

Canadian Centre for Child Protection launches “Sextortion” Campaign

The Canadian Centre for Child Protection has launched an integrated communications campaign to draw attention to the growing incidence of online “sextortion” among teenaged boys.

- Online extortion occurs when users (most often teen boys) are duped into responding with compromising images to ‘come-ons’ from online predators.
- After they send the images, unwitting respondents are subjected to blackmail by the online exploiters.
- The campaign, developed by CCCP’s agency No Fixed Address, uses teen-directed humour to drive awareness and education. The program also provides teens and parents with a broad series of preventative tools.
- The highlight of the campaign is an online video that is reminiscent of an old-school educational video. After discussing the dangers of sending naked images, the video host suggests that instead, young boys would do better by sending a picture of a naked mole rat.
- The headline reads: “Don’t Get Sextorted. Send A Naked Mole Rat.”
- The video then shows the star of the campaign – a little-known African rodent, which is pink, hairless, and three to four inches in size – the ideal character to give boys something to talk about as an alternative to sending a nude photo.
- The campaign, which includes public relations and paid media components, is built around a comprehensive microsite. The site hosts the video, important information about sextortion, downloadable gifs, memes, photos, branded merchandise and a lesson plan that can be used by teachers in their classrooms.
- “Sextortion is based on obtaining sexual images and we have to drive home the ‘Don’t Get Sextorted’ message that you should never, ever send one,” says Lianna McDonald, Executive Director of the Canadian Centre for Child Protection.
- In the last two years (2015/2016) Cybertip.ca has seen an increase of 89% in teen boys being reported as victims of sextortion when compared to the previous two year period (2013/2014).