



see what's possible...

## Children of the Street Annual Program Report 2020-21

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### About Us

Children of the Street joined PLEA's programs and services in July 2019 after Diane Sowden, Executive Director of the then independent Children of the Street Society, retired.

In keeping with its original vision and mission, we continue to offer children, parents, caregivers and service providers the information and practical tools they need to keep young people safe from all forms of sexual exploitation. We are a prevention program.

Through workshops, youth art engagement projects and public awareness campaigns, we provide young people with the knowledge and tools to keep themselves and their peers safe and educate the community to be able to recognize and prevent child/youth sexual exploitation and human trafficking. Our aim is to create a world where children and youth are safe and free from all forms of sexual exploitation.

### Workshops

#### TCO<sup>2</sup> (Taking Care of Ourselves, Taking Care of Others)

New workshops are created every school year covering a wide range of discussions on the topic of sexual exploitation. We talk about warning signs of an exploitive relationship, online exploitation, peer-to-peer exploitation, the connection to gangs, recruitment tactics pimps use to manipulate victims, and much more! Engaging workshop participants with live skits, multi-media, games and more, workshop participants leave with information, resources, and practical tools to keep themselves safe from sexual exploitation. These workshops are designed for youth in Grades 4-12.

#### Redefining Masculinity

This workshop is delivered as a candid conversation about men's accountability in sexual assault, consent, the societal cost of toxic forms of masculinity, sexual violence at post-secondary institutions and more. The workshop is designed for youth in Grades 8-12.

#### Safer Space

This workshop takes a deeper dive into the world of online sexual exploitation, providing youth with more information on how to keep themselves safe online. Like TCO<sup>2</sup>, the content of the workshop is designed for youth in Grades 4-12. We also provide tailored workshops to adults who care for or work with young people.

This workshop was made possible from a three-year grant received from Public Safety Canada.

#### ITCHA (It Can Happen to Anyone)

Designed to teach adults (parent groups, service providers, police officers, social workers, nurses, school staff and hospitality workers) how to recognize, understand and prevent sexual exploitation and human trafficking. Following these workshops, we offer early intervention services to families and service providers who disclose they are concerned about a young person. We assist them by providing non-judgmental support, resources and referral to local support and intervention.

[www.plea.ca](http://www.plea.ca)

## Youth Art Engagement Project

Our project facilitators work with small groups of youth (aged 15-18) over a ten-week period. For two hours each week, facilitators begin to develop mentor style relationship with the project participants. Participants begin to learn about what sexual exploitation is, how it affects children, families, and communities, and how to prevent it (or stop it) from happening to them. Students also learn about a variety of different topics surrounding the issue of sexual exploitation such as gangs, drugs and alcohol, and exploiters. In the second half of each weekly session, project participants explore a variety of art media and learn about Social Justice Art. Some choose to paint, others decide to create a sculpture, and some write songs or poems. The Youth Art Engagement Project culminates with a public art gallery event to display the pieces created and celebrate the young people who participated in the project.

## Public Awareness

Our annual *Predator Watch* campaign was developed in 2009 with two goals in mind: to raise public awareness about child/youth sexual exploitation and to let sexual predators and traffickers know ‘we are watching you’. While many Canadians feel sexual exploitation could ‘never happen to their child, sexual predators, exploiters have moved online to find new victims, and exploitation has become more invisible. Educating the public about this issue is an extremely important part of our work to prevent sexual exploitation and human trafficking.

## Who we served<sup>1</sup>

<b>Children and Youth:</b>	<b>2020-21</b>	<b>2019-20</b>
# Workshop Participants: TCO <sup>2</sup>	8,740	20,113
# Workshop Participants: Redefining Masculinity	1,828	7, 895
# Workshop Participants: Safer Space	6,540	6,997
# Workshop Participants: ITCHA	547	1,000
# Participants: Youth Art Engagement Project	5	50
<b>Adults: # Workshop Participants (Safer Space) **</b>	277	186
<b># Participants</b>	<b>17,937</b>	<b>36,241</b>

The reduction in the number of participants attending the TCO<sup>2</sup> and Redefining Masculinity workshops reflects the impact of COVID 19 from March until June 2020 when all scheduled workshops were cancelled. School support for the Youth Art Engagement Project was also withdrawn.

TCO<sup>2</sup>: Four new Workshop Presenters were hired this year to create brand new presentations for students. The team was hired a month early in order to create a virtual version of every workshop presented to Grades 4-12. Although initially a challenge, virtual workshops were successfully created and delivered in an interactive way, receiving rave reviews. This also allowed us to expand our outreach to more remote communities in British Columbia. To note, this year presented many challenges for schools and professionals seeing an increase in online exploitation due to the pandemic on various social media and live streaming video platforms. Many workshops were requested to target schools in which challenges were being presented. All requested workshops were successfully delivered, and resources and tips provided to staff to help further support youth.

Redefining Masculinity: There was a pause in delivery of the Redefining Masculinity workshop this year due to the resignation of the Program Facilitator. New personnel were hired in November to fill this vacancy. Despite the slow start, it has continued to be successful and has received positive feedback. Deliverables for this workshop have exceeded expectations in the short time it has been offered. Many schools took the opportunity to offer the workshop to their entire school, as evident in a few large bookings.

<sup>1</sup> The primary target is school students in Grades 4-12. Secondary targets are parents, teachers, community health practitioners, police, community agencies and the wider community.

**Safer Space:** Safer Space had another incredibly successful year! Despite COVID-19, Safer Space and Safer Space for Adults has had an ever-growing audience of students, caregivers, and service providers from all over British Columbia! Thanks to virtual presentations, we were able to connect with many more out-of-town communities than the previous year!

**ITCHA (It Can Happen to Anyone):** ITCHA saw an increase in bookings from youth serving community agencies and was sought out by professionals seeking to know more about sexual exploitation. Throughout the summer, the workshop was quickly redesigned to be delivered virtually allowing capacity to deliver this workshop in Duncan, Port Alberni, Kelowna and Victoria. Workshop content continues to evolve.

**Youth Art Engagement Project:** For the 10<sup>th</sup> year, this project was presented in partnership with the Ministry of Public Safety and Solicitor General, Province of British Columbia, BC Gaming, CKNW Kids’ Fund, Coast Capital Savings, Diamond Foundation, the Edith Lando Charitable Foundation, and the Keith and Betty Beedie Foundation. Due to the impacts of the pandemic, and as schools were shutting down, we were unable to host the Youth Gallery event in June, nor able to offer the regular Youth Art programming in April–June. We adapted to these abrupt changes by offering four weeks of Youth Art workshops, delivered virtually, to participants of the Daughters and Sisters program at PLEA Community Services.

## How we did...programming

Workshops Delivered	2020-21	2019-20
# Workshops: TCO <sup>2</sup>	302	380
# Workshops: Redefining Masculinity	52	161
# Workshops: Safer Space (children and youth)	147	136
# Workshops: Safer Space (adults)	21	12
# Workshops: ITCHA	17	20
<b># Workshops</b>	<b>539</b>	<b>709</b>

## Workshops

**TCO<sup>2</sup>:** Despite the impacts of the pandemic, 302 workshops reached 8,740 children and youth in schools across British Columbia! Following all workshops, feedback forms are distributed and comments are collected:

*“It’s always so great to have people come in with a specialty area like this. It always leads to important discussions in valuable learning for everyone. Your presenters were great!” – Teacher*

*“The delivery was excellent. I have attended many online presentations where the subject can get dry and people lose focus but that did not happen with this presentation. An hour went by and I couldn’t believe it was already complete. I think this is a session that every youth should attend. There are many signs that youth don’t even pick up on and it’s easy to fall into a trap.” – Teacher*

*“Thank you so much for speaking to our class. I am thankful for guest speakers and for the way you all handle these presentations especially the awkwardness of virtual presentations. It is super informative and super professional. I also really appreciate the skits and the various methods of learning throughout the presentation. Super engaging! Thank you” – Teacher*

**Redefining Masculinity:** 52 workshops reached 1,828 students in 13 communities. This school year we reached an even wider group of school districts outside of the Lower Mainland:

- 81% of students said they have a better understanding of sexual assault/harassment as a men’s issue
- 76% of students feel more empowered to speak out against sexual harassment and assault

*“If you see something that’s not right, don’t walk away and pretend nothing is happening, get involved and report it.” – Student.*

Safer Space: Presentations were delivered 147 times to 6,540 youth, and 21 times to 277 adults, across the province. Following all workshops feedback forms are distributed and information collected:

*“I learned, to not share your personal info online even if you facetime them every day they still are a stranger.” – Elementary School Student*

*“I learned helpful ways to engage youth in having the conversation, keeping them aware and equipped with the knowledge and know how to navigate through social media apps safely.” – Adult Participant*

ITCHA (It Can Happen to Anyone): 17 workshops were delivered to 547 participants. Resources were provided after workshops and some re-booked the workshop for their respective organizations and communities as a result. A few workshops booked had to be postponed due to COVID-19. Participants commented on the value of information pertaining to laws, and the useful examples of local cases of sexual exploitation. We also consulted with parents or professionals to help them develop strategies to talk to youth about exploitation. Many of the disclosures we received this year from parents related to nude image sharing, and youth being exploited through social media sites locally and abroad. All types of disclosures were tracked, and actions taken were recorded.

*“I thought it was really well presented and full of great information” - Workshop Participant*

*“I wanted to hear and learn more!” - Workshop Participant*

## Disclosures

This year we saw a decrease in disclosures following presentations. Many students didn't feel comfortable approaching presenters in an online format, as they do in person. Any disclosures that were received on the Children of the Street anonymous textline or social media accounts, were responded to promptly, and appropriate reporting procedures were followed. Individuals were directed to the relevant resources such as Cybertip, NeedHelpNow.ca, Kids Help Phone, Youth Against Violence Line, local police or RCMP, Ministry of Children and Family Development, and the PLEA Onyx program.

## Youth Art Engagement Project

As a result of COVID-19, our YAEP looked a little bit different this year. We worked with youth in PLEA's residential addiction treatment programs through virtual platforms to facilitate the sessions. These workshops lead to a great dialogue with participants. Following these insightful conversations, participants chose mediums and materials – sculpturing, painting, writing, drawing – and created remarkable pieces. The artwork speaks for itself. Every year, we are excited to see what these kids will come up with, and every year, we are left at awe when we see their creation. Their artwork will be showcased later this year through social media or in print, to replace the annual Youth Art Gallery (cancelled due to Covid-19).

## Public Awareness

Every year Children of the Street embarks on a month-long awareness campaign designed to educate the public on a current issue or trend related to sexual exploitation. For 2020 the campaign highlighted focussed on a growing trend of youth sending and sharing nudes with one another. This campaign (once again created in partnership with Will Creative) highlighted the immediate social consequences of nude photos ending up in the wrong hands. Its aim was to encourage teens to find out how they can stop themselves, and their friends, from experiencing these unintended outcomes. Using public posters and social media, the #stoptheshare campaign aimed to educate young people in:

- how to say 'no' to the pressure of sending and sharing of nudes
- how to safely encourage others to do the same
- what could happen in the short and long term if they don't

This campaign featured in 66 transit ads throughout Greater Vancouver as well as on Snapchat and Instagram. Those who saw the adverts were encouraged to visit stoptheshare.ca which provided advice for both parents and teens. While there is no doubt the lockdown initiated in response to the COVID-19 pandemic drastically reduced the number of people who saw the out of home advertisements, the campaign did reach 804,000 impressions on social media, which generated 8,300 click throughs to stoptheshare.ca.

## How we did...fundraising and events

### Fundraising

Children of the Street is grateful for the generous support given by individuals, community groups, corporations, foundations and government grants. Our programs rely on funds raised in the communities we serve – we couldn't reach children and youth without their support. During this fiscal year, we raised \$553,121.

### Events

Canvas of Change and Celebration of Success: Due to COVID-19 pandemic, our annual Canvas of Change and Celebration of Success events, which should have taken place in September 2020 and March 2021, were cancelled.

Provincial Awareness Week: This year marked the 21st annual Stop Sexual Exploitation of Children and Youth Awareness Week. This week addresses the importance of working together to prevent the sexual exploitation of children and youth. Children of the Street celebrated Awareness Week through supporting and participating in a variety of important events during the week of March 8-14.

During this week Children of the Street launched its 2021 public awareness campaign which focusses on the educating parents on how to teach their kids to game safe. As the COVID-19 pandemic enters its second year, children and youth continue to spend more of their time online. Those looking to sexually exploit children and youth know this and use online platforms (like online games) to gain access to them.

The campaign nicknamed Dangerously Cute, uses ads and advocacy messages to raise awareness of the dangers of online gaming. The campaign juxtaposes harmless-looking gaming avatars with the ugly intentions of the predators that can lurk behind them, highlighting for parents and caregivers that online gaming carries risks for children of being exploited, and the importance of teaching kids how to game safe.

The campaign messaging was distributed via direct mail postcards that were sent to 40,000 households across the Lower Mainland. The areas targeted had a high percentage of families with kids aged 10-14. Additionally, ads were placed in 85 bus shelters throughout Vancouver and Greater Vancouver (including the North Shore, Tri-Cities, Surrey, Ridge Meadows, Langley, New Westminster, White Rock, Burnaby, and Richmond). Stills, videos and stories also featured on Facebook and Instagram using paid advertising.

At the time of writing the campaign's designated landing page ([www.GameSafe.ca](http://www.GameSafe.ca)) has had 1,257 visitors who stayed on the site for an average duration of 3:48 minutes – a length of time that suggests visitors are staying on the page to read the advice provided. Overall traffic to our website increased by 45% during the campaign months from 5,592 people during Jan-Feb 2021 to 8,194 during March-April 2021.

The campaign also garnered significant local media coverage. Following a successful media pitch articles ran in the Tri Cities News, Richmond News, North Shore News, New Westminster Record, Vancouver is Awesome, Pique Magazine, as well as a 30-minute segment on Fairchild TV.

Additionally, Children of the Street continued to distribute its awareness symbol, the fuchsia daisy pin, during Provincial Awareness Week. A daisy was chosen as our symbol as the flower easily connects with childhood innocence. It's coloured fuchsia because that colour is a combination of red (for red light districts) and purple (BC's colour for violence prevention). The daisy pins were available to the public by donation in locations around the Tri-Cities and Burnaby, and by contacting us through our website. As well as raising awareness, the pins generated \$1,800 for the program.

## How we did...against last year's goals

1. *Reaching 25,000 students through the delivery of TCO<sup>2</sup>. Workshops.*

So far this school year, we have reached 8,740 young people through 302 workshops. Our virtual workshops have a smaller number of participants than those delivered person. Many schools throughout the year struggled with booking workshops in comparison to years past due to needing to learn new platforms to deliver education. Some opted to book virtual workshops while other communities felt more inclined to wait until in person workshops were possible.

2. *To develop presentations that can be delivered online, targeting smaller communities that are unable to access live workshops.*

We were successful in moving our workshops to virtual platforms by the beginning of October. This allowed us to reach communities outside of Metro Vancouver such as Bella Coola, Brackendale, Campbell River and Roberts Creek to name a few. The capacity to deliver virtual workshops enabled communities to not accrue the cost of accessing this workshop in their communities as no travel was possible.

3. *Develop Safer Space and Redefining Masculinity training curriculum.*

Training curriculum was successfully developed for both Safer Space and the Redefining Masculinity programs. This was put in place to capture the history of how the workshop was developed for future reference. Documentation of key information on the topic, curriculum for workshops, videos, visuals, and key contacts and resources were included. Recordings of existing workshop were also recorded for reference.

4. *Redefining Masculinity workshop to be expanded from a single presentation to a series, presented over several sessions. This will allow for more time to cover an expansive list of topics ranging from sexual consent to the effects that toxic masculinity has on mental health.*

This goal was not completed as the departure of the key presenter left us prioritizing the delivery of the existing curriculum to schools.

5. *Secure \$450,000 in fundraising revenue (inclusive of a \$50k increase in individual giving) towards the operating costs of the program.*

We secured \$553,121 in fundraising revenue. \$31,043 of this was individual giving which represents 99 donors giving 359 times with an average gift of \$86. We continue to work on building the individual giving program by growing our pool of individual donors thus increasing the number of people engaged in Children of Street's cause.

6. *Increase collaboration between program and fundraising staff to increase fundraising effectiveness.*

The program and fundraising staff are working more and more collaboratively. Joint projects include the 2021 annual public awareness campaign, completing report backs to donors and funders, the upcoming event being hosted by Jillian Harris and the implementation of the program's media plan.

7. *Educate children, youth, and others in the public by launching our annual awareness campaign.*

This goal was realized with the launch of Stop the Share in 2020 and Dangerously Cute in 2021. See previous sections of this report for details and results.

## Accomplishments

1. TCO<sup>2</sup> adapted successfully to offering workshops virtually, and without changing the structure or interactive learning tools the workshops are known for delivering. Presenting virtually has opened greater opportunity to offer our educational workshops to distant communities across BC, including Campbell River, Duncan, Salt Spring, Roberts Creek, Penticton, Kamloops, Kelowna, and Fort St. John. The feedback from teachers regarding our virtual presentations have been incredible this year.
2. Safer Space achieved many new heights over the past year! In October, Program Facilitator and Program Manager jointly presented (virtually) at the BC School Counsellors Conference, where they were able to connect with impactful educators and share their expertise. This year, Safer Space also facilitated more than triple the number of Adult presentations than the previous year!
3. Redefining Masculinity Program has managed to deliver or book presentations in numerous communities, across the province. These places include Bella Coola and Fort Saint John. The program has seen an increase in receiving large bookings with presentations of 480 students in Duncan, 1400 students in Burnaby, 600 students in Vancouver and 360 students in Fort Saint John.
4. The Children of the Street manager is collaborating with Ally Global Foundation to inform the development of a future film on sexual exploitation in Canada. Our expertise has been shared through interviews and many meetings. Our hope is that the finished product will join our suite of tools to help educate youth on the topic.

## Challenges

5. Due to COVID 19, all Children of the Street workshops were cancelled between April and June 2020. This impacted travelling for out-of-town workshops and presentations were not able to be completed in many communities. Workshop cancellations had a significant impact on deliverables for all programs as several thousand participants missed out on the topic. We were out of pocket for advance expenses incurred for a number of cancellations. We tried to quickly adapt in-person workshops to a virtual setting, a task not without its challenges. Many schools were unable to commit to advance dates as they did not know what their class schedules would look like. Class schedules changed throughout the school year, many teachers faced challenges in completing the curriculum and felt they did not have class time available for guest speakers. Many teachers also preferred an in-person presentation and wanted to wait until next school year to book again.
6. Technology posed its challenges as the programs were dependent on internet or apps like MS Teams/ Zoom to deliver workshop content. The task of coordinating workshop bookings through links proved to be more time-consuming for online presentations. This has meant that for some staff, administration days had to be scheduled in advance in order to accommodate this new task. In turn, this decreased the ability to book any workshops on paperwork days.
7. There were some challenges in re-starting the Redefining Masculinity program during Covid-19. A new Program Facilitator was not hired until November, who then had to be trained and familiarize himself with materials and content. All this occurred virtually as office space was restricted, and in-person interactions were limited. After the training phase was complete, all presentations were completed virtually, with the first workshops occurring in January 2021.

## Our team...staffing<sup>2</sup>



## Our team...learning

The Children of Street team participated in a variety of educational webinars, and learning opportunities pertaining to the issues of sexual exploitation and human trafficking (training outlined is in addition to the intensive one month training that Workshop Presenters participate in when first hired). Training included:

- *LivingWorks* Suicide Risk Assessment training
- Mandt Training; Non-Violent Crisis Intervention/ Trauma-Informed Practices
- PCRS Prevention and Health Promotion Conference
- Nest Virtual Workshop Series: Online Safety, Internet Facilitated Crimes Against Children and Reporting Protocols
- Gang Research and Influences on BC gangs
- Indigenous Cultural Training

Fundraising staff took the opportunity to learn about best practices in fund development from fundraising experts in Australia, Britain, Canada and the United States. These practices were implemented in the execution of our fundraising events, online engagement, and written communications to individuals, community organizations, businesses and granting sources. Staff also attended webinars to learn more about how to use our new fundraising database.

## Our team...new relationships

1. For TCO<sup>2</sup> and Safer Space workshops, we expanded our relationship with the Vancouver Police Department's "Her Time". Workshops are now being actively delivered to Her Time's girls groups aged 9-12. The new initiative will see workshops booked for ongoing education to this group in future years.
2. Indigenous Perspective Society partnered with the program's ITCHA (It Can Happen to Anyone) workshop to offer delegated agencies across BC responsible for government care of youth, education on the issue of sexual exploitation. COS brought on board a Yankee 20 social worker to assist in the education to

<sup>2</sup> # of individuals as opposed to FTEs as per March 31<sup>st</sup>, 2020

participants. This allowed delegates to learn how they can better support youth who are being exploited through their work. This will continue as dedicated training to new social workers and protection workers.

3. Safer Space started a new relationship with the Coquitlam Community Police. Our Program Facilitator participated in a Community Safety Series Panel in February 2021 and shared their expertise in online child exploitation and safety. The Coquitlam Community Police has since booked Program Manager Camila Jimenez for a future workshop to Volunteer RCMP members. Safer Space also developed a relationship with the Jillian Harris team in Kelowna. The JH Team is collaborating on a fundraiser to raise funds for the Children of the Street program. The upcoming fundraiser is planned for the summer of 2021.
4. This year Children of the Street undertook a fundraising mail acquisition, establishing 26 new donors who together gave \$4K.
5. We engaged Boldt Communications to support the drafting of a media plan. Camila Jimenez participated in initial media training prior to the launch of the 2021 public awareness campaign, which featured a media push that went beyond previous years. The campaign was picked up by seven media outlets.

## Next year's goals...

1. Increase delivery of TCO<sup>2</sup> and Safer Space workshops to meet existing target of reaching 25,000 participants through over 500 workshops.
2. Continue delivering virtual presentations to reach communities across BC and consider offering this option as a permanent staple in the COS program.
3. Enhance and expand the Youth Art Engagement Project to be delivered to alternative communities across the Lower Mainland. In addition, establish a blog for artwork in place of youth art gallery or in addition to yearly.
4. Consider developing age-appropriate workshops for Redefining Masculinity for students in Grade 6 and 7 and revisit the goal to develop a two-part presentation to the workshop.
5. Secure \$494,563 in fundraising revenue towards the operating costs of the program.
6. Redevelop and refresh the [childrenofthestreet.ca](http://childrenofthestreet.ca) website.
7. Appear in the mainstream media at least three times as a subject matter expert on the issue of child and youth sexual exploitation

## For more information...

For programming contact Camila Jimenez, Program Manager, at 604-708-2647 or email [cjimenez@plea.bc.ca](mailto:cjimenez@plea.bc.ca).  
For fundraising contact Maura Fitzpatrick at 604-362-7259 or email [mfitzpatrick@plea.bc.ca](mailto:mfitzpatrick@plea.bc.ca).