

# TARGET

## Targeting And Reducing Grooming, Exploitation & Trading of Children & Young People Online

Newsletter 02

### TARGET Newsletter

Keeping you up to date with the project, good news stories and emerging issues in the online world.

### Meet the Team....



Hayley



Claire



Daniella



George



### TARGET Helpline

Operates Mondays & Fridays  
4.30pm-8.00pm  
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**TARGET**  
Targeting And Reducing Grooming,  
Exploitation & Trading  
of Children & Young People Online

Service Six

## Poster Competition

Design your very own poster for the TARGET Project!!

- 1st Prize Love 2 Shop Voucher
- Runners Up Prizes
- Ages 5-19 years
- 2 Entry Categories
- Closing Date Friday 29th March

Please see criteria for more information or email [target@servicesix.co.uk](mailto:target@servicesix.co.uk)



Registered Charity Number: 1132490  
Company Number: 06740611  
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# TikTok and Musical.ly

Last year the creators of popular Chinese app TikTok acquired the teen karaoke app Musical.ly. Existing Musical.ly users were migrated over to their new TikTok accounts, which were updated with a new interface, whilst retaining the core features of both apps. Currently, the app is available in 34 languages with 150 million active users.

In the first instance this created issues based around safeguarding children and young people who regularly use and access the app. TikTok's original age rating of 18 years plus and Musical.ly's age rating of 13 years old.

Since this, TikTok have provided the guidance that users recommended age is to be at least 13 years old and that anyone under the age of 18 years must have approval from their parent or guardian.

Children's charity Barnado's has now additionally released a warning that children as young as 8 years old are at risk of sexual exploitation and grooming through apps such as TikTok.

TikTok accounts are public by default, so all users on the app are able to view what a user shares. However, only approved followers can send them messages. Unfortunately, many young users allow strangers to follow them in order to get more likes on their videos, so there is a risk that strangers will be able to directly contact them on the app.



## TARGET Feedback

"Wow! What a week! Thank you for an amazing week of learning.... Your facilitators were wonderful, knowledgeable and a credit to your organisation.....thank you for this excellent opportunity.....In the words on one child "it rocked"

**Woodnewton A Learning Community**

"I must commend George he was well versed on the subject, spoke well to the children, controlled the class well, asking questions and getting plenty of interesting reply's and questions in return"

**St. Luke's CE Primary School**

## Apps to be aware of:



**BIGO Live's recommended age:** 16 years plus

**Description:** a live streaming app that allows users to vlog about their lives, stream video game play, host their own shows and interact with other users on the platform.

**Concerns:** rated for young people 17 years of age but there is no download restrictions or queries, stranger contact, live stream with feedback and commentary within the BIGO community, ability to exchange gifts within the platform, user search via location settings, private chat and video call.



**Holla's recommended age:** 17 years plus (Holla states account users must be 13 years plus)

**Description:** a live video streaming app that randomly matches users in video chats across the globe.

**Concerns:** stranger contact, fake profiles, disclosure of personal information, inappropriate images, inappropriate language, bullying, inappropriate content.

## The Tumbling Trio



The TARGET Team are taking a leap of faith and participating in a charity tandem skydive, as part of the Service Six year of fundraising, in celebration of our 40<sup>th</sup> Anniversary. All money raised will go to support the most vulnerable children and young people the TARGET Project supports.

Daniella, George and Hayley will be facing their fears at Sibson Airfield on Friday 29<sup>th</sup> March.

Donations can be made via GoFundMe (see Facebook or Twitter for more details).

# The Online World and Wellbeing

Across the world, every 60 seconds an estimated 375,000 apps are downloaded, and the average internet user now spends on average 6 hours a day online.

Throughout the TARGET Project we are continuously asked about the impact the online world places upon children and young people.

Children and young people tell us they are lonely and feel isolated despite the increased and advances in technology. With the continuing debate of 'unregulated screen time', the feeling of isolation amongst society escalates further.

TARGET has seen an increase in children and young people referred to Service Six with mental health concerns. This can often be related to self-esteem, due to the idealised and unrealistic world displayed on social media and other networking platforms. This in turn then further increases their need for self-gratification and the need to have 'more likes' and 'more followers.' The perception of loneliness and negative emotions is what is sometimes seen as the driving force for this.

Findings suggest that negative experiences on social media carry a higher psychological weight than positive ones (*Primack et al, 2019*).

Social media is pervasive; therefore, it is important that we gain a better understanding of why this is happening and how we can help our children and young people to navigate social media without negative consequences.

Social Media companies, such as Instagram and Snapchat, have recently been in the news regarding their content of self-harm and suicide. Acknowledging that they are not where they need to be in terms of regulating their platforms and ensuring that their content is user appropriate. These companies have announced changes to their policies and are looking further in to their regulations.....they still have a **very** long way to go.....



# TARGET on the road....



As part of #SaferInternetDay2019 Service Six and the TARGET team participated in a roadshow for professionals to attend to learn more about the services on offer throughout the county. The roadshow was supported by the Northamptonshire RISE Team, Northamptonshire County Council Online Safety Advisor Simon Aston, the NHFT School Nursing Team, CAMHS and Police.

The events were a great success and fantastically attended. A big thank you to all those who supported!!

## The Pathway to Reality



Service Six is pleased to announce the TARGET 2<sup>nd</sup> Annual Conference 'The Pathway to Reality'. The conference will take place on Friday 17<sup>th</sup> May at the Holiday Inn, Corby.

Guest speakers include Kendra Houseman 'Out of the Shadows', Dr Lee Haddlington from DeMontfort University, DI Simon Shuttleworth (retired) from Leicestershire Police and Phil Mitchell a Male Sexual Abuse Specialist.

Tickets are available on Eventbrite for free, however, donations to the service would be greatly appreciated.

For more details and information on the TARGET Project please contact:

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