

Project

Safer Internet Centre in Estonia Annual report

September 2011 – May 2012

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Tiigrihüppe Sihtasutus



Politsei- ja Piirivalveamet



Lastekaitse Liit
Estonian Union for Child Welfare



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Foreword

Estonia is internationally recognised as a successful e-state. Internet access and using various e-services has become self-evident for us. Estonia is also at the forefront in raising the issue of cyber defence and carrying out projects in this field. Estonian children are ranked third in Europe in terms of the frequency of Internet use, and the way they use it is also more diverse than the average (EU Kids Online 2010-2011). It is logical that according to the same survey, children in Estonia also encounter various online threats more than the average. It is therefore important for children and young people to obtain information about how to use the Internet safely and where they can get help and advice if they need it. The children's parents and schools, the media as well as other relevant agencies and institutions need to make sure that such information reaches children and young people.

Estonia joined the EU Safer Internet programme in September 2010 when the project Safer Internet Centre in Estonia- Smartly on the Web - was launched in cooperation with five organisations – Estonian Union for Child Welfare, the Tiger Leap Foundation, the Estonian Advice Centre, the Ministry of Social Affairs and the Police and Border Guard Board. The purpose of the project is to promote safe Internet use among children and young people, and to improve parents' knowledge of how to support the good Internet use of their children.

This booklet gives an overview of the project's activities from September 2011 to May 2012.

The project has been a success and its goals have been achieved. For example, 21 trainers have been trained within the scope of the project and more than 7,000 students, 800 teachers and 900 parents have been educated about safer use of the Internet. 80 teachers have taken the safe Internet e-course and study materials, games, lesson plans, tests, crossword puzzles, animated films, an online game and much more have been created in cooperation with specialists of various topics that relate to Internet use. All of these can be found on the project's website www.targaltinternetis.ee. Animated films about Bunny-Johnny and Sheeplive have become particularly popular – they have been viewed more than 50,000 times on various websites and also shown in the children's programmes of ETV and ETV2. We have cooperated closely with the project's Advisory Council and Youth Panel, and Safer Internet Centres all over Europe, within the scope of various awareness raising material, training and other awareness events. The web-based Hotline (Vihjeliin) (www.vihjeliin.ee), where people can inform about photographic material that features the sexual abuse of children and other content that is inappropriate for children, was created within the scope of the project, and has received more than 1,300 notices in just over a year. Children's Helpline 116111 has started to offer online counselling about Internet-related subjects in addition to telephone counselling.

The follow-up project will start in summer 2012.

Welcome!

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Estonia joined the European Union Safer Internet Programme in September 2010 by initiating a project *Targalt internetis* (Smartly on the Web). Duration of the project was 21 months. The follow-up project starts in June 2012.

The aim of the project was a wiser use of internet by children and parents and blocking the spreading of illegal materials on the Internet.

The project activities were carried out by the consortium of 5 organisations: NPO Estonian Union for Child Welfare, Ministry of Social Affairs, Tiger Leap Foundation, Police and Border Guard Board, NPO Estonian Advice Centre.

The realizing of the project was supported by European Commission's programme Safer Internet.

Project's activities were held in three lines of actions: awareness raising, hotline activity and Helpline activity regarding the child helpline 116 111.

Awareness raising activities were lead by Tiger Leap Foundation. During the period December 2010 – May 2012 training seminars and workshops for students, their parents and teachers in schools all over Estonia were carried out. Also awareness raising seminars for general public took place. With the lead of Tiger Leap Foundation, different study materials were created that are available on the project's website www.targaltinternetis.ee: study materials for students and teachers, cartoons for children, e-learning course for teachers, informative materials for parents, a web-based game for children etc.

With the lead of Tiger Leap Foundation different public events to celebrate Safer Internet Day in 2011 and 2012 were organised also.

In the framework of the project the capability of the **child helpline 116 111** to answer via phone as well as via web to parents' and children's questions regarding the use of Internet and other communication technologies was developed. The Helpline is a round-a-clock free of charge advice service. Starting from the March 2011, the Helpline offers advice and help for parents and children in case of problems and questions regarding usage of Internet. The work of the Helpline is supported by the Ministry of Social Affairs and everyday work is done by **NPO Estonian Advice Centre**.

NPO Estonian Union for Child Welfare coordinated the whole project and operated the Hotline work. Hotline is a webpage through which report about materials on the Internet containing sexual abuse of children can be submitted. The submitting form is available on the opening page of www.vihjeliin.ee and information can be shared without providing personal data. The aim of the activity is to block the spreading of materials containing images of sexual abuse of children, because spreading, using and producing these materials violates the rights, honour and dignity and physical intactness of the child-victims. The Hotline work was carried out in cooperation with **Estonian Police and Border Guard Board**.

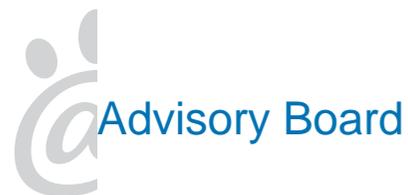
Estonian Police and Border Guard Board also carried out workshops for students and offered their expertise in the framework of Helpline.

In order to realise the project's activities with quality, an **Advisory Board** and **Youth Panel** were active with the project in addition to the project's team.

The members of the Advisory Board were representatives from the Estonian Ministry of Education and Research, Ministry of Justice, University of Tartu, Microsoft Estonia, Estonian Information System's Authority, EMT, Rate.ee, Estonian Association of Parents, The Tallinn Union of Informatics Teachers, Estonian Association of School Psychologists, Estonian Association of Information Technology and Telecommunications, the project's Youth Panel and partner-organisations.

The members of the Youth Panel were 16 young people, who represented Tallinn Pelgulinna Gymnasium, Tallinn Lilleküla Gymnasium, Tallinn Coeducational Gymnasium, Ehte Humanitarian Gymnasium, Kohtla-Järve Gymnasium, Valga Gymnasium, Pärnu Sütevaka Humanitarian Gymnasium, Kuressaare Gymnasium and Põlva Coeducational Gymnasium.

More information is available on the project's website: www.targaltinternetis.ee



Convened as part of the project was the Advisory Board whose members applied their knowledge and experience in order to achieve the objectives of the project.

The following were represented in the Advisory Board:

- Ministry of Education and Research
- Ministry of Justice
- Estonian Information Systems Authority
- AS EMT
- Microsoft Estonia OÜ
- University of Tartu
- Estonian Union of Parents
- Estonian Association of School Psychologists
- Tallinn Computer Science Subject Section
- Estonian Association of Information Technology and Telecommunications
- Rate.ee (Serenda Invest OÜ)
- Tiger Leap Foundation
- Ministry of Social Affairs
- Police and Border Board
- Estonian Advice Centre
- Estonian Union for Child Welfare
- Youth Panel of the project

The Advisory Board met five times during the project period.

- The first meeting was held on 24 November 2010. At the meeting the project team introduced the activities of the EU Safer Internet Programme and the Estonian Wisely on the Web project. Mari Laiho from Save the Children Finland introduced the experience of Finland in the implementation of the Safer Internet Centre project. This was followed by a discussion of the Advisory Board's role and tasks in carrying out the activities of the project and promoting safer use of the Internet.

- The second meeting was held on 28 February 2011. The success of the activities carried out within the scope of the Safer Internet Day in 2011 was assessed at the meeting. Also, the project manager of the Estonian Union for Child Welfare spoke about the activities of Vihjeliin that was launched in January, and the Estonian Advice Centre gave an overview of the preparation of the Children's Helpline, which will advise children and parents about Internet use. Activities that support safer use of the Internet were also mapped in association with the preparation of the Children and Families Development Plan 2011-2010.

- The third meeting was held on 30 August 2011. The activities completed and planned within the scope of informing, Vihjeliin and the helpline were discussed at the meeting. A discussion of celebrating the Safer Internet Day in Estonia in 2012 in the format of a world café was carried out after the presentations. The messages of posters aimed at young people were also discussed at the meeting.



- The fourth meeting was held on 25 November 2011. An overview of the preparation of events for celebrating the Safer Internet Day 2012 was given and the activities of the follow-up project were discussed at the meeting. Anu Baum from the Police and Border Guard Board delivered her presentation "The EU and Protection of Children in the Internet", where she spoke about the Directive of the European Parliament and of the Council on combating the sexual abuse and sexual exploitation of children and child pornography. A lively discussion followed the presentation.

- The fifth meeting, which was also the last, was held on 10 May 2012. Members of the Advisory Board gave their feedback about the activities of the project and the Advisory Board itself, and a discussion about the activities of the follow-up project was held. Also, the European Commission's document "Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions. European Strategy for a Better Internet for Children" was introduced and discussed.

The members of the Advisory Board participated actively in the activities of the project as trainers and also prepared training and awareness materials.

Convened as part of the project is the Youth Panel whose members advised the project team first and foremost on the planning and implementation of activities aimed at young people.

The members of the Youth Panel were elected during a seminar held at the Kloogarand youth camp on 12 and 13 November 2010. 36 young people and their teachers from nine schools around the country attended the event and elected the members who represent them on the Youth Panel.

Members of the Youth Panel:

- Elina from Pelgulinn Secondary School in Tallinn
- Hendrik from Sütevaka Secondary School of Humanities in Pärnu
- Angelina from Ehte Secondary School of Humanities
- Karina from Ehte Secondary School of Humanities
- Kairi from Tallinn Co-Ed Secondary School
- Kevin from Sütevaka Secondary School of Humanities in Pärnu
- Kristen from Valga Secondary School
- Kristiina from Tallinn Co-Ed Secondary School
- Kristina from Kohtla-Järve Secondary School
- Kristo from Pelgulinn Secondary School in Tallinn
- Marek from Lilleküla Secondary School in Tallinn
- Mari from Valga Secondary School
- Piret from Kuressaare Secondary School



- Sander from Põlva Co-Ed Secondary School
- Tauno from Kuressaare Secondary School
- Kristjan from Kuressaare Secondary School

The Youth Panel passed on the thoughts and views that young people have regarding the kind of information they need to use the Internet safely and successfully and how this information would best be conveyed to kids. Members of the Youth Panel also took part in the training provided within the scope of the project in order to acquire the knowledge and skills that enables them to educate younger students and peers about safer use of modern information technology and give them advice.

Five seminars of the Youth Panel were held within the scope of the project:

- The first meeting of the Youth Panel of the Wisely on the Web project was held in the Holstre-Polli Health Centre, Viljandi County, on 21 and 22 January. The training team of the project spoke about the methods that they use in their training workshops. The participants were given information about the media and help in filming the video for the presentation to be delivered at the conference of the Safer Internet Day, which can be viewed among the materials of the Safer Internet Conference 2011 on the project's website.

- The second training seminar of the Youth Panel of the Wisely on the Web project was held at the Kallaste Tourist Farm at Padise on 15 and 16 April. Cases of Internet use that had been reported to the police were discussed during the first day of the seminar. The second day contained a lecture and discussion about cyber defence at national and international levels, and about how to protect a computer against viruses.

- The summer seminar of the Wisely on the Web project was held at Remniku from 12 to 15 August. 34 youngsters from schools across the country took part in the seminar. Four representatives of the Finnish Youth Panel and their instructor also attended the seminar. The members of the Estonian and Finnish Youth Panels spoke about their activities. Two training sessions were held within the scope of the seminar: "How to perform well and communicate successfully with the media" and "How to use the methods of Forum Theatre in discussing the problems associated with Internet use and finding solutions to them".

- The fourth training seminar of the Youth Panel was held at Pedase on 2 and 3 December 2011. Young people were taught how to carry out an awareness lesson for younger students on their own, and prepared two board games under the guidance of the project expert Birgy Lorenz: creation of a profile for communication in

social networks; passing the journey whilst answering questions about Internet safety. The tasks of the Youth Panel members in carrying out the Safer Internet Day 2012 were discussed and determined.

- The fifth and also the last seminar was held on 3 and 4 February 2012 at Nelijärve. The youngsters who attended the seminar introduced the activities their schools planned to carry out in order to celebrate the Safer Internet Day.

They also discussed better ways of introducing the activities of the Youth Panel to the public and the possible role of the Youth Panel members in the follow-up project.

The members communicated actively via the Youth Panel's Facebook page between the seminars.

The skills acquired at the seminars were also put into practice. Members of the Youth Panel organised several Internet safety workshops for younger students in their own schools and also helped with workshops in other schools.

The members of the Youth Panel also took part in the organisation of the Smartly on the Web youth day that was held in Solaris Centre (Tallinn) on 28 October 2011.

In April 2012 the members of the Youth Panel performed a short play based on the animated film "Bunny-Johnny in the world of Internet", which was made within the scope of the project, to children at the lastekas.ee children's mornings held in bookstores in Tallinn and Pärnu.

The members of the Youth Panel also represented Estonia at international forums. Kevin from Sütevaka Secondary School of Humanities in Pärnu represented Estonia on the European Youth Panel at the Safe Internet Forum in Luxembourg in November 2011. Tauno from Kuressaare Secondary School took part in the European summer school for youth panellists "European Youth Speaks Out in Romania on Safer Internet for Children" held in Romania in July 2011.

Hendrik and Kairi represented the Estonian Youth Panel at the international conference "Risk-taking Online Behaviour – Young People, Harm and Resilience" held in Berlin in May 2012.



International cooperation

INSAFE Network

In September 2010 Estonia joined the INSAFE Network (www.saferinternet.org), which is an European network of Awareness Centres promoting safe use of the Internet. The INSAFE Network promotes the safe and responsible use of the Internet and mobile devices by children and young people.

- Representatives of the INSAFE Network visited Tallinn on 4 November 2010 to meet with the Smartly on the Web project team and discuss the awareness activities of the project.
- The thematic meeting of the Northern regions of INSAFE was held on 5 November 2010 and was attended by representatives of Safe Internet Awareness Centres of Finland, Sweden, Denmark, Lithuania, Latvia and Estonia.
- INSAFE training was held in Berlin from 7 to 9 December 2010 and Estonian representatives made a presentation about cases of sexual abuse in social networks.
- The meeting of the Northern Region of INSAFE was held in Berlin from 29 to 31 March 2011 and included discussions of the cooperation between Awareness Centres, telephone hotlines and helplines both at national and international levels.

- INSAFE training session held in Romania from 4 to 7 April 2011, which focused on discussions of the Safer Internet Day 2012, how to reach various target groups efficiently and how to improve cooperation between Helplines and Awareness Centres.

- An INSAFE seminar was held in London from 13 to 15 September 2011. The main subjects discussed at the seminar were the use of digital means of information and communication in formal and informal education, and the use of social media by children and young people. The participants introduced their best practices of raising awareness of safe use of the Internet.

- The employees of the helpline (Children's Helpline 116 111) visited their colleagues in France from 18 to 22 November 2011. They examined the work and the results achieved by the French and shared the experience of Estonia in counselling children, young people and parents about safe Internet use.

- The project's Awareness Manager Iivi Pere attended the meeting of the awareness workgroup on 28 February 2012 and presented the study and awareness materials prepared within the scope of the project.

- An INSAFE seminar was held in Sofia from 27 to 28 March 2012. The main subjects discussed at the seminar were: behaviour of children and youngsters in social media, incl. the way they portray themselves in the web; privacy in the Internet, how it is understood

and what kind of information do children and young people communicate about themselves. The Safer Internet Day 2012 was also discussed and assessed. A fair featuring awareness materials was also held during the seminar, where the Awareness Centres of different countries introduced the study and awareness materials they had created. Estonia presented the three animated films, "Bunny_Johnny in the world of Internet".

- The members of the project team attended the INSAFE conference in Larnaca (Cyprus) from 14 to 16 May 2012. Representatives of European, African, Asian, North American and South American countries attended the conference. The EU strategy document "Developing an EU Strategy for a Better Internet for Children" and the practices of different countries in promoting safe use of the Internet were presented at the conference and options for supporting cooperation between generations were discussed.

Many study materials issued by the Awareness Centres of European countries have been translated within the scope of the Smartly on the Web project.

- The Estonian Union for Child Welfare translated the E-Safety Kit, which is aimed at families in Estonia and consists of a workbook for children, instruction materials for parents, situation cards and a family certificate. The kit is available for order on the website of the Estonian Union for Child Welfare at www.lastekaitseliit.ee.

- The Tiger Leap Foundation translated and adapted the Activity Book: Play and Learn, which was developed by the European Schoolnet, for Estonia. The material can be downloaded from the project website at www.targaltinternetis.ee.

- The Tiger Leap Foundation translated and adapted the nine animated films Sheeplive made by the Slovakian Safer Internet Centre eSlovensko. The animated films are available in Estonian at the website www.sheeplive.eu.

18 different awareness and study materials have been prepared within the scope of the Smartly on the Web (Safer Internet Centre in Estonia) project, which have all been published in the INSAFE Catalogue of Awareness Resources.

Articles published in the INSAFE Newsletter from December 2011 to May 2012:

- Smartly on the Web Youth Day in Tallinn, Iivi Pere, Awareness Project Manager, Tiger Leap Foundation
- EU Kids Online with the Local Touch, Kalev Pihl, CEO at Certification Centre Ltd, lecturer in the IT College, member of the Advisory Council of the project
- To Teach Without Threatening, Ando Urbas, IT Journalist, Communications and Marketing Consultant, Project Trainer



Safer Internet Forum

The Safer Internet Forum organised by the European Commission took place in October 2011 and was attended by the representatives of Safer Internet Awareness Centres, helplines and telephone hotlines of European countries. One young person and a teacher from each country could attend the forum. Teachers exchanged experience about the use of digital means of information and communication in teaching, the Youth Panel spoke about their experience in Internet use and also shared their thoughts and opinions at the adults' forum.

INHOPE Network

INHOPE is the international association of internet-based hotlines. The mission of INHOPE is to support and promote the work of hotlines in combating the spread of illegal material on the Internet. 42 hotlines from 37 countries worldwide currently belong to the network (www.inhope.org).

In May 2011 the representatives of the Estonian Hotline (Vihjeliin) took part in the training organised by INHOPE and they also attended the annual meeting of INHOPE as observers.

The Estonian Hotline (www.vihjeliin.ee) was given the status of the association's member at the annual conference of INHOPE held in Rome in November 2011. The representatives of Estonian Hotline attended the annual meeting of INHOPE in London in April 2012.



Informative Work

Training of trainers

In the 2011/2012 academic year, the Tiger Leap Foundation as the awareness-raising centre of the 'Safer Internet' project organised seminars for 15 project trainers and an event for 22 volunteers. The training, which was carried out in late January at Toosikannu Recreation Centre, focused on updating the training programmes, which was the main theme highlighted by Kalev Pihl (project trainer, Director of the Estonian Certification Centre), and its technical aspects, which were addressed by Aare Kirna (trainer and head of Arvutikaitse.ee). Birgy Lorenz, a trainer and expert in e-safety, presented newly created study games.

The last meeting of the training team within the EE-SIC I project was held on 29 May 2012 in Suuresta, where all of the participants had the chance to share their experience with their colleagues and submit their proposals for activities within a new project. Triin Kangur, head of the awareness-raising centre, introduced the activities of the 'Safer Internet' follow-up project.

'Smartly on the Web' schooldays organised by Tiger Leap Foundation in Estonian schools

The target group of the 'Smartly on the Web' school days was students aged 10-16 and their teachers and parents. The interactive training programme designed for students was put together in line with the requests



Tiigrihüppe Sihtasutus

of schools. Along with training sessions meant for children and youngsters, a lecture aimed at introducing basic web threats was also delivered to teachers/people working with children and to parents.

In planning the project, the awareness-raising centre of the 'Safer Internet' project estimated that a total of 43 school visits should be carried out during the period. The initial training programme used in the first half of 2011 rendered knowledge about smart web use to 800 primary and basic school students. Mass training events, which lasted for 3 hours and were meant for 100-200 participants and delivered by 3-4 instructors at a time, were organised ten times. It was soon realised, however, that this module did not work in smaller places and that it was also difficult for big schools to reorganise classes for the whole school day. As early as March 2011, these training days were replaced by programmes that were more confined and meant for 1 or 2 classes of students. The awareness-raising centre also realised that there was a need for an in-depth programme for teachers/school psychologists who were willing to give classes on e-security after completing the programme.

In the 2010/2011 academic year, a total of 22 training sessions were organised, attended by 1300 basic school students aged 11-16 and 600 parents and teachers.

In the 2011/2012 academic year, the Awareness centre

made 113 visits to schools and kindergartens across Estonia and carried out:

50 workshops for preschool children

62 workshops for primary school and younger basic school students (5th to 7th grades)

45 interactive workshops designed for basic schools and higher secondary schools

10 lectures for parents

30 workshops for teachers with practical guidance on how to carry out e-safety classes in their own schools

In the 2011/2012 academic year, a total of 8600 students, 906 parents and 877 teachers attended the 'Smartly on the Web'" training sessions.

Number of students by age group:

2329 children aged 5-11

5271 children aged 12-16

1000 youngsters aged 17+

In addition, four 20-hour online courses were delivered to teachers. Each course was completed by 20 teachers.

All in all, the training events carried out in the course of the project were attended by 9900 students and 1477 teachers and plus 933 people who attended the awareness-raising events.

Awareness-raising materials delivered during the training events included Helpline (Lastebitefon 116 111) posters, 'Smartly on the Web' stickers, pencils and pens, 'Safer Internet' workbooks, project brochures and learning materials.

The results of the online feedback survey carried out in 2011/2012 among parents and teachers showed that

55.6% of respondents considered taking part and the selection of topics at the 'Safer Internet' training sessions important; 36.4% rated the knowledge acquired highly relevant.

A total of 47% of parents consider cyber-bullying and falling victim to be the most serious threat on the web. Harassment and exposure to webpage content inappropriate for children is considered the most serious threat by 19% of adults.

Based on feedback from teachers, Internet security should be included in the national curriculum (71% of respondents), especially at the first stage of basic schools. It is worth noting that 58% of the teachers who participated in the training sessions are willing to give classes on Internet safety themselves.

Workshops for children and youngsters

The introductory part of the interactive workshop covers a brief overview of the history of the Internet, its usage options and risks and a short introduction to the project's partner organisations, including the activities of Helpline (lastebitefon 116 111) and the project webpage www.targaltinternetis.ee.

This is followed by a thorough discussion of the theme selected previously by a specific school/target group. Based on the age of the children and the size of a group, schools can choose from the programmes below.

Friends on this side and the other side of the screen – communication in social networks

The Internet is great – varied opportunities for using the Internet

Real or made up? – myths about the Internet (for the first stage of basic schools)

Privacy on the Internet – what does it mean?

Best defence – how to protect yourself and your computer

What do you think? – cards with case studies and group work (for older basic school students)

Good school/bad school – stories about schools, what to do when something happens (group work and role play)

Workshops include illustrative videos, cartoons (Sheeplive and Bunny-Johnny in the world of Internet) Methods cover working in pairs, groups, role play and discussions.

Trainers give practical instruction on how to use the tools of WEB2.0 and introduce the best European practice in safe Internet use.

Workshops for preschool children

In the framework of the project, the Tiger Leap Foundation began cooperating with Tallinn Audentes Private School in October 2011, as the teachers from the school took the initiative in promoting more informed use of the Internet by preschool children.

Study visits for older age groups of kindergarten children were organised at Audentes Private School. Participating were children from kindergartens in Tallinn and other regions around Estonia.

During the workshop, the children were told what the Internet is and how to communicate online; they filled out worksheets and watched cartoons about Net Lambs.

.....After a brief introduction, the lesson was divided into two modules: first it was explained what the Internet is and what we can do with a computer, and then the lesson focused on communication and conduct on the Internet. All of this was of course done in a very playful and age-appropriate manner.

When teachers asked who had a computer at home, almost everybody raised their hand. The answers to the question in which room the computer was in their houses varied: some said in the living room, some in mum or dad's study, some in their brother or sister's room.

.....Then it was time to play blind man's bluff. Two circles were formed; one child in both groups was blindfolded and others had to guide them so that they could find the way to a toy. It was exactly like surfing the net – one link calls on you to choose it, an ad shouts out "look here!", another blinks invitingly that an interesting webpage is here. Internet users need to know how to find their way in the flood of information and make choices. Children loved the game; the 'guides' were very excited and loud and the 'blind men' carefully watched their step and took some time before taking it.

.....The lesson also featured a cartoon on Net Lambs which got a unanimous reaction from children: "Let's watch it again!"

Extract from the article "Study trip to the Internet: playing and knowledge hand-in-hand" by Madli Leikop, published on 22 November 2011 by Koolielu.ee



Project manager's assistant Triin Kangur and project trainer Ülle Sakias carry out a workshop with children from Tallinn Kristiine Kindergarten.



Interactive seminars for teachers and parents

A seminar lasting from 1.5-2 hours includes a lecture and group work requiring active participation. Trainers explain the most common threats that youngsters and children can face online. Topics discussed include network communication, cyber-bullying and approaching children with the aim of sexual relations. Information on legal issues, technical security and e-learning materials is shared. Several incidents of Internet abuse in Estonia and abroad and issues of children's media competence are discussed. The 'Safer Internet' project, its website and project activities are introduced and the functions of Helpline (Lasteabi 116 111) and Vihjeliin www.vihjeliin.ee are discussed.

'Safer Internet' school days carried out in 2011/2012 academic year

- 1) 29 September – Pärnu Joint Upper Secondary School
- 2) 6 October – Pärnu Boarding School
- 3) 11 October – Haapsalu Upper Secondary School
- 4) 11 October – Pärnu Vanalinna Basic School
- 5) 13 October – Training for trainers in Tallinn
- 6) 17 October – Saku Upper Secondary School
- 7) 19 October – Rocca Al Mare School
- 8) 20 October – Õismäe Upper Secondary School
- 9) 21 October – Tallinn Kesklinna Russian Upper Secondary School
- 10) 25 October – Lääne-Virumaa Central Library
- 11) 25 October – Põlva Youth Centre
- 12) 26 October – Workshops at the Idea Fair of the Tiger Leap Foundation in Viljandi
- 13) 28 October – 'Safer Internet' youth day at the Solaris Centre in Tallinn

- 14) 8 November – Libatse Kindergarten & Primary School
- 15) 9 November – Ristiku Basic School
- 16) 14 November – Rocca Al Mare School
- 17) 17 November – Kristiine Kindergarten
- 18) 17 November – French Lycée
- 19) 29 November – J. Westholm Upper Secondary School
- 20) 22 November – Jüri Upper Secondary School
- 21) 24 November – Muhu Basic School
- 22) 24 November – Orissaare Upper Secondary School
- 23) 24 November – Tallinn Männiku Kindergarten
- 24) 25 November – Tallinn Secondary Science School
- 25) 28 November – Kohtla-Järve Tammiku Upper Secondary School
- 26) 1 December – Tallinn Secondary Science School
- 27) 5 December – Tallinn Music High School
- 28) 6 December – Vana-Vigala Basic School
- 29) 6 December – Harkujärve Primary School
- 30) 7 December – Vana-Vigala Basic School
- 31) 7 December – Kohtla-Järve Joint Upper Secondary School
- 32) 7 December – Tartu Arts Upper Secondary School
- 33) 9 December – Vastseliina Upper Secondary School
- 34) 12 December – Kohtla-Järve Slavic Basic School
- 35) 13 December – Tallinn Tuule Kindergarten
- 36) 14 December – Narva Kesklinna Upper Secondary School
- 37) 18 January 2012 – Tartu Arts Upper Secondary School
- 38) 19 January 2012 – Haapsalu Wiedemanni Upper Secondary School
- 39) 25 January 2012 – Tartu Veeriku School

- 40) 26 January 2012 – Rakke Upper Secondary School
- 41) 2 February 2012 – Tabasalu Upper Secondary School
- 42) 6 February 2012 – Old Town Educational College
- 43) 7 February 2012 – Tallinn Kristiine Upper Secondary School
- 44) 7 February 2012 – Kehra Upper Secondary School
- 45) 7 February 2012 – Tallinn School no.21
- 46) 14 February 2012 – Suigu Library
- 47) 14 February 2012 – Juuru Upper Secondary School & Kindergarten
- 48) 14 February 2012 – Järlepa Kindergarten
- 49) 15 February 2012 – Rapla Joint Upper Secondary School
- 50) 16 February 2012 – Pärnu Vanalinna Basic School
- 51) 16 February 2012 – Kostivere Basic School
- 52) 17 February 2012 – Toila Upper Secondary School
- 53) 22 February 2012 – Saku Primary School
- 54) 22 February 2012 – Suure-Jaani Upper Secondary School
- 55) 27 February 2012 – Mustamäe Humanities Upper Secondary School
- 56) 28 February 2012 – Kuusalu Upper Secondary School
- 57) 1 March 2012 – Sauga Youth Centre
- 58) 1 March 2012 – Haanja School
- 59) 1 March 2012 – Sõmerpalu Basic School
- 60) 1 March 2012 – Audentes Private School
- 61) 1 March 2012 – Otepää Upper Secondary School
- 62) 2 March 2012 – Pühajärve Basic School
- 63) 3 March 2012 – Rõngu Kindergarten
- 64) 6 March 2012 – Orissaare Upper Secondary School

65) 8 March 2012 – Audentes Private School
66) 8 March 2012 – Vändra Upper Secondary School
67) 15 March 2012 – Türi Basic School
68) 15 March 2012 – Pärnu Basic School on Kuninga Street
69) 15 March 2012 – Tallinn Ranniku Upper Secondary School
70) 15 March 2012 – Kohtla-Järve Kesklinna Upper Secondary School
71) 15 March 2012 – Pallipõnni Kindergarten
72) 15 March 2012 – Männikäbi Kindergarten
73) 22 March 2012 – Tallinn Õismäe Russian Lycée
74) 22 March 2012 – Kristiine Kindergarten
75) 28 March 2012 – Sajajalgne Kindergarten
76) 28 March 2012 – Tibutare Kindergarten
77) 29 March 2012 – Swedbank (Võru)
78) 3 April 2012 – Vihasoo Kindergarten & Primary School
79) 5 April 2012 – Audentes Private School
80) 5 April 2012 – Kilingi-Nõmme Upper Secondary School
81) 5 April 2012 – Swedbank (Tartu)
82) 9 April 2012 – Tallinn Õismäe Russian Lycée
83) 9 April 2012 – Viljandi Paalalinna Upper Secondary School
84) 12 April 2012 – Hagudi Basic School
85) 12 April 2012 – Pärnu Ülejõe Upper Secondary School
86) 12 April 2012 – Viimsi Kindergarten
87) 12 April 2012 – Kolga Upper Secondary School
88) 13 April 2012 – Tallinn Family Centre
89) 16 April 2012 – Rocca Al Mare School
90) 17 April 2012 – Rocca Al Mare School
91) 16 April 2012 – Tartu Art Upper Secondary School

92) 17 April 2012 – Sürgavere Upper Secondary School
93) 18 April 2012 – Tartu Kesklinna School
94) 18 April 2012 – Laupa School
95) 19 April 2012 – Sõbrake Kindergarten
96) 19 April 2012 – Vaida Kindergarten
97) 23 April 2012 – Swedbank (Viljandi)
98) 24 April 2012 – Kehtna Basic School
99) 26 April 2012 – Haraka Kindergarten
100) 30 April 2012 – Vasalemma Basic School
101) 3 May 2012 – Sinilind Kindergarten
102) 3 March 2012 – Nurmenuku Kindergarten
103) 8 May 2012 – Palamuse Upper Secondary School
104) 8 May 2012 – Decartes Lycée
105) 10 May 2012 – Lille Kindergarten
106) 13 May 2012 – Tallinn Kindergarten no.26
107) 14 May 2012 – Mustamäe Humanities Upper Secondary School
108) 16 May 2012 – Roosna-Alliku Basic School
109) 16 May 2012 – Tallinn Upper Secondary School no.53
110) 21 May 2012 – Tallinn Õismäe Russian Lycée
111) 24 May 2012 – Pärnu Russian Upper Secondary School
112) 25 May 2012 – Tallinn Õismäe Russian Lycée
113) 28 May 2012 – Tallinn Õismäe Russian Lycée

School events organised by Police and Border Guard Board

17 November 2011 – French Lycée
7 February 2012 – Tallinn School no. 21
17 February 2012 – French Lycée (Tallinn)

22 February 2012 – Keila Youth Centre
29 February 2012 – Tallinn Kuristiku Upper Secondary School
11 April 2012 – Audentes Private School
7 May 2012 – Palamuse Upper Secondary School

Educational events carried out by project's Youth Panel for 1st to 4th grade students (December 2011-February 2012)

Pelgulinna Upper Secondary School (Tallinn)
Valga Upper Secondary School
Tallinn Joint Upper Secondary School
Ehte Humanities Upper Secondary School (Tallinn)
Kuressaare Joint Upper Secondary School
Pärnu Sütevaka Humanities Upper Secondary School

E-courses for teachers

In autumn of 2011, the Tiger Leap Foundation's educational technologist Ingrid Maadvere and teacher and trainer Siret Lahemaa designed a 20 hour e-learning course entitled 'Internet safety' for teachers.

The course was held four times and attended by a total of 80 teachers.

The topics introduced to the teachers included computer safety, communication in social networks and threats on the web (cases in Estonia and abroad). Based on their practical experience, the teachers advised one another on how to address these topics in the classroom. Each topic discussed was followed up with a home assignment, in which the teachers had to test their new knowledge on students.

Those who completed the e-course successfully re-

ceived a certificate of attendance from the Koolielu portal, which is administered by the Tiger Leap Foundation.

'Back to School' awareness-raising campaign

In the early part of the 2011/2012 school year, the 'Safer Internet' awareness-raising centre mailed a package to all general education schools, libraries and youth centres in Estonia which contained a 'Net Tips' poster designed for primary school students and a 'Stand up for Yourself' poster for basic school students. The covering letter informed school administrations of project activities, learning materials prepared and forthcoming events. Schools were encouraged to sign up for 'Safer Internet' classes.

The aims of the 'Back to School' campaign were to draw young people's and teachers' attention to smart and safe online conduct and give them practical tips.

Themed evening: 'Life in the Virtual World' on ETV2

In cooperation with Estonian Public Broadcasting and the Tiger Leap Foundation, three full-length documentaries were aired on ETV2 on the night of 2 October as part of the themed evening 'Life in the Virtual World': Digital Nation, Growing up Online and Life 2.0. The films were commented on by project trainers and experts Birgy Lorenz and Kalev Pihl; IT gurus Linnar Viik and Henrik Roonemaa; and Marek Siivert, a youth panellist with the 'Safer Internet' project. Around 19,000 viewers watched the movie night.

'Smartly on the Web' Youth Day at the Solaris Centre

In cooperation with the Tiger Leap Foundation and other project partners, a themed day targeted at young people was organised on 28 October in the atrium of the Solaris Centre in Tallinn. The event took place during the autumn school holidays so that as well as young people from the capital, people from other regions could take part.

During the day, young people were offered different activities: the chance to test their knowledge about the Internet, solve crosswords, participate in a forum theatre and compete in Kinect Xbox games.

The Artis movie theatre featured cartoons with the adventures of Net Lambs. The day ended with a pop concert featuring Arjom Savitski, runner-up in the fourth season of Estonian Pop Idol.

In addition to 500 youngsters, many adults found their way to the 'Safer Internet' lectures and advice corner as well.

The Youth Day was preceded by an outdoor advertising campaign at bus stops in the city centre and radio advertisements in Estonian and Russian on Vikerraadio and Raadio 4, which are both run by EPB.



Celebration of 'Safer Internet' Day

Family day at Tallinn Lindakivi Community Centre on 11 February 2012

On the initiative of the Tiger Leap Foundation, an energetic team was set up to celebrate Safer Internet Day, which was held on 7 February.

This year's theme – "Let's discover the digital world together...safely!" – called on people to think about how adults and children could support one another in the virtual world so that no one's privacy, reputation or health would be compromised and interacting in the Internet world would be a positive experience. While a year previously a conference was organised mainly for teachers and social workers, it was decided that this year's focus would be on families.

The Safer Internet Family Day was held at the Lindakivi Community Centre in the Lasnamäe district, as the centre is a popular meeting venue, especially among Russian-speaking inhabitants. The venue was chosen intentionally, as the 'Safer Internet' project had been somewhat criticised for the lack of events and activities for Russian youth.

The family day offered different workshops and lectures for adults in Estonian and Russian; children had a good time testing the games designed by the awareness-raising centre and competing in Xbox 360 games. For young people, cooperation partners MTÜ Vaata Maailma, Limpa.ru and EMT organised interactive workshops. An advice café was open, and quizzes and a lottery were organised. In the movie theatre, the youngest participants could watch the adventures of Bunny-Johnny in the Internet world or see what the Net Sheep were doing. Information points of the 'Safer Internet' project, Hotline (Vihjeliin) and Helpline were

also open during the event. Web policeman Andreo Sepp shared his experience and gave good advice. The highlight of the day was Getter Jaani's concert and autograph hour: she represented Estonia at the Eurovision Song Contest in 2011. The event was attended by around 400 people.

Media campaign for Safer Internet Day

Immediately before and after international Safer Internet Day, the Tiger Leap Foundation launched a country-wide media campaign on Estonian TV and radio stations. In cooperation with the Estonian Information Systems Authority, a 30-second clip was aired on major TV channels (ETV, ETV2, Kanal2, TV3 and FoxLife). The message of the clip in brief was: "You look after and protect your child in everyday life, so do the same on the Internet". The video also featured information on Safer Internet Day and the family day.

The clip was shown on TV channels 140 times over three weeks (from 1-13 February) and it is estimated that the message on smart Internet use and the importance of parents' participation in the activities of their children reached 580,000 people, or nearly one-third of Estonia's population.

In addition to the TV clip, Radio 2, Vikerraadio and Russian-language Radio 4 offered free advertising time to promote the family day and Safer Internet Day. The ads reached roughly 300,000 listeners. To inform young people and children, we opted once again for an outdoor campaign with large posters at bus stops in Tallinn. Information on the theme of Safer Internet Day and events taking place in Estonia was published on

targaltinternetis.ee, rate.ee, vaatamaailma.ee, hm.ee, koolielu.ee, tiigrihüpe.ee, facebook.com, limpa.ru, err.ee, tv3.ee and kanal2.ee.

Special edition of the magazine „Märka last“ in the newspaper „Postimees“

In cooperation with newspaper „Postimees“ a special edition „Targalt internetis“ as an insert of the newspaper was published February 7. The newspaper's articles addressed mainly the SID 2012 topic "Discovering the digital world together...safely", describing experiences of different generations in using Internet and digital communication devices, also how children, young people and adults can support each other on the Internet. Also updated information about the Awareness Centre, Helpline and Hotline activities was given. The number of copies in Estonian 56 500 and in Russian 12 000.



The newspaper is available also on the project website <http://www.targaltinternetis.ee/2012/02/targalt-internetis-teemaleht/>.

Student competition: "Let's discover the digital world together...safely!"

The competition of video stories entitled "Let's discover the digital world together...safely!" organised by the Tiger leap Foundation was held from November 2011 to February 2012. Teams of up to five students from all study stages were invited to participate.

Extract from news published on Koolielu.ee portal on 20 February 2012

Teams from Ahula Kindergarten & Primary School, Surju Basic School, Kilingi-Nõmme Upper Secondary School and Tallinn Technology Upper Secondary School signed up for the competition.

The teams were expected to present video stories on the theme of connecting generations. The themes addressed most often by the young scriptwriters and directors highlighted the threats related to viruses and the disclosure of sensitive personal data. An interesting moment in connection with the entries was the fact that, for young people, 'connecting generations' mostly meant relations between a child and their grandparents. Only one video story featured a child who had a problem which was solved by their father; in the rest, grandchildren gave a helping hand to their grandmother or grandfather, or the problem was solved by a slightly older friend.

Merje Pors, Editor-in-Chief, Koolielu portal

Winners of 2012 competition

Younger age group:

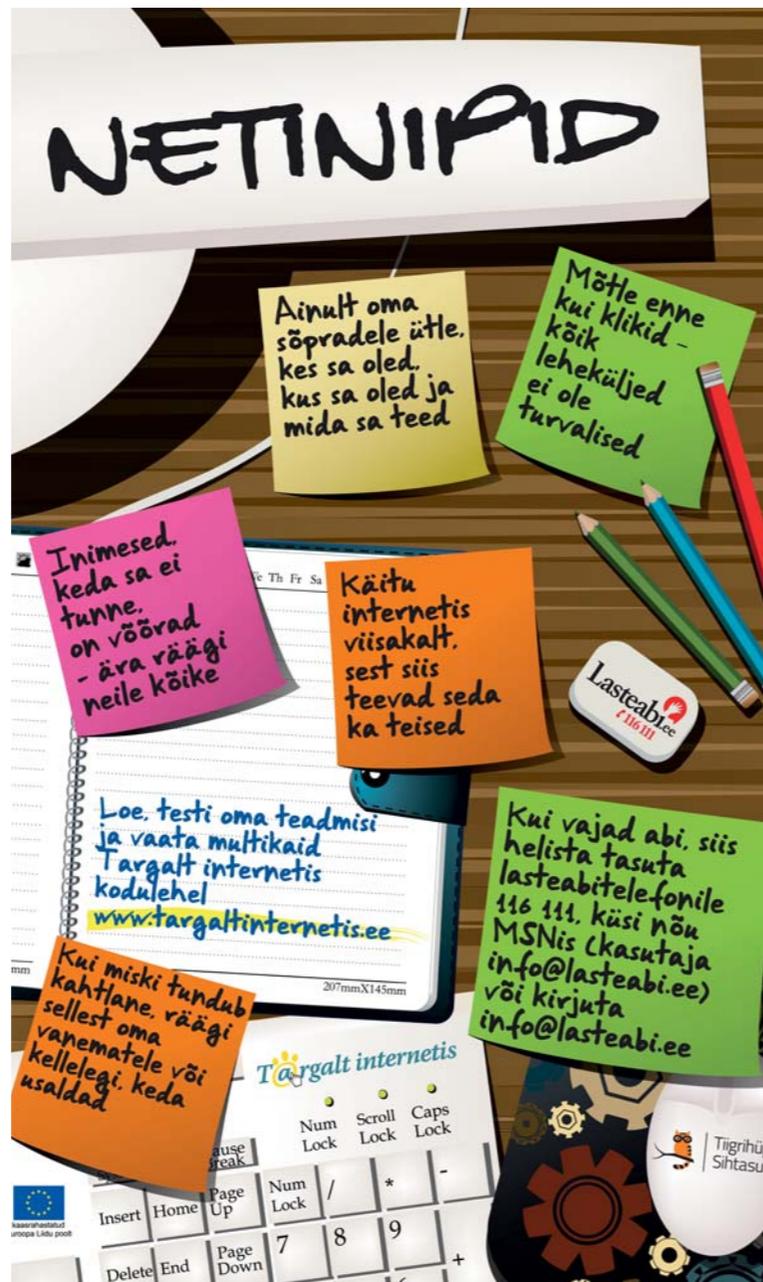
Ussviirused, Surju Basic School team, supervised by Signe Reidla

Middle age group:

Turvaliselt internetis, Surju Basic School team, supervised by Signe Reidla

Older age group:

Grandpa online, Kilingi-Nõmme Upper Secondary School, supervised by Signe Lensment




Youth Panellists at the Smartly on the Web Youth Day.

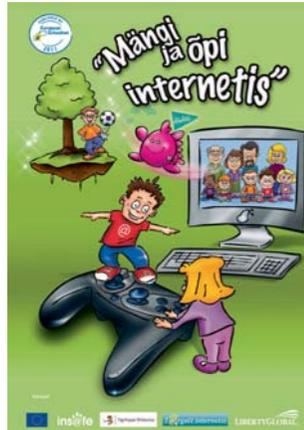


Training of trainees.



Smartly on the Web School Day.

Learning materials



Play & Learn workbook for children aged 4-8

The Tiger Leap Foundation translated a workbook for the youngest internet users that teaches them the ground rules of the web using through simple but creative tasks.

Lesson plans for teachers

A total of 21 lesson plans in Estonian and Russian have been prepared for teachers who want to give web safety classes to their students. The lesson plans were designed so that teachers would find both background information and assignments meant for students in one place. The plans are complemented with detailed timelines and additional home assignments. The materials are designed for use with students from Grades 1-9 and are available at www.targaltinternetis.ee under the section for teachers.

Study games: 'Discovering Real Life' & 'Odd and Even'

Exciting study games have been created for basic and upper secondary school students: 'Discovering Real Life' & 'Odd and Even'.

A map game, 'Discovering Real Life' is designed to be played in groups of 3-4 players, where the right decisions are made through mutual cooperation. Players have to plan the day of a teenage girl by choosing between different activities. Every decision has a consequence, affecting the course of the game to a greater or lesser extent. We recommend the game to teachers giving classes on internet safety.

The 'Odd and Even' dice and card game is suitable for basic school students, but will be of interest to adults, too. The game, describing the Internet and related activities, creates favourable grounds for discussion.

Both games are downloadable on the 'Safer Internet' website.



'Bunny-Johnny in the Internet world'

Three great cartoons were created in cooperation with the Tiger Leap Foundation and the Lastekas.ee portal.

A blue bunny who is very popular with the youngest movie fans

discovers the world of the Internet with his friend and realises that everything in it is not as it seems. To help children make the right choices, a brave tiger comes to their rescue.

The cartons are available on the websites of 'Safer Internet', Lastekas.ee and YouTube.

Informational materials



Photos

A leaflet for parents: Photos. Informational materials give parents an overview of the best practice of taking and publishing photos and rules concerning copyright.

The leaflet is available in Estonian and Russian.



Con Schemes

A leaflet for parents aimed at preventing them and their children from falling victim to the most widespread con schemes when using the Internet. The focus is on lottery wins, appeals for help, online sales offers, medicines and health products. The leaflet

also gives advice on how to protect children from online cheating.

The leaflet will be published in Estonian and Russian and will be available to parents from October 2012.

Posters



Web-based game: 'Nastix'

"Nastix's Adventures in the Internet" is a web-based game created at the request of the Tiger Leap Foundation. The game is designed for children aged 9-14 to teach them about safe Internet use.

The main hero of the game, Nastix, is a character in the popular IT comic 'BadBlock', who made his first appearance on the pages of the Eesti Ekspress weekly in 2000. He is a hairy, ragged IT guy who knows everything there is to know about computers and the Internet, but can easily get in a fix in real life. Nastix has come to teach children so that they become friends with their computers and the Internet and know how to avoid online threats.



With Nastix, players learn how best to introduce themselves to others on the web and what not to reveal; what privacy in general is and what it means in the Internet context; to create and recognise a secure password; and what should be taken into account in creating a new user account.

Nastix's computer, which is infected with viruses, is fixed together and a mobile user in distress receives assistance, too. Separate mini-games have been created on cyber-bullying and interacting in social networks.



The nationwide free of charge round-the-clock national helpline 116 111 for children was launched on 1 January 2009. This service gives everyone the chance to report a child who is in trouble, forward this information to specialists and offer children and other people primary social counselling and crisis counselling, where necessary.

In September 2010, the child helpline joined the Targalt internetis ('Safer Internet') project and has been providing counselling and assistance in Internet safety matters since March 2011. Since then, new forms of counselling have been provided:

on-line chatting at www.lasteabi.ee from 9:00 to 21:00

on-line chatting in MSN Messenger (username info@lasteabi.ee) from 9:00 to 21:00

on-line online calls over Skype 24/7 (username [Lasteabi_116111](#))

Topic	Approximate capacity of the Helpline's workload %
Media-related education (including technical advice, spam, advice on how to handle harmful content)	10
Unwanted online contact (interaction with unknown or undesirable persons)	14
Addiction	4
Cyber-bullying (via Internet or mobile phone)	18
Sexual harassment	6
Inducement (adults approaching children and youngsters so as to instigate sexual relations)	9
Privacy (identity theft, safety of personal data, unauthorised use of personal images)	11
Potential harmful content (violence, pornography, racial hatred, eating disorders, suicide, self-injury)	20
Calling/online expenses	7
Other	1

The helpline has advised children, parents and other target groups of matters related to safer Internet use, including how to recognise computer addiction, how to limit children's computer use, what to do in the event of computer addiction, identity theft from accounts in online social networks, children's and parents' unequal online skills, ground rules on how children can use the Internet, sex-related suggestions on the Internet, recommendations in the event of cyber-bullying etc.

Training

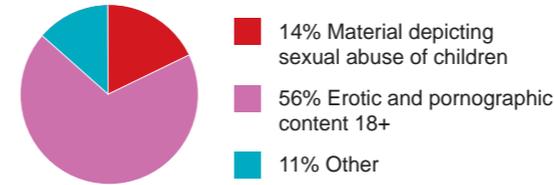
In early 2011, two different training modules were prepared which were carried out at the beginning of March. The first module was dedicated to improving legal knowledge; the second was aimed at improving technical IT skills. In the same month, a training session on how to use Skype, MSN Messenger and the chat module on the website was also held for counsellors. In addition to the above, a follow-up training session for counsellors on the conduct of sex offenders on

the Internet was organised. The last training for counsellors on these matters took place in 2012. In May this year, three training courses for parents on Internet matters were also conducted to help them better understand the problems children and young people can have online.

National and international cooperation

The helpline staff work closely with the Estonian Police and Border Guard Board and other institutions (the Data Protection Inspectorate et al.) in line with their objectives and capabilities.

At the European level, specialists from the helpline have attended events of the INSAFE network, including the meeting of the Nordic region in Brussels on 30 & 31 March 2011, a training seminar in Helsinki on 1 November 2011, a cluster meeting in Riga on 19 April 2012 and a study trip to France from 18-20 December 2012.



The Estonian Union for Child Welfare and the Police and Border Guard Board opened the web-based hotline www.vihjeliin.ee in January 2011 within the scope of the project. The purpose of the hotline is to prevent the distribution of materials that violate the rights, dignity and physical inviolability of children on the Internet.

The rapid development of the Internet has created new and useful opportunities for all of us, but unfortunately there are people among the almost two billion Internet users whose online activities are inappropriate or dangerous for children. Some of them use the world wide web to distribute and store material that contains images of sexual abuse of children.

The Internet knows no borders and material created and uploaded in one country spreads all over the world. As all aspects of Internet use are difficult to technically check and filter, then it is important that Internet users react when they see such material.

Internet users who see illegal material – sexual abuse of children, child trafficking (trafficking in human beings), etc., can inform about this via www.vihjeliin.ee. Information about other material that is unsuitable for minors can also be given to Vihjeliin. You can fill in the simple form on the website www.vihjeliin.ee if you have information about such material. The website of Vihjeliin can also be accessed via the banner on the website of the Safer Internet Centre in Estonia at www.targaltinternetis.ee. You can submit information anonymously.

How does Vihjeliin work?

The information received by Vihjeliin is processed by an employee of the Estonian Union for Child Welfare, who has been trained to deal with such information, as quickly as possible but not later than within 60 hours of receiving the information. Vihjeliin only checks information posted on public websites. Material posted in social networks or in environments that require users to log in is not checked and any information about these is passed on to the police.

The website address contained in the report is opened and its content is assessed pursuant to the laws applicable in Estonia. The Police and Border Guard Board are notified of all websites with illegal content. Information about illegal content is sent to the hotline (if one exists) or law enforcement authorities of the relevant country if the administrator of the website is located outside Estonia.

Statistics

981 reports were sent via the Vihjeliin website from September 2011 to May 2012. 76 of them contained references to websites with illegal content (sexual abuse of children).

1,347 reports have been sent by Internet users from the launch of Vihjeliin in January 2011 until the present. 190 of them contained references to websites that contained material depicting sexual abuse of children.

The website was visited 1,436 times during the reporting period. Statistical data is also available at <http://vihjeliin.targaltinternetis.ee/statistika/>.

Why is the activity of Vihjeliin important?

The objective of the activities of the Estonian Union for Child Welfare is to help guarantee the rights of children. Creating, storing and distributing material that violates a child's right to sexual self-determination is illegal and subject to punishment. The children used in the creation of such material are victims whose health and dignity have been cruelly abused. These children are sexually abused again and again when such material circulates on the Internet. There is also the threat that an adult who uses material that violates a child's right to sexual self-determination in order to satisfy their unhealthy passion and fantasies may take this behaviour from fantasy to reality. This is why preventing the spread of material that violates a child's right to sexual self-determination on the Internet is so important.

Public awareness and attitudes regarding Vihjeliin

In May 2012 Turu-uuringute AS carried out a survey of Internet users for the Estonian Union for Child Welfare in order to gather information about people's attitudes and awareness. There were 532 respondents aged 15-60.

14% of respondents had come across photographic material on the Internet that features the sexual abuse of children. 60% of all respondents were prepared to inform the police and 41% were ready to inform a web-based hotline if they came across photographic mate-

rial on the Internet that features the sexual abuse of children. A similar survey was also carried out in 2010 before Vihjeliin was launched. According to that survey, 48% of all respondents were prepared to inform the police and 30% were ready to inform a special web-based hotline if they came across photographic material on the Internet that features the sexual abuse of children.

23% of all respondents were aware of Vihjeliin, 1% of them had also reported websites that feature the sexual abuse of children to Vihjeliin. The results show a gap between preparedness and awareness, which means that it is important to continue informing the public about Vihjeliin and its objective.

National and international cooperation

Work to prevent the sexual abuse of minors requires a range of measures and close cooperation at national and international levels. The Estonian Union for Child Welfare cooperates closely with the Police and Border Guard Board in the prevention of distribution of material that presents the sexual abuse of children, and the relevant mutual agreement was signed on 25 May 2011.

The Estonian Union for Child Welfare also cooperates with other law enforcement authorities, Internet services providers and various non-profit organisations.

In November 2011 Estonia's Vihjeliin joined the international INHOPE network, which unites the web-based hotlines of different countries. INHOPE (www.inhope.org) was established in 1999 and at present, it unites 41 hotlines from 36 countries. The network promotes and supports cooperation between the web-based hotlines of different countries in the prevention and combating of the distribution of material that presents the sexual abuse of children on the Internet.