

The background of the entire image is a blurred photograph of a telephone and a headset. The telephone is a dark-colored corded model with a handset resting on its base. In the foreground, a grey headset with two large ear cups and a flexible boom microphone is visible. The scene is lit with soft, natural light, creating a professional and calm atmosphere.

**LUCY  
FAITHFULL  
FOUNDATION**

**Stop it now**

# **Supporting people affected by child sexual abuse through our Stop It Now helpline**

**Confidential helpline**

**0808 1000 900**

**Vicky Young**

Head of Stop It Now

[vyoung@lucyfaithfull.org.uk](mailto:vyoung@lucyfaithfull.org.uk)

# How it all started

## Baroness Lucy Faithfull

The Foundation was the inspiration of Baroness Lucy Faithfull, who dedicated her life to protecting children from harm.

In 1992 she founded The Lucy Faithfull Foundation.

Without her determination and vision our Foundation simply would not have become the force it is in protecting children from sexual abuse.



## Stop It Now

Founded in the US by Fran Henry in the early 1990s. She was a survivor of childhood sexual abuse.

Campaign raising awareness and actions people can take to prevent child sexual abuse, including changing their own behavior



Since then, several other Stop It Now and other similar prevention programmes have launched internationally







**Helpline opening times:**  
**Monday-Thursday 9am-9pm**  
**Friday 9am-5pm**

**Chat opening times:**  
**Monday – 9am-3pm**  
**Tuesday, Thursday, Friday - 9am-12pm**  
**Wednesday – 1pm-4pm and 6pm-9pm**

**Stop it now**

Available for anyone with concerns about child sexual abuse.

Callers do not need to give identifying information, so can remain anonymous.

**Stop it now**

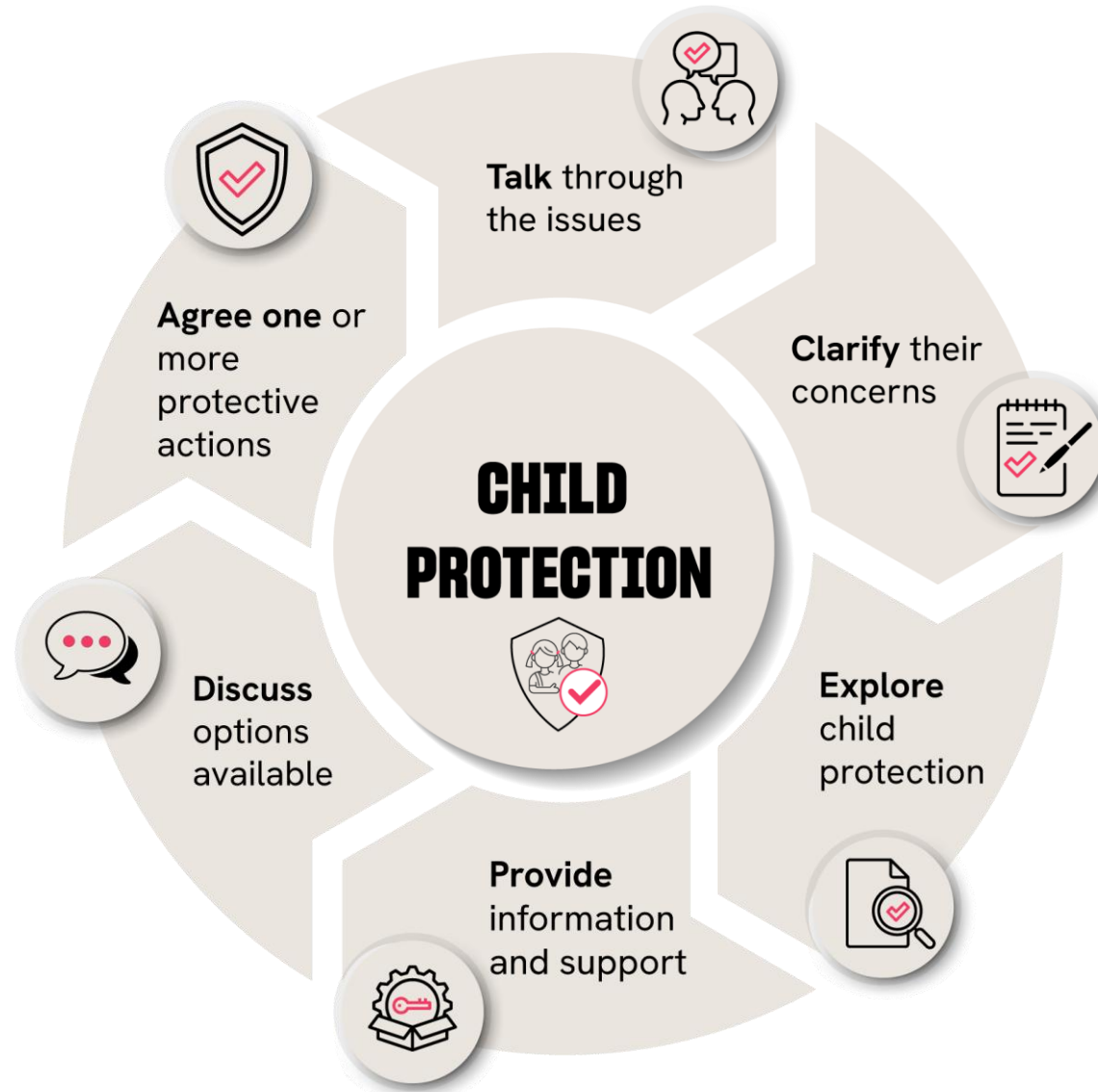
Talk to us confidentially  
**0808 1000 900**  
[www.stopitnow.org.uk](http://www.stopitnow.org.uk)

From **LFF**

# Confidentiality statement

“The helpline is anonymous and confidential, so you don’t have to give me any identifying information. If you do give me such information and a child has been abused, a crime has been committed or there is a risk of harm to anyone including children or yourself, then I would have to pass that information on.”

# Stop It Now



# 97%

of callers agreed one or more actions to protect a child - reducing the likelihood of offending or reoffending.

# 94%

of repeat callers tell us they had taken the actions they had previously agreed.

# Clients falling within the target groups

(Financial year 2024/2025)

Stop it now

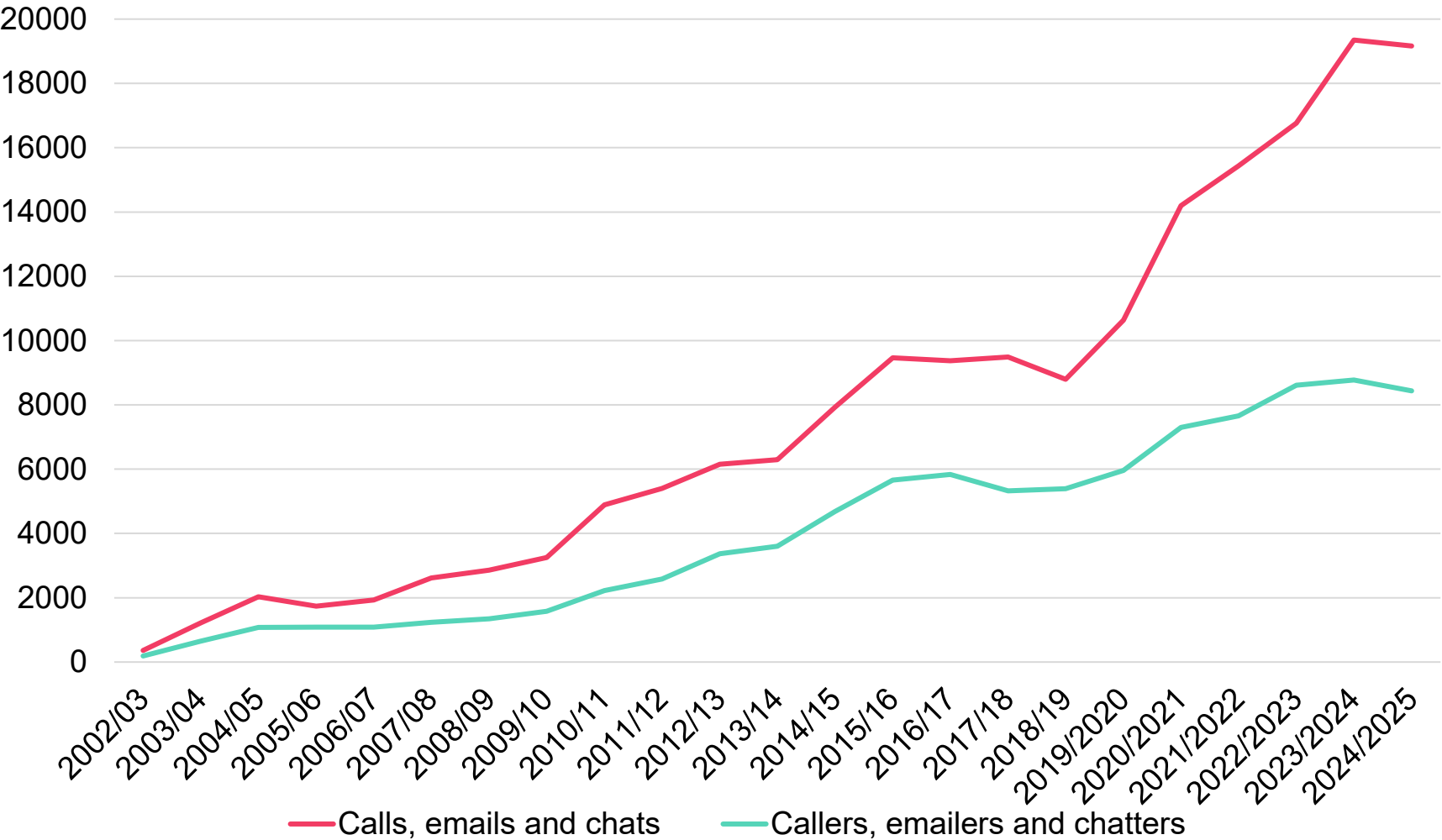


“ I have found this site invaluable in dealing with my issues. The advisor was hugely helpful and also very informative in suggesting other links and other information. Todays interaction has improved my mood considerably.

Adult who had online sexual conversation with children

”

# Total calls/emails/ chats and total callers/emailers/chatters



**178,537**

calls, emails and chats to  
the Stop It Now helpline

from

**87,907**

individual people



# Stop It Now Helpline 2024/2025

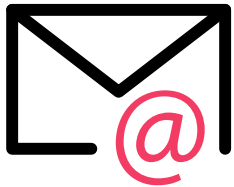
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**13,939** calls

**5,278** callers

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**3,233** emails

**2,290** emailers

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**1,989** chats

**1,024** chatters

Total overall:

**19,161**

Calls, chats  
and emails

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**8,435**


Callers,  
chatters and  
emailers



# Who are our advisors?

Our advisors come from a variety of backgrounds, such as

- Social Care
- Psychology
- Police
- Health
- Counselling
- Education
- Probation Service



“Knowing that in some small way you’re preventing child sexual abuse – it’s a very powerful motivator.”

# How we help

- ✓ We support callers with emotional distress caused by their situation
- ✓ We offer a safe space to understand and address behaviour
- ✓ We assist callers to identify the nature and seriousness of their concerns
- ✓ We explore options available, including referral to our own follow-up service or another agency
- ✓ We agree on child protection actions the caller will take

# Peter: Case study

Peter is under investigation for accessing Indecent Images of Children (IIOC). He was arrested last week and is really distressed. He has a history of self-harm and suicide.

He lives with his partner who is struggling with severe anxiety since the 'knock'. They do not have children.

Peter has no previous offending but admitted that he has been accessing IIOC since he was made redundant at the start of the first Covid lockdown.

Peter has no immediate plans to harm himself.

## Agreed actions

- Ensure good self care, continue work with GP re MH
- Call Samaritans/CALM or present at A&E if suicidal
- Discussed having a daily routines, engaging in healthy offline activities.
- Restrictions on devices and keep safe online
- Advised to start working on the self help modules.
- Advised to maintain contact with the helpline.
- Encourage partner to call the helpline.





# Emma: Case study

Emma's husband, Bob, was arrested for online sexual communication with a child. They have a 9 year old son. Bob has a bail condition stopping him from living in the family home.

Children Services have made their son subject to child protection plan and contact with Bob is supervised by their paternal grandparents.

## Agreed actions

- Self-care advice, such as engaging in hobbies, going for walks with her son and encouraging her to try and take 'one day at a time'.
- Make a list of questions for next meeting with Children's Services to help her understand their involvement
- Look at the Family and Friends section on Stop It Now and the Parent's Protect website
- Call the helpline whenever she needs
- Pass on the phone number to her loved ones, including to Bob.
- Consider the Inform programme

## Outcome

Since her first call Emma feels she is now better supported with her own and her son's needs.

Emma continues to work with Children Services and is now able to supervise contact between Bob and their son as her protective parenting skills have developed.





# Evaluation of the helpline



# Deterrence Campaign



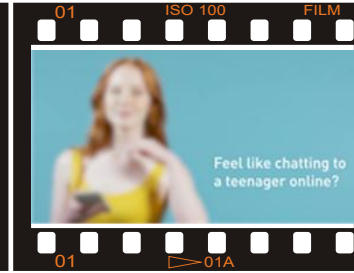
## October 2015 – April 2016

Short films developed and viewed **2.3 +** million times

**92** media articles.

**8,800** people visited the website in 6 months

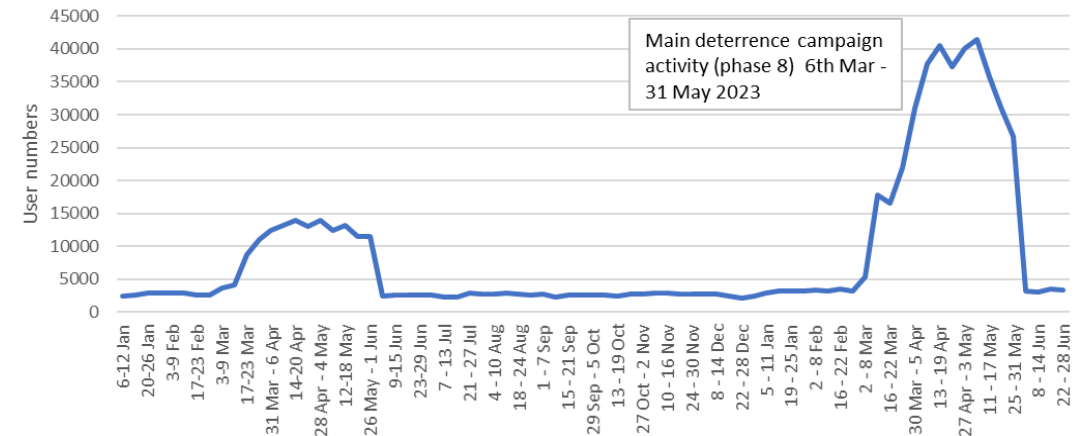
Calls increased by **25%**.



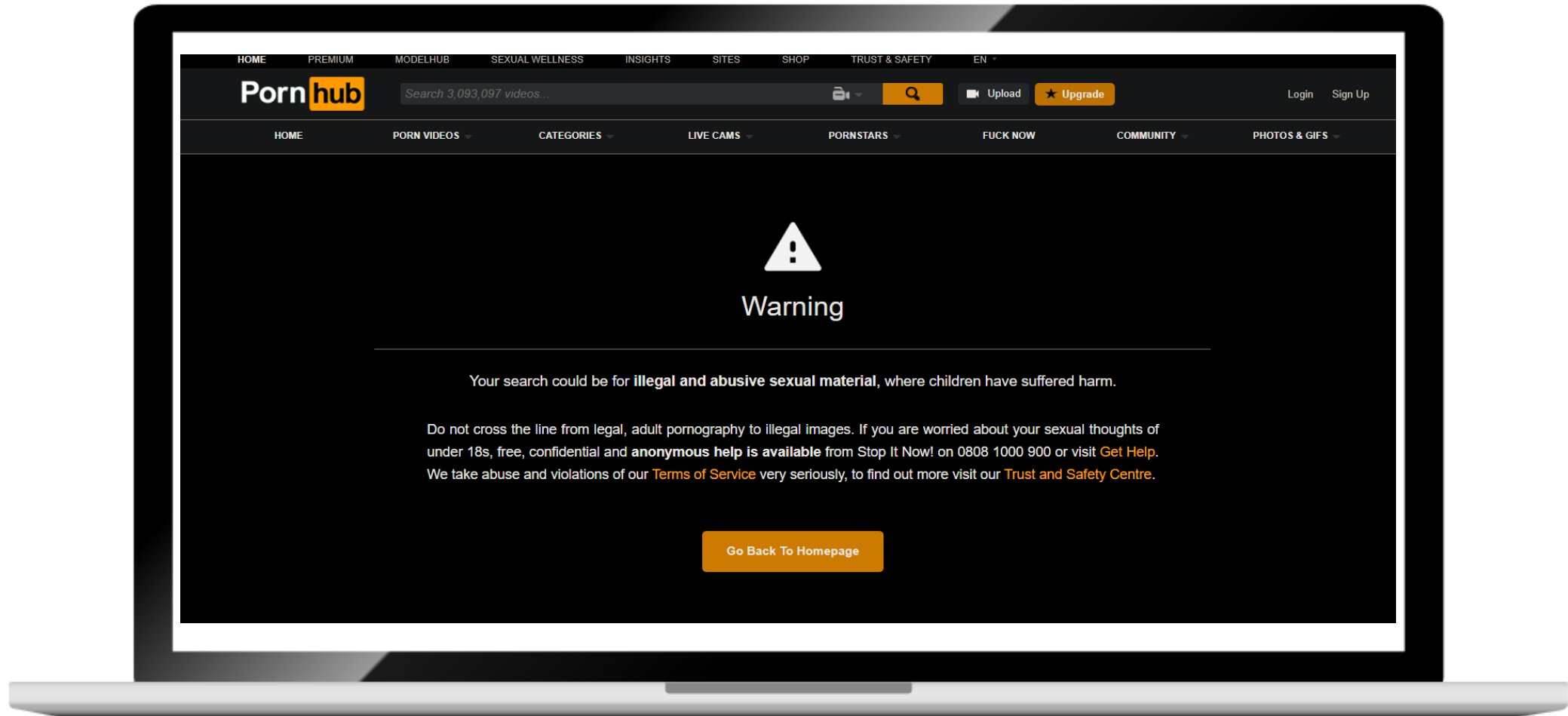
- At least one positive change in their attitudes or behaviour
- Increased awareness of the personal and legal consequences.
- More helpline callers reported ceasing IIOC completely.
- Online only respondents reduced IIOC use

\*In addition to high levels of reported behaviour change, half of the IIOC offenders felt they still had more to do in order to successfully stop their thoughts and behaviour.

Graph 16: UK Get Help users 2022/23



# MindGeek warning page

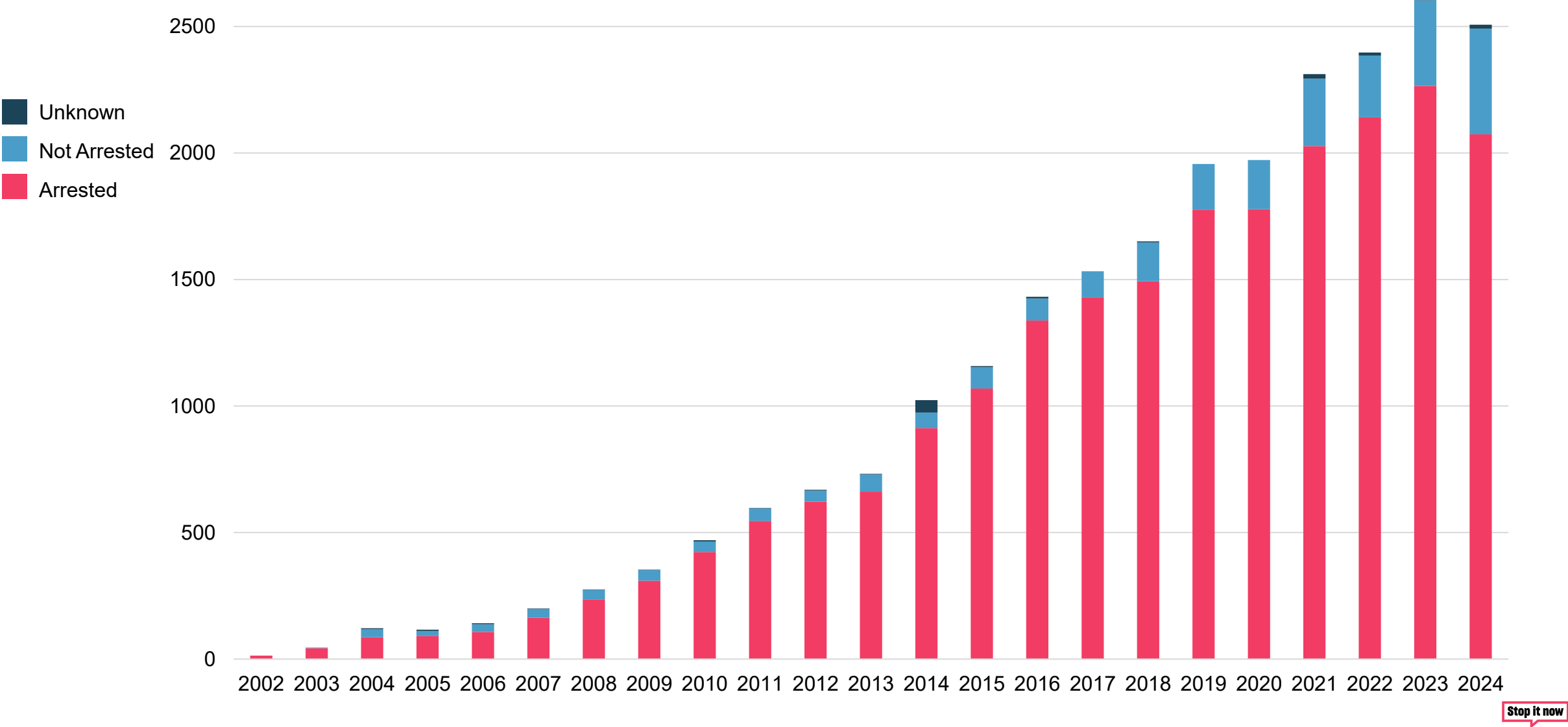


# Deterrence Campaign films – The Knock





# Callers/chatters from individuals concerned about their online behaviour



# Online information and support

## **stopitnow.org.uk**

The site for our helpline, live chat and online self-help resources

## **Self-help**

- **Get Help**

Self-help for people worried about their own online sexual behaviour towards children.

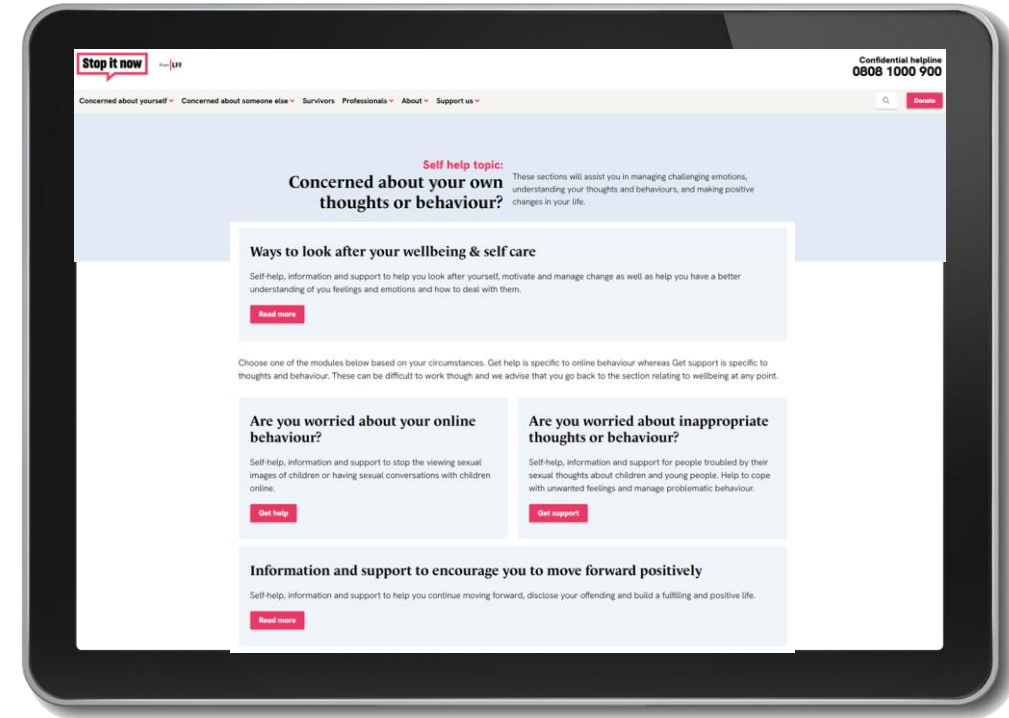
- **Get Support**

Self-help for people worried about their own sexual thoughts or behaviour towards children.

## **Family and friends section**

Including information, support and advice;

Family and Friends Forum: Peer support for people affected by a loved one's online sexual offending against children.





[www.shorespace.org.uk](http://www.shorespace.org.uk)

# A safe space for teenagers worried about sexual behaviours

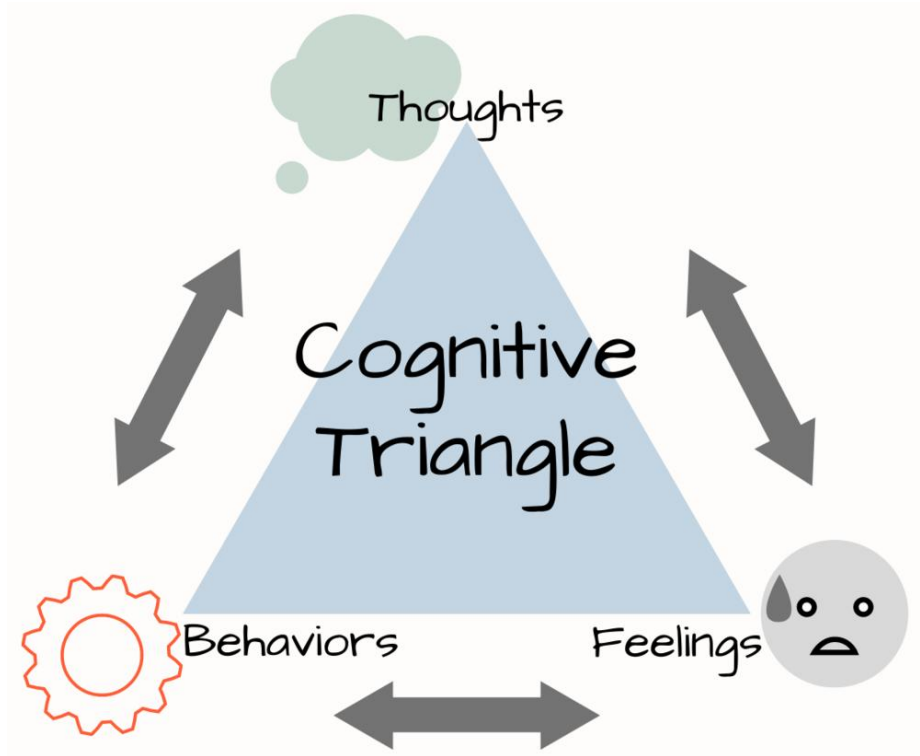
Between July 2023 and July 2024:

- 122,274 global views of the site
- 35,125 individual users
- 337 contacts
- 173 individuals

\*210 through the chat service and 127 through the email service

Where known,  
72% had not told a professional about the behaviour they were concerned about

# Follow on services



## Get Help call-backs

Calls to work through the online self-help modules

Participants can stay anonymous

## Inform Plus and Engage Plus

Suitable for IIOC offenders or communication offences

10 groupwork sessions / 5 sessions individual

Psycho-educational

£780

## Inform

Suitable for partners, family and friends of online offenders

5 sessions

Funded

## Inform YP

For under 21's (25 if any learning difficulties)

YP's who have got in trouble online

Individual sessions (usually 5)

Funded



# Faithfull Papers

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Our Faithfull Papers are a series of reports showcasing our understanding of what works to protect children to the widest possible audience.

By sharing insights and opportunities, we can achieve the best possible outcomes for children.

[www.lucyfaithfull.org.uk/research/](http://www.lucyfaithfull.org.uk/research/)



To keep updated, sign up for the newsletter:

[www.lucyfaithfull.org.uk/sign-up/](http://www.lucyfaithfull.org.uk/sign-up/)

# **LUCY FAITHFULL FOUNDATION**



**[www.stopitnow.org.uk](http://www.stopitnow.org.uk)**

**[vyoung@lucyfaithfull.org.uk](mailto:vyoung@lucyfaithfull.org.uk)**

Anonymous and confidential support  
to stop child sexual abuse

**0808 1000 900**

Creating a world free from child sexual abuse

