



FOR RELEASE  
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## **Canadian Centre for Child Protection partnership to help protect Yukon children**

WHITEHORSE—The Yukon government is pleased to announce a partnership with the Canadian Centre for Child Protection that will help promote and distribute a number of their programs and educational materials throughout Yukon.

"The Canadian Centre for Child Protection provides excellent services and educational materials that help protect our most valuable resource, our children," Justice Minister Mike Nixon said. "Our government remains committed to fighting the exploitation and abuse of children and we are excited to be partnering with this organization and bringing their expertise to Yukon."

The Canadian Centre for Child Protection is a charitable organization dedicated to the personal safety of all children. Their goal is to reduce child victimization by providing programs and services to Canadians with the following four national programs:

- Cybertip.ca – a tipline to address the online sexual exploitation of children;
- MissingKids.ca – a missing children resource and response centre;
- Kids in the Know – an interactive child safety education program; and
- Commit to Kids – a sexual abuse prevention program for child serving organizations.

Starting in 2012/13, the Yukon government will contribute \$75,000 over three years to the Canadian Centre for Child Protection and will explore further partnership opportunities. On February 5 – Safer Internet Day – the Yukon government and the Canadian Centre will launch a public awareness campaign to promote Cybertip.ca. The two organizations will also distribute interactive safety education materials to Yukon schools.

"The Canadian Centre for Child Protection is thrilled to be partnering with the Yukon government," Canadian Centre for Child Protection executive director Lianna McDonald said. "We believe that the protection of children is the responsibility of everyone. By engaging Yukoners, together we can help build a safer and brighter tomorrow for every child."

For more information about the Canadian Centre for Child Protection visit [protectchildren.ca](http://protectchildren.ca).

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See below for a summary of the national programs and materials to be distributed in Yukon.

### **Contact:**

Elaine Schiman  
Cabinet Communications  
867-633-7961  
[elaine.schiman@gov.yk.ca](mailto:elaine.schiman@gov.yk.ca)

Carolyn Shimmin  
Canadian Centre for Child Protection  
204-945-8074 or 204-801-6838  
[carolyn@protectchildren.ca](mailto:carolyn@protectchildren.ca)

Shari-Lynn MacLellan  
Communications, Justice  
867-393-7081  
shari-lynn.maclellan@gov.yk.ca

## Summary of Canadian Centre for Child Protection services

The Canadian Centre for Child Protection is a national non-profit organization dedicated to the personal safety of all children. Their goal is to reduce child victimization by providing programs and services to Canada. They offer a number of programs, services and resources to Canadians to help them protect children and reduce their risk of victimization. Below is a brief overview of their four national programs.

**Cybertip.ca** is Canada's national tipline for reporting the online sexual exploitation of children. Cybertip.ca receives and addresses reports from the public both online and by telephone with regard to:

- Child pornography (child sexual abuse images and material)
- Online luring
- Child exploitation through prostitution
- Travelling to sexually exploit children
- Child trafficking
- Making sexually explicit material available to a child
- Agreement or arrangement with another person to commit a sexual offence against a child

Find more information about Cybertip.ca below.

**Kids in the Know** is a national safety education program created to increase the personal safety of children and reduce their risk of victimization both in the online and offline world. This interactive program is designed for children and youth from kindergarten to high school. Lessons provide children with effective personal safety strategies and tools to help them respond to dangerous or threatening situations.

**Commit to Kids** is a program designed to help prevent child sexual abuse from occurring within organizations. The program helps child-serving organizations create safer environments for the children in their care. It provides policies, strategies and a step-by-step plan for reducing the risk of child sexual abuse, encouraging organizations to take an active, participatory role in protecting children.

**MissingKids.ca** is Canada's national missing children resource centre. The centre offers searching families support in finding their missing child and provide educational materials to help prevent children from going missing.

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## Cybertip.ca statistics:

- In the last ten years, Cybertip.ca has received and addressed **over 76,000 reports from the public**.
- In 2012 alone, Cybertip.ca received close to 20,000 reports. Of these, 45.8% were forwarded to law enforcement, child welfare agencies and/or Internet hotlines.
- Law enforcement has executed **over 120 arrests** in connection with Cybertip.ca reports. These can be attributed to Canadians making a difference by coming forward and reporting their concerns to the tipline. Additionally, at least **50 children have been removed from abusive environments**. Through reporting, Canadians play a critical role in the removal of children from abusive environments and in the protection of countless children from harm.

## Why is Cybertip.ca important?

Cybertip.ca operates as the “front door” to the Canadian public for reporting concerns about online sexual exploitation of children. The tipline provides an easy and anonymous way for Canadians to report, with the tipline often being the public’s first point of contact. As police resources are limited, Cybertip.ca plays an important role in reducing the workload of child exploitation units across Canada – this allows their efforts to be dedicated to investigating crimes within their jurisdiction.

The tipline also serves as an educational resource, with analysts providing the Canadian public with information on how to keep themselves and their families’ safer while on the Internet. There have been well over 1 million educational downloads from Cybertip.ca. As Canada’s national tipline, the tipline is able to create critical prevention materials containing personal safety strategies for children that are both current and effective.

## Canadian Centre for Child Protection and Government of Yukon partnership

Beginning in February, the Yukon government is partnering with the Canadian Centre for Child Protection on the “I REPORTED IT” campaign. This campaign is designed to raise awareness about the important role individuals can play in the reduction of online child sexual exploitation by reporting incidents to Cybertip.ca.

- First launched in 2010, this campaign was in major media markets across Canada and resulted in a 15% increase in public reporting to the tipline.
- On Safer Internet Day (February 5, 2013), the centre and Yukon government will work together to distribute safety materials to Yukon schools. Materials include:
  - Safety and the Internet brochures
  - Smart, Strong and Safe booklets
  - Zoe and Molly Online comic books
  - Smartphone safety booklet

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