Wednesday 28th April 2021

Dear Parents and Carers,

The Department for Education has asked schools to share information with parents about the Internet Watch Foundation’s self-generated child sexual abuse imagery [campaign](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftheschoolbus.us10.list-manage.com%2Ftrack%2Fclick%3Fu%3D08e15c8da9e9682a8c29ca704%26id%3D3e9effc726%26e%3Db85521dbea&data=04%7C01%7Crebecca.whelan%40horizonstrust.org.uk%7C7e03f1e58a5141c7ad0b08d906212402%7C41fccb556c1f4d618b5a80ac6761842b%7C0%7C0%7C637547561673852638%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=j7VtgM7noFOmyDCyJ8fBxHSwoLQfpdH%2BXxZ1P%2FppFQ0%3D&reserved=0). The campaign launched this week and will last for six weeks.

*Are you unknowingly letting child sexual abusers into your home?*

*Young people are being contacted in their own homes on online platforms and apps and asked for sexual pictures and videos, while their parents and carers believe they are safe.*

*More and more sexual abuse material is created by offenders who coerce and groom children into sexual activities, often in children’s own bedrooms and bathrooms. They then record this via webcams or livestreaming services. It’s known as ‘self-generated’ child sexual abuse imagery.*

*This is happening now, and it can happen to anyone. But you can do something about it; you can help prevent it happening to your child.*

*Since the start of the pandemic, the amount of ‘self-generated’ child abuse imagery has increased dramatically.*

*In 2020, the IWF confirmed 68,000 cases of such imagery, a rise of 77% on the year before. It accounts for nearly half (44%) the imagery we took action on last year.*

*In 80% of these cases, the victims were 11- to 13-year-old girls.*

You can find specific information for parents and carers [here](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftheschoolbus.us10.list-manage.com%2Ftrack%2Fclick%3Fu%3D08e15c8da9e9682a8c29ca704%26id%3D5d2cb51e18%26e%3Db85521dbea&data=04%7C01%7Crebecca.whelan%40horizonstrust.org.uk%7C7e03f1e58a5141c7ad0b08d906212402%7C41fccb556c1f4d618b5a80ac6761842b%7C0%7C0%7C637547561673852638%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=2agGKB89IO6YAYnEsXqwhSt1267WuKk3Rz14MN4w3rA%3D&reserved=0) <https://talk.iwf.org.uk/>.

For your convenience we have also enclosed a useful guide aimed at parents and carers.

Should you have any concerns regarding your own child in relation to such matters, then please contact your child’s tutor, the Parents Support Advisor or a member of the academy’s Safeguarding Team.

Yours sincerely,

Karl Fenton

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