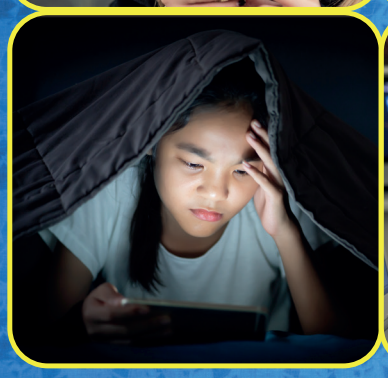
Grooming is when someone befriends and builds an emotional connection with a child to gain their trust for the purposes of sexual abuse or exploitation. They can do this both offline and online, with technology and the Internet being commonly used to initiate and facilitate contact with a child. Gaining victims' trust is a key part of engaging them in sexually explicit behaviour. The groomer, who can either be a stranger or someone a child already knows, tends to use tactics such as engaging in small talk or exchanging personal information with the child about hobbies and relationships, using flattery and gifts to build a rapport or even making threats and intimidation to gain control. This can take place over varying periods of time – from a few days to several years.



What parents need to know about ONLINE GROOMING

NUMBERS OF GROOMING OFFENCES ARE SOARING

In April 2017, a new government law came into force in England and Wales to allow police to charge adults who send sexual messages to children through mobile phones and social media. In the first year since the law change, there were 3,000 police-recorded offences of sexual communication with a child – a figure 50 per cent higher than experts expected in the first year.

ALL CHILDREN ARE AT RISK

According to a 2018 NSPCC report, a quarter of young people have experienced an adult who they don't know in real life trying to contact them online. One in four said they had been sent messages, images, videos or other content that made them feel sad, worried or uncomfortable. One in 10 girls and one in 20 boys under the age of 13 said they had received unwanted sexual messages.

CHILDREN ARE VULNERABLE TARGETS

Groomers use psychological tricks and methods to try and isolate children from their families and friends and will often choose to target more vulnerable children who may be easier to manipulate. In order to seek potential victims, predators are likely to use apps and websites that are popular with children and young people. Groomers can use a 'scattergun' approach to find victims, contacting hundreds online to increase their chance of success.

LIVE STREAMING CONCERNS

Predators may use live video to target children in real-time using tricks, dares or built-in gifts to manipulate them. Grooming often takes the form of a game where children receive 'likes' or even money for performing sexual acts. Social media channels, such as YouTube, Facebook, Instagram and Snapchat, all have live streaming capabilities, but there are many apps which children can use to live stream, including Omegle, Live.me, BIGO Live, YouNow and many more.

GROOMING CAN HAPPEN RAPIDLY

Grooming is generally a slow, methodical and intentional process of manipulating a person to a point where they can be victimised. However, according to researchers at the University of Swansea, online grooming can also be very rapid, with analysis of chat logs revealing that it can take just 18 minutes for some predators to arrange to meet their victim. The fastest predators used sophisticated, persuasive, language-based strategies to rapidly build trust, including the use of small talk and praise which quickly escalated into requests for sexual messages.

ANYONE CAN GROOM YOUR CHILD

Many people expect groomers to be adults posing as children, but this is not always the case. Data from University of Swansea reveals that groomers' use of identity deception (around age, location and appearance) is fairly low. This can be because they approach many children, limiting their ability to lie. The worry is that honesty can be more damaging to the victim since they are more likely to feel as if they are in a real relationship.

National Online Safety

Top Tips for Parents

IT'S GOOD TO TALK

It's unlikely that you can stop your child using the Internet, nor can you constantly monitor their online activities, but you can talk to your child on a regular basis about what they do online. By talking openly with them about online relationships, they can quickly ascertain the kind of behaviour which is appropriate or inappropriate. Ask them whether they have any online friends or if they play online games with people they haven't met. This could then open up conversations about the subject of grooming.

CHECK PRIVACY SETTINGS

In order to give your child a safer online gaming experience, it is important to check privacy settings or parental controls on the networks, devices, apps, and websites they may use. If you use location-sharing apps to check where your child is, remember that these could always be used by strangers to follow your child without their knowledge. Ensure that you check options so that location information is never shared with anyone except those they have permission to share with.

DISCUSS SAFE ONLINE BEHAVIOUR

Make it clear to your child that they should not accept friend requests from people they don't know and to verify friend requests with people who they do know. They should never agree to chat privately with a stranger or someone they don't really know. Remind them that they should never divulge personal information, such as mobile phone numbers, addresses, passwords or name of their school.

DISCUSS HEALTHY RELATIONSHIPS

Talk to your child about what a healthy relationship looks like and how to detect someone who might not be who they claim to be. Explain that groomers will pay your child compliments and engage in conversations about personal information, such as hobbies and relationships. They may admire how well they play an online game or how they look in a photo. Groomers will also try and isolate a child from people close to them, such as parents and friends, in order to make their relationship feel special and unique.

BE SUPPORTIVE

Show your child that you will support them and make sure they understand they can come to you with any concerns they may have. They need to know they can talk to you if someone does something they are uncomfortable with, whether that is inappropriate comments, images, requests or sexual comments.

LOOK OUT FOR WARNING SIGNS

Child safety experts have identified key grooming patterns and advise parents to look out for:

- Secretive behaviour about what they are doing online.
- Internet or smartphone usage late at night.
- Going to unusual places to meet up with friends you have not heard of.
- They are clingy, have problems sleeping and eating or even bedwetting.
- A lack of interest in extra-curricular activities.
- Having new items, such as clothes or phones, which they can't explain.
- They seem withdrawn, anxious, depressed or aggressive.
- Having older boyfriends or girlfriends.

HOW TO REPORT

If you're worried that your child is being groomed online or sexually exploited, you can report your concerns to the Child Exploitation and Online Protection (CEOP) Safety Centre, which is part of the National Crime Agency at www.ceop.police.uk/safety-centre. Reports are read by a Child Protection Advisor who will make contact by phone or email to work with you to make a plan to keep your child safe. If you think a child is in immediate danger, call the Police on 999 or NSPCC on 0808 800 5000.

SOURCES: Https://www.nspcc.org.uk/globalassets/documents/research-reports/how-safe-children-2018-report.pdf, https://www.telegraph.co.uk/news/2018/06/17/police-reveal-3000-sex-grooming-crimes-against-children-young, https://www.independent.co.uk/news/uk/crime/paedophiles-arrested-hundreds-police-warning-live-streaming-nca-online-dangers-uk-grooming-children-a8092851.html, https://www.nspcc.org.uk/what-we-do/news-opinion/Facebook-tops-list-online-grooming, https://projects.swan.ac.uk/onlinegroomingcommunication/

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This is not a definitive guide. Please always check with the app's support information to see if your security and privacy concerns are addressed.