

Every online safety conversation matters: Messaging Kit



The Australian Federal Police (AFP)-led Australian Centre to Counter Child Exploitation (ACCCE) and the eSafety Commissioner (eSafety) have developed resources to help families have important conversations about online safety. The resources have been tested with culturally and linguistically diverse (CALD) communities and have been translated into various languages. These resources include an advice sheet for parents and carers, and conversation cards to get families talking.

Having open and honest conversations can help families feel empowered to tackle potential online harms. The advice sheet and conversation cards can help parents and carers understand online child sexual exploitation, have conversations with their child about their online interests, handling uncomfortable or unsafe situations as well as getting help and reporting abuse.

Who is this kit for?

- Parents and carers in the CALD community.
- Multicultural groups and organisations working with CALD families.

Background

In 2023, eSafety and the ThinkUKnow team began developing a resource aimed at educating parents and carers in the CALD community about online safety. The teams liaised with professionals and organisations who support culturally and linguistically diverse children and families, including AFP Community Liaison Officers, the Children, Youth and Families team at eSafety and key

members of various multi-cultural organisations.

The advice sheet and conversation cards have been developed in English, Punjabi, Simplified Chinese and Arabic. The resources have also been tested with parents and carers who speak these languages.



Facts:

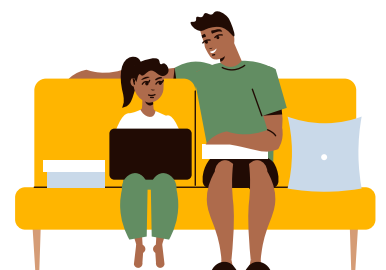
- In the 2022-23 financial year, the ACCCE Child Protection Triage Unit received **40,232 reports of online child sexual exploitation**. Each report contains images and videos of children being sexually assaulted or exploited for the sexual gratification of child sex offenders¹.
- Research conducted by the ACCCE in 2020 highlighted that for some CALD participants, the conservative nature of their cultural upbringing made discussing topics related to “sex” more uncomfortable, which limited their ability to have an open conversation with their children or others in the community on the topic².
- The ACCCE research showed respondents from a CALD background tended to be less aware of the specific risks associated with online use (particularly online child sexual exploitation) than other parent/carer respondents².
- CALD parents/carers tended to be less comfortable at the idea of talking to their children about online child sexual exploitation – 69 per cent agreed they would be comfortable discussing online child sexual exploitation with their child, versus 82 per cent of non-CALD parents/carers².
- CALD participants were less likely to seek external support or report incidents as they were unsure where to go and/or were less comfortable conversing with authorities².



What can you do to help?

By sharing this kit on your own social media account, newsletter and website or platforms, you can help us raise awareness and reach CALD parents, carers and communities.

Encourage children and young people to report online child sexual exploitation to accce.gov.au/report. It's important that all children and young people know that if they are a victim of online child sexual exploitation, it's not their fault and they can get help and support.



1 accce.gov.au/resources/research-and-statistics/understanding-community-research
2 accce.gov.au/sites/default/files/2021-02/ACCCE_Research-Report_OCE.pdf

Social media

Example posts for Facebook

@ThinkUKnowAustralia and @eSafetyOffice have developed a joint resource to help families from culturally and linguistically diverse backgrounds have conversations about online safety 📱📲 Available in English, Punjabi, Chinese and Arabic, the resources offer guided conversation starters and advice.

To access the resources visit thinkuknow.org.au/resources-tab/parents-and-carers

The internet connects us with the world, including family and friends locally and overseas, through messages, live video chat and even online games 📱💬🎮 Being online can be positive and fun, providing opportunities for children and young people to learn and connect with others 🤝 But sometimes it can expose children and young people to risks. @ThinkUKnowAustralia and @eSafetyOffice have developed conversation starters to help you talk with your child to keep them safe from harm.

Click here for more: thinkuknow.org.au/resources-tab/parents-and-carers

Example posts for X

@thinkuknow_au & @eSafetyOffice have created resources to help families from diverse backgrounds discuss online safety 📱📲 Available in English, Punjabi, Chinese & Arabic, these guides offer conversation starters and advice. Access them here: thinkuknow.org.au/resources-tab/parents-and-carers

The internet connects us through messages, video chat & online games 💬📱🎮 While it can be fun and educational for young people, it also poses risks. @thinkuknow_au & @eSafetyOffice have created conversation starters to help keep kids safe. Learn more: thinkuknow.org.au/resources-tab/parents-and-carers

Hashtags

#ThinkUKnow

#eSafety

#OnlineSafety

Connect with us

ThinkUKnow

 [ThinkUKnow Australia](https://www.facebook.com/ThinkUKnowAustralia)

eSafety Commissioner

 [eSafetyOffice](https://www.facebook.com/eSafetyOffice)

 [eSafetyOffice](https://twitter.com/eSafetyOffice)

 [eSafetyOffice](https://www.instagram.com/eSafetyOffice)

 [eSafetyOffice](https://www.linkedin.com/company/eSafetyOffice)

Australian Centre to Counter Child Exploitation

 [ACCCEAus](https://www.facebook.com/ACCCEAus)

 [ACCCE_AUS](https://twitter.com/ACCCE_AUS)

 [acceaus](https://www.instagram.com/acceaus)

Australian Federal Police

 [AusFedPolice](https://www.facebook.com/AusFedPolice)

 [AusFedPolice](https://twitter.com/AusFedPolice)

 [ausfedpolice](https://www.instagram.com/ausfedpolice)

Printable resources

A4 advice sheet



A6 conversation cards



Getting help from the Australian Centre to Counter Child Exploitation:

If you are in Australia and a child is in immediate danger, or at risk of harm call Triple Zero (000).

To make a report, complete the online form at

www.acce.gov.au/report

Your report to the Australian Centre to Counter Child Exploitation will be looked at by specialist investigators in the Australian Federal Police.

After your report has been assessed, the police will be in contact over email or phone to talk about what has happened and to make sure that your child is safe.

For anonymous reporting contact Crime Stoppers at

www.crimestoppers.com.au

or 1800 333 000. You can also contact your local police on 131 444.

Support your child to get content taken down and get more help

eSafety can help get content taken down and provide further support and advice.

Make a report to eSafety by completing the online form at

www.eSafety.gov.au/report

Search for the 'eSafety Guide' to learn more about how to stay safe on games, apps and social media.

There are many agencies that support children and young people who have experienced online child exploitation or online grooming.

These are listed at acce.gov.au/help-and-support/who-can-help.

Reporting online child abuse material

It is illegal to view, share or produce suggestive or explicit images of children.

This content can be reported directly to the platform and at

www.eSafety.gov.au/report