



Government  
of Canada  
SchoolNet

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# Do they look both ways before crossing the Information Highway?



An online resource for **parents, teachers**  
and **youth professionals** to help protect children  
from sexual exploitation on the Internet

*CyberWise.ca*

Canada 

## Keeping our children safe

We teach our children how to keep themselves safe. “Look both ways before you cross the street.” “Don’t talk to strangers!” “Ride your bike in the same direction as traffic.” The safety rules we grew up with, however, are no longer enough. The Internet has brought new opportunities but also new threats to our children. Communication with strangers is frequent. Real identities and motives can be easily hidden. Young people can be stalked, lured and harassed in almost complete anonymity. Worse still, the Internet has become a means of sexually exploiting children.

***CyberWise.ca***

***One trusted site  
with the information we need  
to protect our children.***

**The risks to our children are real.**

- ***Two out of three parents say education is the most significant benefit of their children’s Internet use.***
- ***Half say inappropriate content is their main concern.***
- ***More than one out of five say their children have come across sexually explicit material of which they are aware.***

That is why the Government of Canada has created **CyberWise.ca** — a comprehensive website that provides useful information for parents, teachers, youth professionals and young Canadians to help protect children from sexual exploitation on the Internet.

## Connect with **confidence**

**CyberWise.ca** is developed and managed by SchoolNet, a trusted name, providing learning resources for millions of Canadian students and teachers. Connect instantly to the latest information, practical tools and proven tips. Learn how young people are using the Internet, what danger signals to look out for and how to talk to young people about Internet safety. Find links to engaging websites from the Canadian, provincial and territorial governments and from many partners in Canada and around the world:

- The **Be Web Aware** website (**bewebaware.ca**), created by Media Awareness Network, is a national, bilingual public education program on Internet safety. The objective of the initiative is to ensure young Canadians benefit from the Internet, while being safe and responsible in their online activities.
- **Deal.org**, created by the Royal Canadian Mounted Police, is a website created by youth for youth that provides information on topics that are important to them, such as Internet safety, and related issues.
- **Cybertip.ca**, established by Child Find Manitoba, is a national reporting tipline that receives and assesses reports from the public about cyber exploitation. If you come across online child pornography or have reason to believe that a child is being targeted by a cyber predator, you should report the information to **Cybertip.ca**.
- The Canadian Association of Internet Service Providers (**caip.ca**) encourages Canadians to learn about the great potential the Internet provides. The Association is a member of the Canadian Coalition Against Internet Child Exploitation.
- **SchoolNet.ca** was created by Industry Canada to provide online resources to help out teachers in the classroom and to manage the **CyberWise.ca** portal.

## A key part of our **National Strategy**

Although the Internet provides positive learning experiences as well as tremendous opportunities for growth and prosperity, information technology also contains potential threats to the safety of young people.

This is why Canada works closely with other G8 countries to develop and promote international policies that protect children from sexual exploitation on the Internet. As part of this effort, the Canadian National Strategy for the Protection of Children from Sexual Exploitation on the Internet supports three key components:

1. Education, public awareness and partnership building on the Internet through SchoolNet's **CyberWise.ca** and complementary educational efforts;
2. **Cybertip.ca** is the national tipline to report cases of sexual exploitation of children on the Internet in partnership with Public Safety and Emergency Preparedness Canada; and
3. The expansion of the National Child Exploitation Coordination Centre (**ncecc.ca**), which provides a national integrated environment for the coordination, collaboration, education, intelligence and development of strategies to combat the global online sexual exploitation of children.

*The goal of the National Strategy is clear and vitally important: to protect and prevent Canadian children from sexual exploitation on the Internet.*

## The more **We** know the safer **they** are online

Protecting our children begins with knowledge. We need to know at least as much as our children if we want to be effective in guiding them and positively influencing their online safety. We need to communicate with them, keep an interest in what they are doing online, and share important safety tips. The gap between what we know and what they know opens the door to danger.

Young people need to be aware that the Internet can be a great way to learn and have fun, but is also an anonymous playground for cyberpredators. Our children need to know how to react and to whom they can turn when faced with confusing or uncomfortable online situations.

Watching for danger signals is vital. Changes in behaviour, mood and Internet practices could be an early warning that a child is at risk.



# CyberWise.ca

## Internet Safety Tips

### Youth

- Never give out personal information such as your name, home address, school name, or telephone number online.
- Never write to someone who has made you feel uncomfortable or scared.
- Always tell an adult you trust right away if you read or see anything on the Internet that makes you feel uncomfortable.
- Never meet someone or have that person visit you without a parent's permission.
- Always remember that people online may not be who they pretend to be.
- While online, always use a gender-neutral nickname that is easy to remember and hard to guess.
- Never open any files, pictures or games from people you do not trust.

### Parents

- Visit **CyberWise.ca** frequently to keep yourself informed about the Internet. Read resources and access tools that can help your child remain safe online.
- Spend time online with your children and let them know you are nearby. Your involvement in your children's lives, including time spent online, is the best way to look out for their safety.
- If you see inappropriate material or practices, contact your Internet Service Provider and go to **Cybertip.ca** to report the site or suspected activity.
- **CyberWise.ca** offers resources and tools that can help you keep your children safe online.



Know what to look for and how to respond.  
Start with one simple and trusted site:

***CyberWise.ca***

For more information about **CyberWise.ca** and the Government of Canada's National Strategy for the Protection of Children from Sexual Exploitation on the Internet, please contact:

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