

NSPCC

JERSEY



BE THE FIRST

Filter

**Helping our children
to be safer online**

**Advice and support for parents of
9 to 11 year olds**

Foreword

As parents, we know how much we want to protect our children. We teach them to cross the road safely, to be kind to others, and to speak up if something worries them. But parenting in the digital age comes with a whole new set of challenges—ones that many of us never faced growing up and can often feel very overwhelming.

In recent years, we've been confronted with alarming facts: children as young as nine are sharing intimate images of themselves—sometimes because they're pressured, sometimes because they don't understand the risks. Once those images are shared, they can fall into the wrong hands in an instant and the consequences can be lasting and devastating.

This booklet was created by local parents in partnership with NSPCC Jersey, and driven by our shared concerns and determination to keep our children safe online and it starts with us being their 'first filter.'

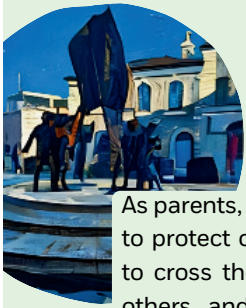
By understanding the risks, we can have honest conversations, set boundaries, and help our children build the confidence to make safe and age appropriate choices online which we hope will give them the strongest foundation to navigate online pressures safely when the time is right.

Inside, you'll find practical advice on starting difficult conversations, understanding what "image sharing" and "self-generated abuse" really mean, and what to do if you're worried about your child. Our goal is to equip you with the knowledge and tools to guide your child in the digital world—before problems arise.

We can't watch over our children every second, but we can give them the skills and confidence to protect themselves. Together, we can create a culture where our children know their worth, understand the risks, and feel safe to come to us—no matter what.

From one parent to another, let's be the first filter.

Be the First Filter Parents Group



Facts and stats



Sharing 'nudes' online

Sharing nudes is when someone sends a naked or semi-naked image or video to another person. Young people can send nudes using phones, tablets and laptops and share them across any app, site or game, including during a livestream. It could include sharing them across devices using offline services like Airdrop or Bluetooth.



Scan the QR code to find out more

Why do images get shared?

Images or videos may be taken and shared consensually, as part of a relationship and in full trust of the other person.

If images are taken or shared via persuasion, blackmail or coercion then this is non-consensual. Examples include:

- A relationship ending or in retaliation
- Widely shared to embarrass someone
- Peers viewing an image on a device by passing it around
- As a dare, initiation or challenge
- The image being shared with one person who chooses to share it further
- Image gained in order to share widely, such as part of bullying
- Images could also be edited or created to appear sexual in order to humiliate or bully someone

How can I talk to my child about sharing nudes online?

If you're worried your child might have been sending or receiving nude images, or if you want to talk to them about the risks, scan the QR code to get advice to help.



What is 'self-generated' online abuse?

- 'Self-Generated' child sexual abuse images is an umbrella term for a range of sexual images of children and young people.
- Some may have been taken with permission and then shared without permission.
- Some will be coerced child sexual abuse images, captured and then shared/sold on to other sites.
- Frequently, these images and videos will have been produced using webcams or smartphones and shared via live streaming services. Once captured, these images and videos can be recirculated for years after they were originally created.

How does it happen?

- **Casting a Wide Net:** A person may contact many children at once, hoping to find those who will respond.
- **Pressure and Manipulation:** Repeated pressure of a child, use of emotional blackmail, or threats. They slowly push boundaries to see how much control they can gain.
- **Turning Abuse into a "Game":** Taking advantage of children's natural curiosity, disguising harmful activities as fun challenges or games.
- **Using Flattery to Influence:** Use of excessive compliments to make children feel special or mature, encouraging participation by appealing to their curiosity about growing up.
- **Making Harmful Behaviour Seem Normal:** They may show videos of other children doing explicit activities to make their victims feel like such behaviour is common or acceptable.

Source: Internet Watch Foundation

92%

of reports to the Internet Watch Foundation are sexual imagery of children created in the 'safe spaces' of their bedrooms.

104,282

'self-generated' reports featured a 7–10-year-old in 2023, which is a 65% increase from 2022. (Internet Watch Foundation)

132%

increase in contacts to Childline about an adult sending/sharing self-generated sexual images with a child between 2022/3 and 2023/4. (Source: NSPCC)

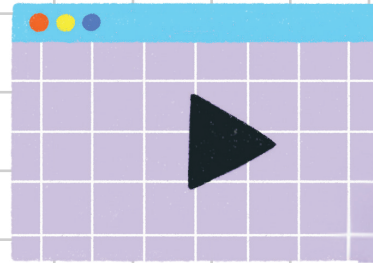
Child-friendly **FACTS**

Facts to share and discuss with your child

By the time a child reaches the age of five, nearly 1,000 photos of them have been shared online

(Source: Nominet)

Discussion point: Who do you think is sharing these photos? Is it ok?



29% of children aged 8 to 17 have seen something worrying or nasty online

(Source: Ofcom)

Discussion point: Does that seem a lot to you? Have you ever seen something online that's worried you?

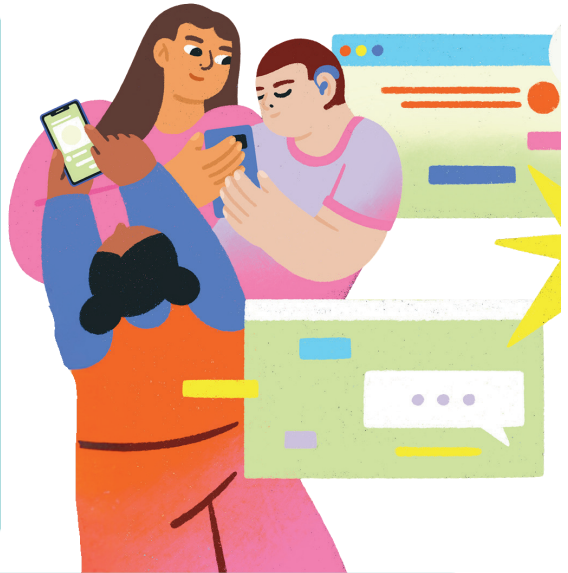
Most social media apps are not for people under the age of 13.

Discussion point: Do you think that's the right age? Why? What apps do you want to use when you're 13?



Katie's story

Katie* was 11 when she started to talk to someone regularly on Roblox. Others she knew were doing it too and it was all good fun. It wasn't long before the chat moved away from the game and became more personal. He asked for photos. She recalls feeling the pressure of sending them to show she liked him. She knew from talks at school and adults around her that she shouldn't - that's all they ever got told - but this was about more than that. She wanted to make him happy, keep the attention. It felt important to fit in.



Some time later, Katie was at a friend's house and her phone buzzed. It was the school WhatsApp group - a huge group where anything and everything gets shared - some days it was chat and gossip, other times it was photos and links to porn. You never really knew what you'd see...and today was the worst. It was photos. Photos that she recognised. Hers. And others she knew. Photos now being shared, traded and posted publicly. Pure panic and shame followed - how could she speak to anyone about this when she'd always been told not to do it? Surely this was all her fault. They'd be so angry.

Katie was able to get support from a trusted adult who spoke calmly about what had happened, who tried to understand why and the emotional impact that something 'online' has in 'real life.' With help, Katie has been able to overcome the shame and blame on her as a victim of online abuse, not a young person who just did 'the wrong thing.'

***Not her real name. This story is based on real life incidents experienced by young people in Jersey, taken from accounts with the professionals that have supported them.**

Supporting your child

Online behaviours can be impacted by life offline. Being mindful of your child's general wellbeing, helping them through tricky problems and developing their sense of self-confidence will help them both on and offline.

Any time is a good time to chat about what we share online. Take opportunities as part of regular conversations to talk about what they're experiencing online. Keep the conversation open to help them feel comfortable coming to you for support or advice.

Non-technical steps to keep them safer

- It helps to stay calm, balanced, and non-judgmental.
- Show interest—let them demonstrate their favourite platforms. They might even teach you new things!
- Talk to your child about who they interact with online, including social media, messaging apps, and in-game chats, just as you would about the friends they make at school and clubs.
- Discuss age limits on apps and games and why they are there.
- Let them know they can always come to you if they have any doubts about someone they receive contact from or feel uneasy online.



Scan the QR code to find out more



Technical steps to keep them safer

- Set up parental controls across devices and services.
- Help your child with privacy settings.
- Use wellbeing tools to manage time and usage.
- Assist your child with reporting and blocking.



Scan the QR code to find out more

Common Sense Media

Common Sense Media provide age-based reviews of apps, sites and games, as well as advice for parents and carers.

www.commonsensemedia.org

Safe Spaces

Discuss with your children when and where it's ok for them to be online - deciding what's right for your family around use of devices in public versus private spaces.

Conversation starters

"Have you ever seen a video or picture online that made you wonder if it should be shared?"

"If someone asked you to make a video or picture and share it, how would you decide if it's okay?"

"I see so many cool pictures and videos online - what kind of videos do you like watching or sharing with friends?"

"What kinds of pictures do you think are fun and safe to share with friends or family online?"

"Can you think of anything in a photo that might accidentally give too much information about you or our family?"

"What's your favourite game or app?"

"If you could take a photo of anything and share it with the world, what would it be?"

"If you could control the internet for a day, what would you do?"

Curious not furious

Children often talk of being punished for their online behaviours. For example, if they open up to you and say that they have created or shared things online, they are scared of their devices being removed from them. This is seen as a punishment and consequence for something that may have been out of their control. Sharing things online most often involves coercion and manipulation. Decisions about devices are a judgement call that needs to be handled carefully, sensitively, and can often vary from child to child.



Meet Techosaurus!

Techosaurus is aimed at younger children who are starting to use technology and the internet, and keeps the conversation around online safety positive. Techosaurus will help your child to form healthy online habits, routines and behaviours from a young age, and build basic knowledge and skills related to online safety.



Scan the QR code to find out more



Childline (Under 12's)

Childline Under 12's has a range of information and support around online safety to explore with your child.

Scan the QR code to find out more

REPORT
REMOVE

Report Remove is here to help young people under 18 in the UK to confidentially report sexual images and videos of themselves and remove them from the internet.



Scan the QR code to find out more

childline

ONLINE, ON THE PHONE, ANYTIME
childline.org.uk | 0800 1111



Tea Time Trivia



Make teatime a chance for a chat with our fun quiz game!



1

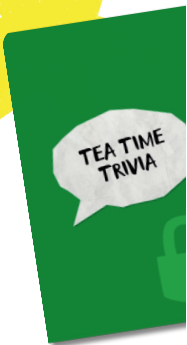
One player draws a card with a question about online safety.

2

Kids ask parents or parents ask kids. Try your best to answer!

3

Talk about the answer together. Why is it important? What would you do in real life?



Play the game that gets families talking!
Download for free → bit.ly/FirstFilter





Support for you

There's no such thing as a perfect parent. One day all's calm, the next it's chaos. However it's going, we're here with advice and support for parents and carers.

Thinking about your child's online behaviours can also be a chance to reflect on your own- from what you share to how you model time on devices. This sets the tone for your children to copy.

How to talk about difficult topics



Support for parents



Online wellbeing



Helpline

For any concerns about a child
help@nspcc.org.uk | 0808 800 5000



**Keep the
conversation going.
Explore more tips
and tools for online
safety at:**



bit.ly/FirstFilter



**This booklet was created by parents in Jersey, supported
by NSPCC Jersey, Safeguarding Partnership Jersey and
other local partners.**

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