

Type of intervention



Classroom setting



Online/App

Target groups, levels of prevention and sub-groups:

Primary prevention

Children and Young
People (Victims)

Young Children (0-5 Years), Children (6-11 Years), Young People (12-17 Years) | Male & Female | Internet/Online | Classroom Setting, Online/App | Includes Individuals with Disabilities/Learning Difficulties | English

Secondary prevention

Communities
/ Families

Young Children (0-5 Years), Children (6-11 Years), Young People (12-17 Years) | Male & Female | Internet/Online | Classroom Setting, Online/App | Includes Individuals with Disabilities/Learning Difficulties | English

Situations
/ Places

Internet/Online | Classroom Setting, Online/App | English

Target population

Children aged four to 17 years, including those with special educational needs, their parents and carers and educators working directly with children and young people.

Delivery organisation

National Crime Agency, Child Exploitation and Online Protection Centre (CEOP)

Mode and context of delivery

The programme offers a website providing advice and a range of free educational resources, tailored for use with different audiences, including children aged four to 17 years, children with special educational needs and parents and

carers. Both the Thinkuknow website (www.thinkuknow.co.uk) and its accompanying resources provide age-appropriate information and advice to children and young people to empower and protect them from online child sexual exploitation and abuse. This is achieved by enabling them to identify the online risks they may face, teaching them how to protect themselves and highlighting places to seek further support, including when and how to report concerns/illegal activity to CEOP.

Thinkuknow resources are available free to practitioners (both professionals and volunteers) experienced in working with children and families, to deliver directly to them. Practitioners can access these resources by registering at: www.thinkuknow.co.uk/teachers.

Level/Nature of staff expertise required

Practitioners who use Thinkuknow resources should have experience of working directly with children and young people, generally in an educative capacity. This includes teachers, youth workers, sports coaches, scout and guide leaders, social workers and police officers.

Intensity/extent of engagement with target group(s)

The Thinkuknow network currently includes over 100,000 registered professionals from a range of backgrounds including education, law enforcement, health, social care and charity sectors. This network of professionals has resulted in Thinkuknow materials being delivered to over 18 million children and young people since the initiative began in 2007. Materials can be used in various ways, over various time frames and with the different target groups.

Description of intervention

Thinkuknow resources are wide and varied, ranging from lesson plans, assembly packs and discussion guides to videos and posters. Topics covered include:-

- sexual exploitation
- this is abuse
- webcam with confidence
- social networking safely
- sexting
- cyberbullying

As well as developing preventative educational resources addressing the key threats young people face as identified by CEOP, Thinkuknow also offers a range of training opportunities for practitioners to further their working knowledge and confidence in protecting children and young people online:

- Keeping Children Safe Online:

An online learning course for professionals developed jointly with the NSPCC. The course aims to improve professionals' understanding of the risks young people face online and to provide guidance on strengthening policies and procedures to protect young people.

- Thinkuknow Introduction:

Introductory training organised and delivered by CEOP Ambassadors, focusing on the risks young people face online and Thinkuknow's educational response to these risks.

- **CEOP Ambassador Course:**

In-depth training delivered by CEOP's Education team, providing knowledge of the risks children face online, particularly those posed by child sex offenders. Following attendance delegates receive access to the Thinkuknow introduction course to enable delivery to colleagues and fellow practitioners locally.

For further information, including eligibility criteria, dates, locations and bookings please visit: www.thinkuknow.co.uk/teachers/training

Evaluation

Thinkuknow is an extensive programme which includes educational resources, practitioner training and delivery of messages through its websites. As such each project and strand of work is individually evaluated. In addition Thinkuknow has been independently evaluated twice and the CEOP Education Team collects a significant amount of data and qualitative information evidencing the reach, quality and impact of the programme.

Julia et al (2009) conducted an evaluation of Thinkuknow, as well as exploring young people internet safety knowledge. For details, please see: <http://www.cats-rp.org.uk/pdf%20files/Internet%20safety%20report%204-2010.pdf>

References

www.thinkuknow.co.uk

Contact details

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