

The first website and helpline services for **young people** with concerns about potentially problematic sexual interests and behaviors.

the **PROBLEM**

- Upwards of 70% of children and teens who are sexually abused are harmed by another child or teen.
- Support, information, and resources for youth who have or are at risk for causing sexual harm are limited.

our **SOLUTION**

Developed new youth focused website and increased helpline capacity in Oct. 2021

Launched a social media marketing campaign



130,000 pageviews from 70,000 users

- Since launch, ads have been seen more than **5.2 million times** and clicked more than **50,000 times!**
- Each ad highlights a popular topic – **porn addiction, causing sexual harm, or anime porn** – and reassures viewers **it's OK to ask questions.**
- Ads run on **Snapchat, Instagram, and TikTok**
- Our **most popular ad** has been clicked **20,000 times**. It asks questions including: "Am I addicted to porn? Is it OK to look at porn with teens my age? How do I know if I have a problem?"

YOUTH contacts

- **630** inquiries
- Most often teens age **17 and 18** reached out for support
- Youth from **nearly every state** and more than **20 countries** have contacted us

52%

of inquiries were from youth who had abused or were at-risk of abusing

I'm 17 and have a sexual attraction to little kids, what should I do?

I touched my little brother when we were younger, and I'm worried that makes me a pedophile.

I came across images of younger kids in sexual situations online, and I don't know why I keep going back and looking at them.



what's **NEXT**

what we've **LEARNED**

- Common barriers for youth reaching out include feeling **guilt or shame**, a **lack of info** about healthy sexuality or sexual behavior, and a **lack of knowledge about resources**
- Youth will reach out for help **BEFORE** harm or abuse occurs
- Young people are **insightful** and seek to be **accountable**
- Young people have concerns about their experiences **online**

- **Shift conversations** about teens' and young adults' sexual behaviors
- Continued dissemination to **youth, parents, and professionals**
- Further study of pathways for **effective communication** with young people
- Social media campaign **expanded to new states** with more targeted ads to reach those who may need help most
- Expand and adapt content for **cultural humility**