



## **Press Release** **Service de police de Châteauguay**

FOR IMMEDIATE RELEASE

### **4<sup>th</sup> edition of the “SEXTing is PORN!” campaign:**

**Châteauguay, May 20, 2021** – The Service de police de Châteauguay and the CALACS (Centre d’Aide et de Lutte contre les Agressions à Caractère Sexuel) Châteauguay are proud to continue their association as part of the 4<sup>th</sup> edition of the “SEXTing is PORN!” awareness campaign. It covers sexting, a rising phenomenon among young people aged 12 to 17 at school.

Sexting means creating, sending or sharing a sexual, erotic, pornographic or intimate message, with or without a photo. It may be sent electronically by text message, messaging app, social media, or any other means.

#### **How the campaign works**

To raise awareness of individuals who are the most at risk, the campaign will be visible in the six high schools in the territory served by the Service de police de Châteauguay, namely Collège Héritage de Châteauguay and high schools Gabrielle-Roy, Howard S. Billings, Louis-Philippe-Paré, Marguerite-Bourgeois and Patriotes-de-Beauharnois. In total, we estimate that this campaign will reach nearly 5,000 students and their parents. Parents will receive a letter informing them of the launch of the campaign through their child’s school. Several posters will be displayed on walls in schools.

#### **An eye-catching visual**

The visual for the campaign available in various formats (posters, cell phone format cards and bus shelter displays) was designed to show young people the devastating impact of sexting, regardless of the victim’s gender. Thanks to social media networks, a sext can be widely shared very quickly. If this happens, it is important to talk about it. With the resources provided to them at school, teens are better equipped not to suffer this kind of situation alone. The Service de police de Châteauguay and workers from the CALACS take this opportunity to highlight that producing, possessing and distributing juvenile pornography and publishing intimate images without consent are criminal offences.

#### **Statistics**

In 2016 and 2017, the Service de police de Châteauguay handled no less than 30 juvenile pornography cases. In January 2018, the SEXTO awareness campaign was launched to educate, raise awareness and equip teens faced with this problem since the phenomenon of sexting had been trivialized among teens and was becoming more widespread.

Following the launch, the statistics show that this campaign has had a positive impact on young people. The police department handled five juvenile pornography cases in 2018 and six cases in 2019. This represents a drop in cases by more than 60%. However, during the pandemic, the Service de police recorded an increase in 2020, with ten cases of this kind, which explains the importance of continuing the awareness campaign.

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### SEXTO Project

The **SEXTO Project**, developed through the cooperation between the Service de police de la Ville de Saint-Jérôme and the Directeur des poursuites criminelles et pénales (DPCP), was deployed in December 2020 in six high schools in the territory served by the Service de police de Châteauguay. The goal is to give schools and police personnel a defined intervention framework that uses tools and a unique, novel approach to limit the spread of the images and reduce the consequences for the victims. 38 workers have been trained on how to apply the SEXTO method. SEXTO kits have been distributed to these trained workers in the participating schools so they can provide assistance to young students who are victims of sexting.

The *Intervention, prevention, training* approach combined with SEXTO intervention tools has reduced the processing time for sexting cases from several months using the traditional method to approximately four days. The potential consequences for victims are reduced or avoided.

Since the beginning of 2021, six cases have been handled to date using this method.

For more information, please go to the **SEXTO Project** website at [www.pasobligedetoutpartager.info](http://www.pasobligedetoutpartager.info)

#### Resources you can contact:

- **Calacs-chateauguay.ca**  
450-699-8258
- **AidezMoiSVP.ca**  
Helps teens stop the spread of sexual images and videos and provides support if such a situation arises.
- **Cyberaide.ca**  
Canada's tipline to report the online sexual exploitation of children.
- **Projetxox.ca** (violence in romantic relationships)
- **Jeunessejecoute.ca**  
1-800-668-6868
- **Sexual assault helpline**  
1 888 933-9007
- **Service de police de Châteauguay**  
<https://ville.chateauguay.qc.ca/service-de-police/programmes-communaute-et-prevention/>  
450 698-1331 option 5

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