in total. This is an increase of 32% compared to 2021. People primarily got in touch by phone (617 times). The number of times people were in touch via email (85 times) declined compared to previous years, presumably because of the new chat option (241 reports).

Number of times Stop it Now was contacted

-  Email
-  Telephone
-  Chat
-  Total



Number of people contacting Stop it Now

532 unique individuals in total got in touch with Stop it Now, compared to 367 in 2021. Most people getting in touch are concerned about their own feelings and/or behaviour towards minors (47%).

Number of people that have contacted us

- 2022
- 2021
- 2020



Repeated contact

27% of those requesting help were in touch with Stop it Now more than once. The fact that people contact us repeatedly is a good sign. It indicates that people trust us and benefit from our services.

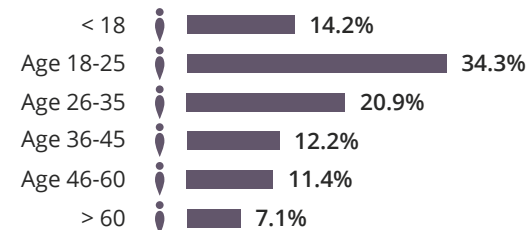
Repeated contacts



Age of those seeking help

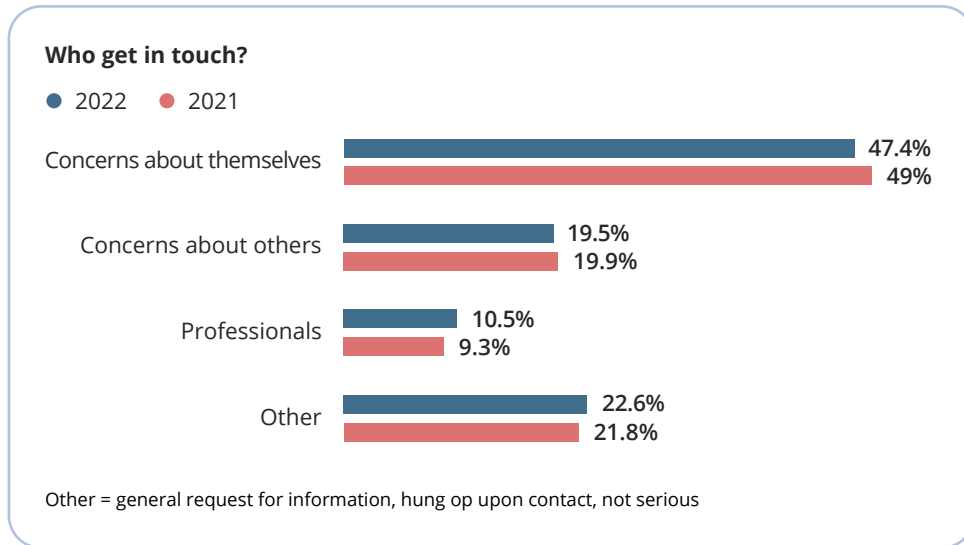
There is a notable rise in the number of minors getting in touch. This is up compared to the previous year (2021: 6.8%). These numbers are based on age known. The age of many people asking for help remains unknown. Not everyone is prepared to share this information.

Age of people getting in touch



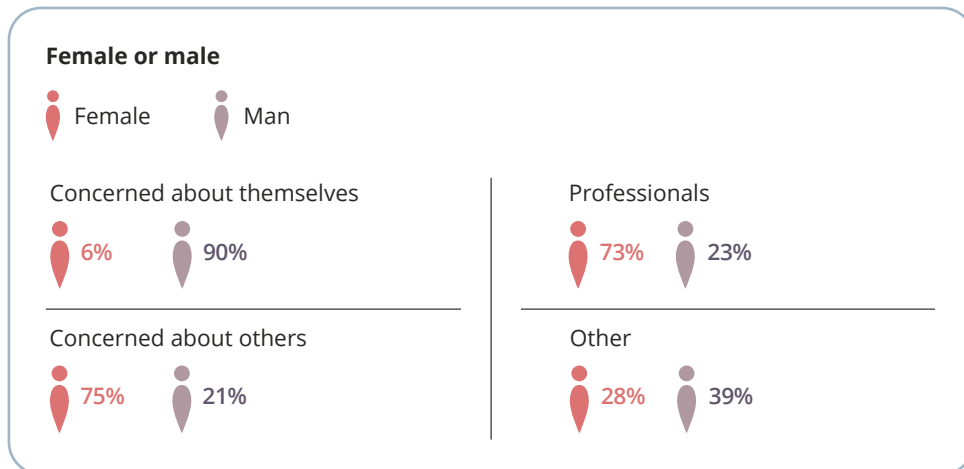
Who get in touch?

Most people who contact us are concerned about their own feelings and/or behaviour towards minors (47%). The ratio between the target groups is comparable to that of 2021.



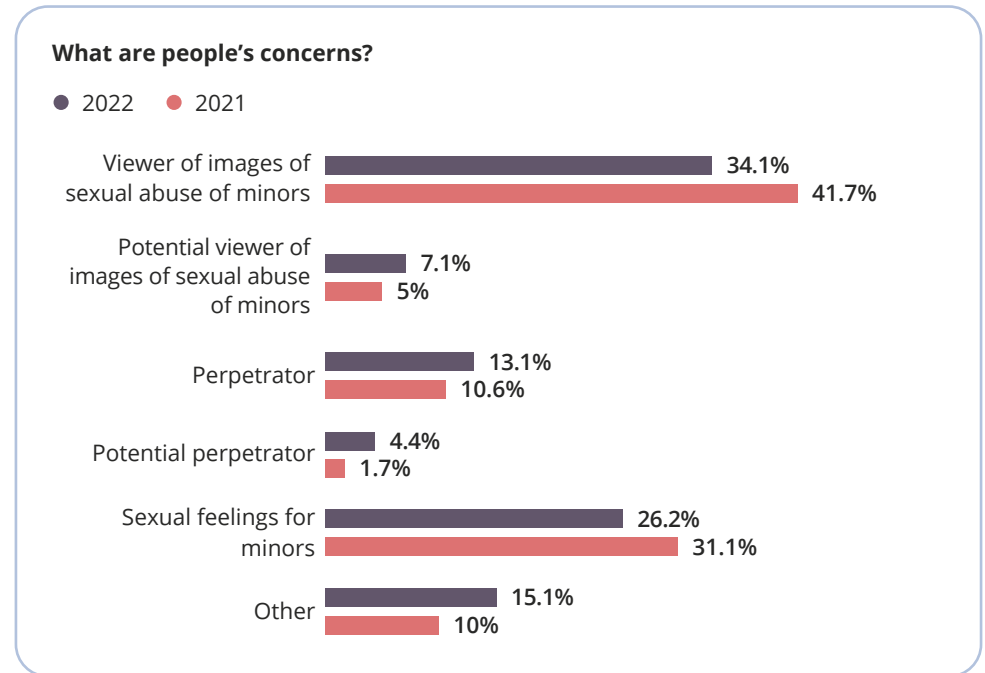
Gender per target group

Individuals concerned about their own feelings and/or behaviour are predominantly male. Individuals concerned about the behaviour of others, on the other hand, tend to be female.



More prevention

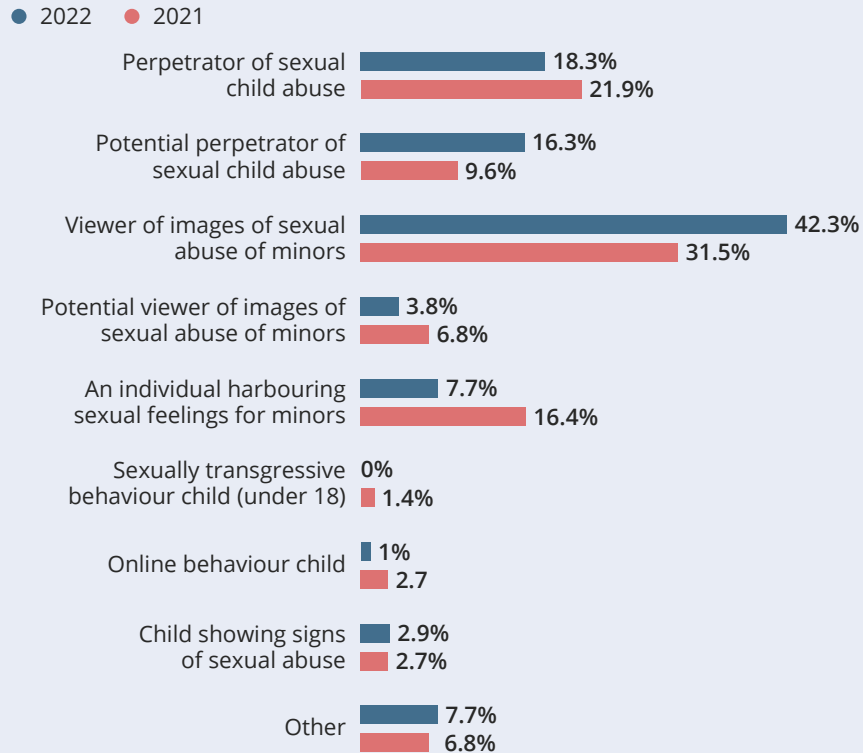
In 2022, the number of people looking at images of sexual abuse of minors declined. At the same time, potential perpetrators of sexual child abuse and potential viewers were more frequently in touch. A positive development: it shows that we're able to reach the target group at an earlier stage and that we can focus on prevention of sexual child abuse.



What are others concerned about?

Concerns about others are mostly about viewers of images of sexual abuse of minors, followed by (potential) perpetrators of sexual child abuse. The concerns currently seem to focus more on viewers of images of sexual abuse of minors than in 2021 (42% v. 32%) and less on individuals with sexual feelings for minors (8% v. 16%). Callers were most concerned about their (former) partner, followed by their son/daughter and brother/sister.

What are others concerned about?



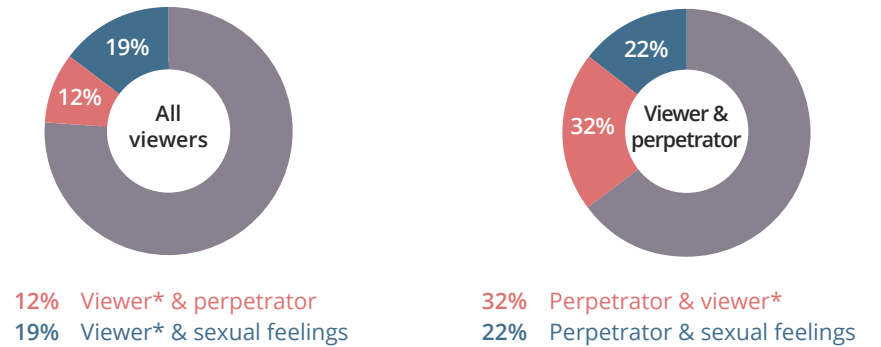
Sexual feelings for minors, or not?

Of the total number of viewers of images of sexual abuse of minors, 19% indicates having sexual feelings for minors and 12% admits to having engaged in sexual abuse of minors.

Of the total number of perpetrators of sexual child abuse, 22% says they have sexual feelings for minors and 32% says they view images of sexual abuse of minors.

This indicates that the majority of people who contact Stop it Now in relation to sexual child abuse or viewing images of sexual abuse of minors do not in fact harbour sexual feelings for minors.

Sexual feelings for minors?



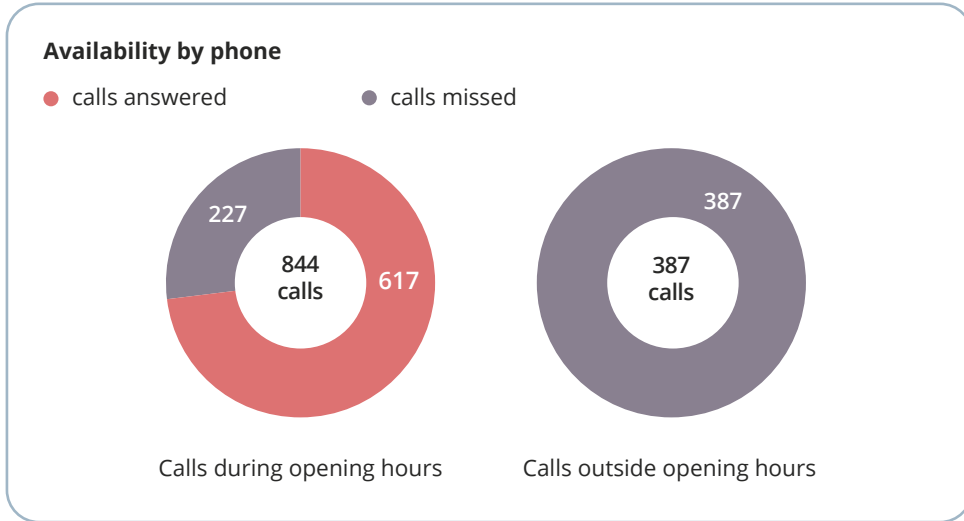
32%

more people getting in touch with Stop it Now than in 2021

*Someone viewing images showing sexual exploitation of minors

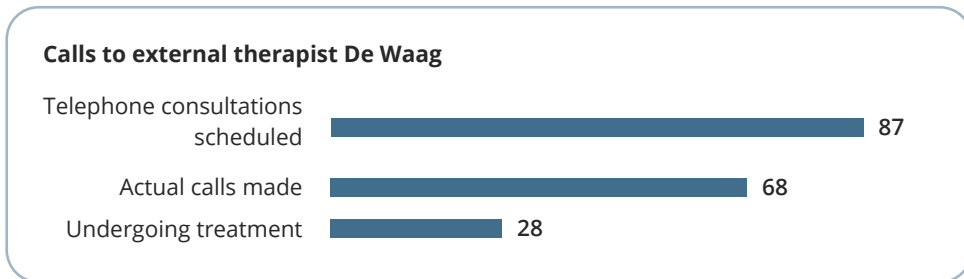
Availability by phone

In 2022, we extended our opening times. Stop it Now can now also be reached in the evenings and on weekends. Although we are now more accessible and able to help more people, we still struggle to answer every call, in particular outside office hours.



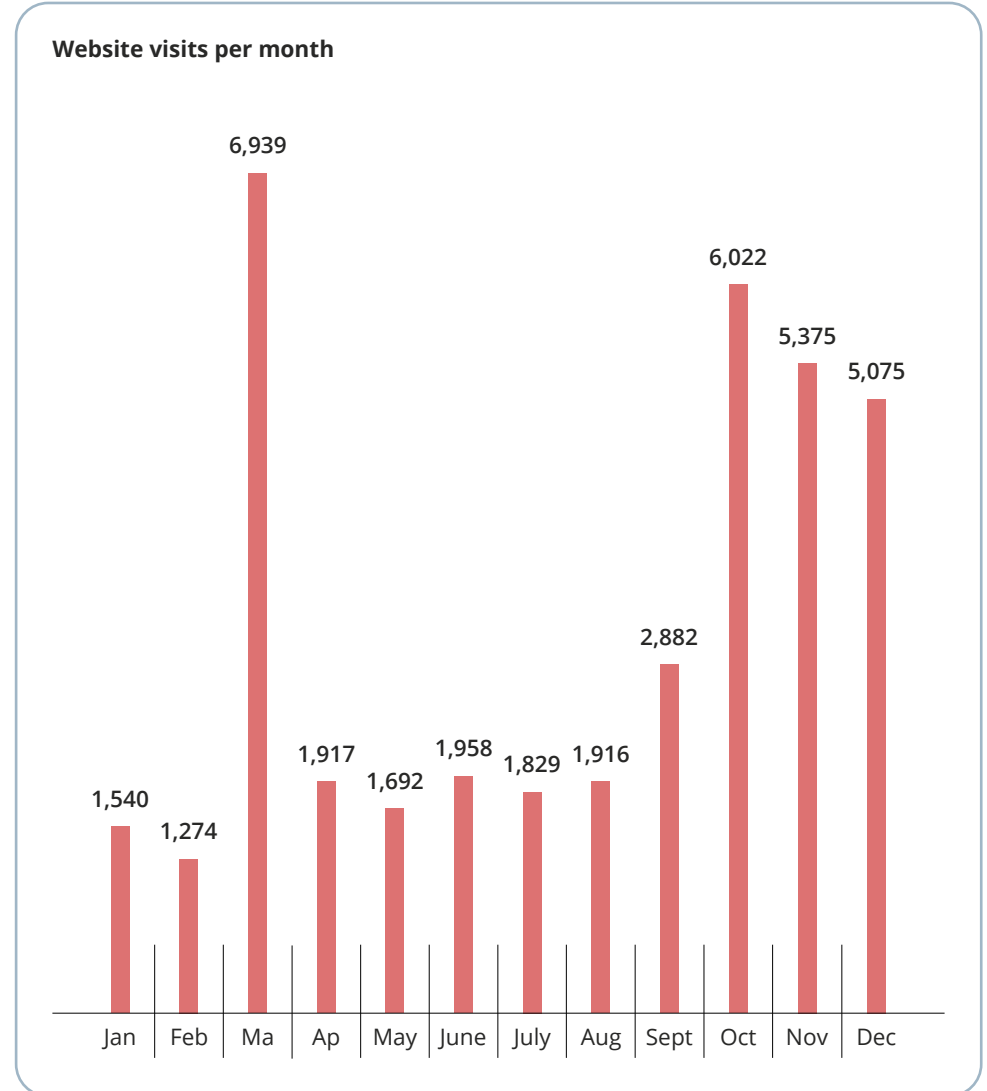
Collaboration with forensic institutions

In total, 87 telephone consultations with a therapist at De Waag were scheduled. 68 individuals (81%) did make their call and 28 (41%) expressed their intention to seek treatment. Stop it Now also frequently refers people to other forensic clinics. In 2022, contact details were shared with forensic outpatient clinics (other than De Waag) 35 times.



Website visits

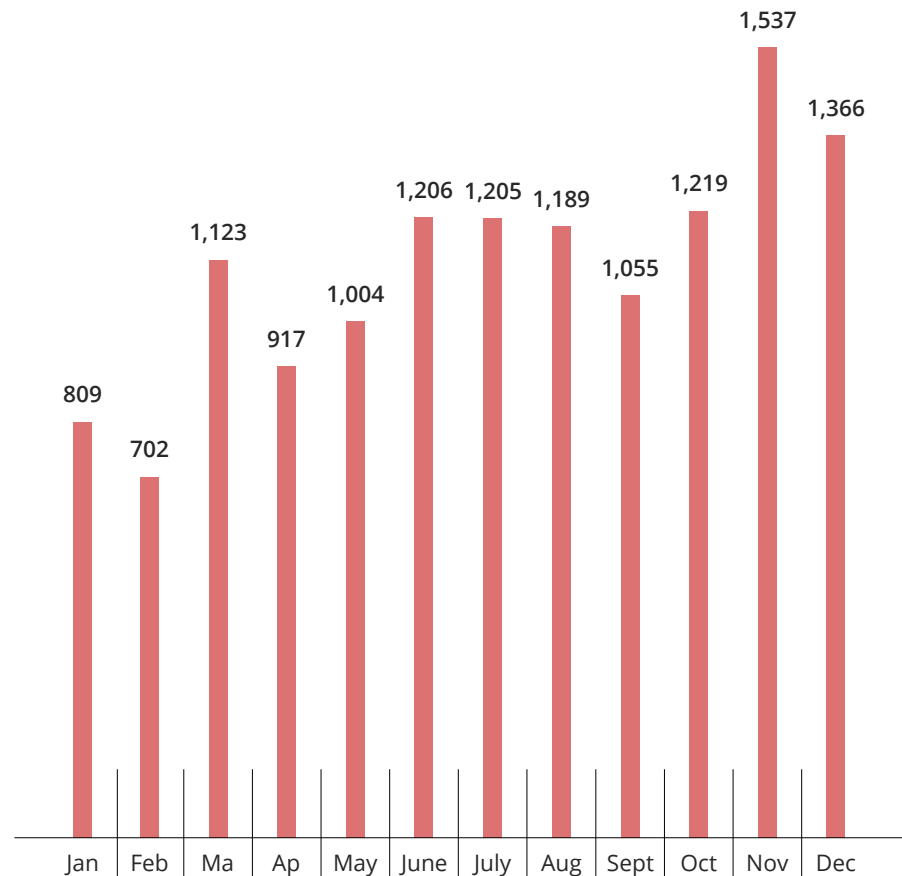
In 2022, the website was visited 13,332 times – an increase of 14% compared to 2021. The peaks in website visits coincided with the launch of the new website and various campaigns, such as the placement of ads on porn web sites.



Self-help modules

An increasing number of people are finding their way to the 'It's Possible to Stop' self-help module. Module 6 (Fantasies), module 1 (Understanding why) and module 3 (Triggers) were accessed the most. The self-help module *It's Possible to Stop* was developed in 2018, in collaboration with Stop it Now Flanders. The module caters to people who are concerned about viewing images of sexual abuse of minors. There are 17 modules that give the user more insight into his/her viewing behaviour and provide handles to stop viewing images of abuse.

Website visits to self-help module *It's Possible to Stop*



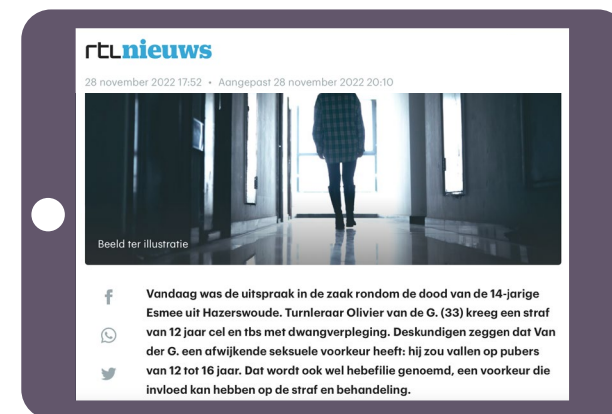
RTL Nieuws

ONCE A SEX OFFENDER, ALWAYS A SEX OFFENDER? 'DONNY M. IS AN EXCEPTION'

Zorg+Welzijn

STOP IT NOW ON SEXUAL CHILD ABUSE: 'PROFESSIONALS LACK BASIC KNOWLEDGE'

Screenshot
Reformatorisch Dagblad
**CAMPAIGN AGAINST CHILD PORN
FOCUSES ON VIEWERS AND THEIR
FRIENDS AND RELATIVES**



Screenshot RTL Nieuws
**SEXUAL PREFERENCE FOR ADOLESCENTS
IMPACTS PENALTY
AND TREATMENT OF
PERPETRATORS**

CAMPAIGNS

In 2022, we ran several campaigns to improve name recognition and ensure that more people find their way to Stop it Now for help and support.

Spring campaign

We put up 125 billboard posters in the cities of Amsterdam, The Hague and Utrecht to call attention to possible sexual abuse of minors and the option to seek help at Stop it Now. These posters reached 3.2 million people.



Restroom posters

Some 1500 posters were placed in restrooms of hotel and catering companies all over the country.

In these special places, people have the time and the privacy to spot the message and take it in. People were also able to scan a QR code on the poster unseen, if they were worried about their own viewing behaviour on the internet.

The campaign was repeated in November and December 2022.

Online ads

From July to December, we ran ads on various porn website and the Meta channels (Facebook and Instagram). We also developed ads for Snapchat and Grindr, and we ran several display campaigns.

The ads on porn sites were seen by 2 – 4 million unique visitors. The ads were clicked 235,000 times. This took people to a landing page where more information about the issue could be found and where the help on offer was displayed. The ads on Meta were seen by 1.1 million people. The ads were clicked 136,000 times. The ads on Grindr and Snapchat were seen by 1.3 million app users, who clicked on the ad 22,000 times. The display campaigns generated 1.9 million impressions and 2,163 clicks.

The data show that during the online campaigns the Stop it Now website attracted more visitors. During this period, the number of people getting in touch also increased.





Filming of WNL Deepnude *Welmoed and the sex fakes*

ORGANISATION

THE TEAM

In 2022, EOKM experienced significant growth. We went from 13 employees (9.82 FTE) in January 2022 to 42 employees (31.89 FTE) in December 2022. We're pleased that, thanks to this expansion, we are able to help an increasing number of people. We do this with a team of dedicated professionals. These days, finding qualified staff is a challenge, also for EOKM.

Part of the expansion is a direct result of the extended opening hours for the Helpwanted and Stop it Now helplines. We've also hired content analysts for the CSEM Hotline and expanded the team with, inter alia, programme staff, an HR officer, and a researcher.

COMMUNICATION

With the growth of the organisation, there is an increasing demand for support of EOKM and its programmes in the areas of press policy, social media, and campaign coordination. In 2022, the team was expanded with a press and publicity coordinator. This allowed us to actively seek out the press to inform the public and thus contribute to prevention, the public debate and de-stigmatisation.

In addition to communications by the programs, it is important to continue to draw attention to EOKM as an organisation. We do this through social media, press releases, newsletters, our website, and free publicity. EOKM's social media channels and programs continued to grow steadily in 2022.

IN THE MEDIA

EOKM featured regularly in the national and regional media in 2022. We were asked for our response in relation to several current topics. We actively approached the media ourselves with a number of themes. The palette of subjects was wide and included deepnude, sextortion, online shaming, the Amanda Todd case and the Donny M. case, as well as new technology to trace materials involving sexual abuse of minors. We wrote op-eds on the European proposal for legislation to prevent sexual child abuse, generated attention for winning the court case against porn site Vagina.nl and published various articles about our campaigns.



FUNDING

EOKM and its programmes are first and foremost able to do their job thanks to subsidies from the European Union and the Ministry of Justice and Security.

In addition, we are able to implement various projects thanks to the valuable subsidies and contributions of Adessium, the Janivo Foundation, Porticus and the Cities of Amsterdam, The Hague and Utrecht. We also thank our sponsors Leaseweb, KPN, SIDN, Trellix, Vodafone Foundation and Webzilla.

Finally, we would like to take this opportunity to wholeheartedly thank our donors: people who selflessly support EOKM with a financial contribution in our fight against online (child) abuse.



Ministerie van Justitie en Veiligheid



Medegefinancierd door de Europese Unie



Den Haag



SUPERVISORY BOARD

EOKM's Supervisory Board consists of the following people:

Dimitri van Zantvliet (*chair*)

Janet van Bavel

Jan-Mark Wams

Carrie van der Kroon

Hans Booij

Mark Elstgeest

In the course of the year, Hans Booij left us, and Janet van Bavel handed over the chair to Dimitri van Zandvliet.

SUPERVISORY BOARD ANNUAL REPORT 2022

At the start of 2022, the Supervisory Board consisted of four members: Janet van Bavel (chair), Carrie van der Kroon (vice-chair), Jan-Mark Wams and Hans Booij. Thanks to a careful application procedure, the Supervisory Board acquired two new members early in 2022, Mark Elstgeest and Dimitri van Zandvliet. They were officially involved as of April, but in practice from the beginning of 2022. Unfortunately, Hans Booij resigned early. The Supervisory Board therefore de facto consisted of five members in 2022, three on the Audit Committee (Carrie, Dimitri and Jan-Mark) and two on the Remuneration Committee (Janet and Mark). In September 2022, Janet handed over the gavel to Dimitri. There were five official meetings, and a number of decisions were made via online contact.

The year 2022 was the first calendar year that EOKM was supervised by a Supervisory Board. Who would have thought that this would have been a bit of a quest was mistaken; the new way of interacting with each other felt comfortable and good. This despite the high workload, as determined by the remuneration committee, for part-time director Arda Gerkens.

In 2021, the Board of Supervisors received a request whether EOKM might expand its Helpwanted activities to include all ages. Helpwanted has been providing this support since 2022. However, because of this, the foundation's mission, which only talks about child abuse, no longer accurately described its activities. After careful deliberation and on the advice of the board, the Supervisory Board agreed to amend the foundation's mission (as of 15 December 2022), whereby the terms child abuse and child exploitation will be written with the word "child" in parentheses. The Supervisory Board considers this a responsible extension of the foundation's objective which fits in with the accumulated expertise and serves an essential societal interest.

To facilitate financial monitoring, the two members of the Audit Committee (Carrie and Mark-Jan) took the 'Finances for Non-Financial Supervisors' course at the association for supervisors in healthcare and welfare.

In 2022, the audit committee advised the Supervisory Board to accept the Annual Report 2021, and later also the budget for 2023, without reservation. This recommendation was adopted by the Supervisory Board.

In the final months of 2022, a new application round was started to recruit two new members. For this purpose, a 'financial' and an 'administrative' profile were drawn up. These members are to replace the two members who will retire in 2023 (Carrie and Jan-Mark). The Supervisory Board also decided that, in addition to the director, a strong person must be appointed who can help shoulder the management tasks to reduce the workload.

The Supervisory Board experienced the year 2022 as a period of further professionalisation as befits a growing organisation. Despite the aforementioned workload, cooperation with the management has always been both pleasant and professional. The Supervisory Board therefore looks back on 2022 with satisfaction.

“The new way of interacting with each other felt comfortable and good. The Supervisory Board experienced the year 2022 as a period of further professionalisation as befits a growing organisation.”

CONTACT

In June 2023, The Expert Centre Online Child Abuse (EOKM) changed its name. It continues as Offlimits, the expert centre online harm and abuse.

VISIT US

www.offlimits.nl

www.meldpunt-kinderporno.nl

www.helpwanted.nl

www.stopitnow.nl

FOLLOW OFFLIMITS

 linkedin.com/company/offlimitsnl

FOLLOW HELPWANTED

 instagram.com/helpwantednl

 linkedin.com/company/helpwantednl

 facebook.com/helpwantednederland

FOLLOW STOP IT NOW

 linkedin.com/company/stopitnownl

SUPPORT US

www.offlimits.nl/steun-ons

CALL US

Helpwanted: +31 20-261 52 75

Stop it Now: 0800-2666436

Members of the press: +316 493 875 31

MORE INFORMATION?

www.offlimits.nl

© Juni 2023, OFFLIMITS FOUNDATION

Offlimits is an independent foundation with a mission to fight online abuse.

Offlimits comprises the following initiatives: CSEM Hotline, Helpwanted and Stop it Now.

Graphic design: Studio Anouk Stoffels



Co-financed by
the European Union

OFFLIMITS

Algemeen Nut
Beogende Instelling

ANBI