National Crime Victims' Rights Week
Community Awareness Projects
April 19 - 25, 2015

"Engaging Communities. Empowering Victims."

CAP TIPs is a series of periodic messages to assist in the planning and implementation of NCVRW Community Awareness Projects. Please feel free to send your individual questions or requests for assistance to Anne Seymour at annesey@atlantech.net.

CAP TIP #10
To Improve Public Awareness

Promoting Awareness to Prevent and Respond
To Cybercrime Against Teens and Kids

Introduction

The astounding growth in technological innovations over the past two decades offers significant benefits to our field and to our nation as a whole, but it is also fraught with potential peril. Cybercrime and, in particular, cyberbullying, has become one of the greatest challenges to youth, their parents and teachers. Too often, cybercriminals and harassers can hide behind the anonymity of technology to wreak havoc on their victims, and the impact on victims is often devastating.

The U.S. Department of Justice and Attorney General Eric Holder have made cyber-crime a priority for the Department. A Federal agency partnership supports StopBullying.gov, an excellent one-stop resource that defines bullying and cyber-bullying, and provides tips for prevention and response.

Last year, U.S. Attorney Barbara McQuade from the Eastern District of Michigan hosted a full-day of four forums that focused on bullying and cyber-bullying, involving law enforcement agencies, community service providers and youth. Each form addressed a specific topic:
1. "It gets better"
2. Muslim an Arab-American communities
3. Gang activity and school violence
4. LGBT youth

Ms. McQuade said, "We hope that education and prevention will result in schools where all our children feel safe to learn." This concept of public forums with strong law enforcement and criminal justice leadership is one that can be replicated during NCVRW and throughout the year to raise awareness about cyber-crime against youth. You can learn more about Michigan's effort at
http://www.justice.gov/usao/priority-areas/anti-bullying/anti-bullying-forums.

1

This CAP TIP provides an overview of the scope of cybercrime and youth; resources for prevention and response; sample messages for social media; and quotations about cyberbullying.

The Scope of Cybercrime and Youth

In "Teens, Kindness and Cruelty and Social Media Sites," published by the Pew Research Center in 2011, fully 95 percent of all teens ages 12-17 are now online and 80 percent of online teens are users of social media sites. Fifteen percent of social media-using teens say they have been the target of mean or cruel behavior on the sites. The full survey report – which includes information about how cyberbullying victims and witnesses respond and how parents engage in online safety – can be accessed at http://www.pewinternet.org/2011/11/09/teens-kindness-and-cruelty-on-social-network-sites-2/.

In its 2014 "Teens and the Screens" national survey, McAfee found that 87 percent of teen respondents reported "witnessing cyberbullying," versus 27 percent who reported witnessing cruel behavior online in the previous year. Of respondents who were themselves cyberbullied:
- 72 percent said it was due to appearance
- 26 percent said it was due to race or religion
- 22 percent said it was due to sexuality.

The full study can be accessed at http://www.mcafee.com/us/about/news/2014/q2/20140603-01.aspx.

Finally (and very important!), the Crimes Against Children Research Center clarifies statistics about online sexual solicitation of youth in its "Fact Sheet, Statistics about Online Sexual Solicitations," which found that:
- One in 25 youth (four percent) got "aggressive" sexual solicitations that included attempts to contact the youth offline. These are the episodes most likely to result in actual victimizations. (About one-quarter of these aggressive solicitations came from people the youth knew in person, mostly other youth.)
- One in 25 youth (four percent) were solicited to take sexual pictures of themselves. In many jurisdictions, these constitute criminal requests to produce child pornography.
- One in 25 youth (four percent) said they were upset or distressed as a result of an online solicitation. Whether or not the solicitors were online predators, these are the youth most immediately harmed by the solicitations themselves.

Please visit http://www.unh.edu/ccrc/internet-crimes/factsheet_1in7.html for more information.

Youth/Teen Cybercrime Prevention and Response Resources

While there are countless online resources that focus on cybercrime prevention and response, the following five websites offer information that can be easily and readily adapted to 2015 NCVRW activities without much effort:

1. The "Internet Safety for Kids and Families: The Basics of Web Threats" (glossary of terms) is a valuable tutorial in the language of cybercrime, and can be accessed at http://www.trendmicro.com/cloud-content/us/pdfs/home/brochures/br_webthreats_safety.pdf>

2. The **Cyberbullying Research Center** (http://cyberbullying.us/) features resources for educators, parents, teens and adult victims of cyberbullying. This site offers myriad presentations for high school, intermediate and middle school assemblies; as well as programs for safe and responsible social networking and a student leader program. Its tips on presenting to youth are very good:
   - Be relatable
   - Be uplifting
   - Focus on the positive
   - Have great content
   - Include solutions
   - Have a plan for follow-up

   The Center also provides a super fun "word scramble" on cyberbullying that can be printed out and used during 2015 NCVRW; it can be downloaded in PDF format at http://cyberbullying.us/cyberbullying-word-scramble-talking-to-youth-about-internet-harassment/.

3. **SafeKids.com** features a wide range of educational and innovative resources that address child safety online; how to prevent sexting; social media safety tips; and tips to stop cyberbullying (among other topics) at http://www.safekids.com/safety-advice-tools/.

   Two "pledges" that can be used for teen and youth outreach on cybercrime prevention during NCVRW include the "Teen Pledge for Being Smart Online" at http://safekids.com/pdfs/teen_pledge.pdf; and the "Young Kids Pledge for Being Smart Online (for age 10 and under)" at http://www.safekids.com/contract_kid/

4. **"A Parent's Guide to Internet Safety"** published by the Federal Bureau of Investigation provides solid guidance for parents seeking to enhance their children's online safety: http://www.fbi.gov/stats-services/publications/parent-guide.

5. The **National Crime Prevention Council** offers a wide range of resources about cybercrime prevention and response (please note that this site requires a free, secure registration to access information and assistance). http://www.ncpc.org/

NCVRW Messages for Twitter and Social Media Sites

It's a good idea to sponsor a "cyber-campaign" to reach out to key audiences during NCVRW on Twitter, Facebook and other social media sites. Tweet-able messages for teens and parents include the following:

<u>Teens</u>

#2015NCVRW, learn more about smart surfing online from TeensHealth, http://bit.ly/1E7J2ST

#2015NCVRW, mind what you do online! http://www.ncpc.org/resources/files/pdf/internet-safety/Mind%20What%20You%20Do%20Online%20-%20Kids.pdf

#2015NCVRW, teen tips 4 cybersafety
http://www.cyberethics.info/cyethics1/index.php?option=com_content&view=article&id=48&Itemid=14&lang=en

#2015NCVRW, FBI's kids online safety tips, http://www.fbi.gov/fun-games/kids/kids-safety

Parents

#2015NCVRW, 3 simple tips for teen social networking safety,
http://www.ncpc.org/topics/internet-safety/social-networking-safety

#2015NCVRW mind what kids do online http://www.ncpc.org/resources/files/pdf/internet-safety/Mind%20What%20You%20Do%20Online%20-%20Adult.pdf

#2015NCVRW, Cybersafe Girls, http://www.ncpc.org/topics/internet-safety/cybersafe-girls

#2015NCVRW, Cybercrime 101, http://www.cybercrime101.com/tag/ncmec/

Quotations about Cyber-Bullying

The ongoing national dialogue about cyber-bullying has resulted in many famous people speaking out against such harassment, and also sharing their personal experiences. These ten quotations can be used in school and community education initiatives; public awareness events; and social media cyber-campaigns (see above):

"It really surprises me the hateful things people say on the internet...After all the awareness of cyber-bullying...I mean wow. So sad."

Actress Demi Lovato

"People say sticks and stones may break your bones, but names can never hurt you, but that's not true. Words can hurt. They hurt me. Things were said to me that I still haven't forgotten."

Actress Demi Lovato

"I got made fun of constantly in high school. That's what built my character. That's what makes you who you are. When you get made fun of, when people point out your weaknesses. That's just another opportunity for you to rise above.

Actor Zac Efron

"My pain may be the reason for somebody's laugh. But my laugh must never be the reason for somebody's pain."

Actor Charlie Chaplin

"One's dignity may be assaulted, vandalized and cruelly mocked, but it can never be taken away unless it is surrendered."

Actor Michael J Fox

"If you're horrible to me, I'm going to write a song about it, and you won't like it. That's how I operate."

Singer/songwriter Taylor Swift

"It gets better. It seems hard, you know, I think being different is always gonna' be a tough climb. There's always gonna' be people that are scared of it. But at the end of the day you give those bullies, those people, that are so ignorant, if you give them the power to affect you, you're letting them win. And they don't deserve that. What you're doing by being yourself is you're keeping it real, and you're being really brave."

Singer/songwriter Adam Lambert

"Most comedy is based on getting a laugh at somebody else's expense. And I find that that's just a form of bullying in a major way. So I want to be an example that you can be funny and be kind, and make people laugh without hurting somebody else's feelings."

Talk Show Host/Comedian Ellen Degeneres

"I would rather be a little nobody, then to be an evil somebody."

President Abraham Lincoln

"Cyber bullies can hide behind a mask of anonymity online and do not need direct physical access to their victims to do unimaginable harm."

Anna Maria Chavez

Over 100 quotations about cyber-bullying and bullying in general can be accessed at http://nobullying.com/cyber-bullying-quotes/.

For More Information

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