

The Safe OnLine Outreach Society

Annual Report 2009-2010



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Leaving Cormorant Island

Our Vision, Mission and Values

Our Vision

SOLOS vision is to eradicate the online exploitation of children and youth.

Our Mission

SOLOS' mission is to increase the capacity of youth, parents and professional to effectively respond to online exploitation, whether sexual, emotional or societal, through non-punitive, educational based approaches.

Our Values

- We will move beyond condemnation and punishment and strive to understand the causes and the consequences - personal, relational, and societal - of online exploitation in ways that create community understanding, accountability, healing, and justice.
- We will act in ways that promote participation, honesty, humility, interconnectedness, accountability, collaboration, empowerment, holistic responses and hope.
- We will embrace non-punitive, education-focused approaches to the challenges posed by the intersection of the Internet, youth and sexual exploitation.
- We will consider all players in online sexual exploitation regardless of their role, non-judgmentally considering the implications and effects of the web on sexuality for society.
- We will adhere to the values and principles set out in the United Nations Convention on the Rights of the Child.



SOLOS Programs – 2009-2010

- **School-Based Programs**
 - **Presentations Program**
 - **Publications Program**
- **Social media policy consultations and professional development workshops**
- **AC CET Project**



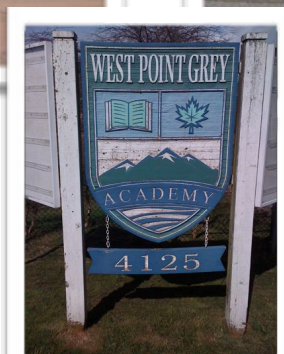
School-based Programs

Presentations and Publications Program

Since 2005 SOLOS has been offering schools and parent groups affordable internet safety presentations. These programs, offering both in-person presentations and hardcopy and online follow-up resources increase school communities capacity to address the changes in youth culture brought about by technology.



- Parent Advisory Committees (PACs) often hold a presentation at the same time as the youth in the school receive a presentation. This encourages youth/parent dialogue about online activities
- Many of the school-based events held outside the Lower Mainland/ Greater Vancouver area are coordinated. For example, the roadtrip in April served schools in Kelowna and Trail, the Prince George trip in May educated in seven schools throughout the school district and the roadtrip by our Executive Director to Salmon Arm in September of also delivered programming in Armstrong



School-based Presentations Program 2009/10

Overall during the 2009/10 year, we delivered eighty one (81) presentations to 22,274 participants in thirteen (13) different British Columbia communities.



School-based Publications Programs 2009/2010

The SOLOS Publication Program published, produces and distributes youth booklets and online resources.

These materials include:

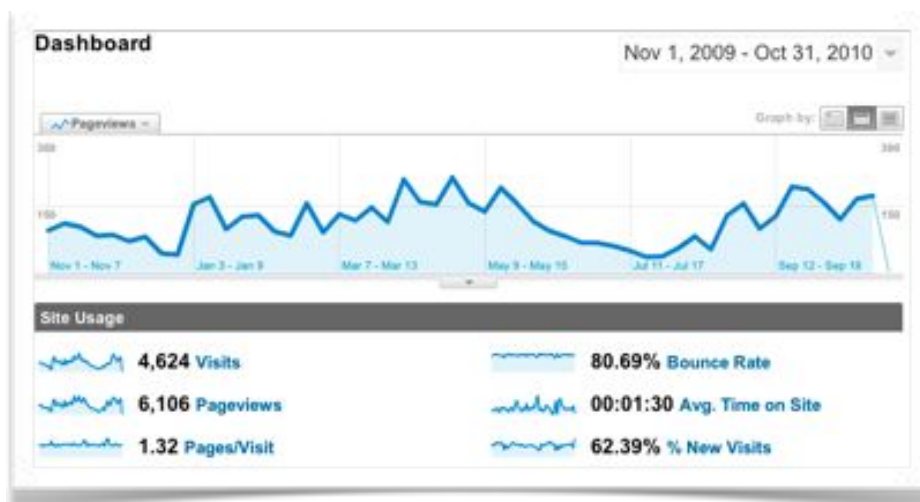
- The SOLOS Website - <http://www.safeonlineoutreach.com> (4624 visits 2009/2010)
- Blogs
 - Hot Topics, a commentary on relevant issues (28 posts in 2009/2010)
 - Roadtrips and Ramblings, a blog by our Executive Director (22 posts in 2009/2010)
 - Youth Internet safety booklets (1250 distributed 2009/2010)
- Library page on the SOLOS Website
 - A collection of source material, research and media coverage, of issues of interest to educators and parents
 - Links to online resources for classroom follow-up



SOLOS Website

www.safeonlineoutreach.com

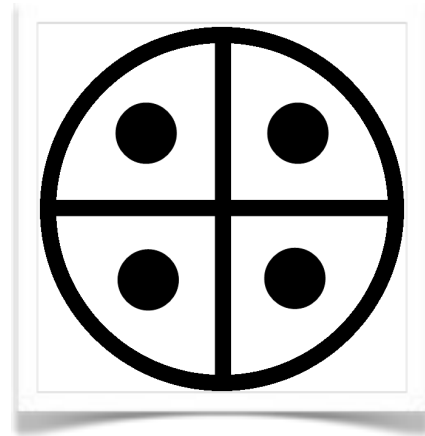
This year saw a major overhaul of the SOLOS website. The SOLOS Website is also instrumental in our day-to-day activities. Bookings, invoices and statistical recording occur in our online database, workshop handouts and supplemental materials are distributed to presentations participants following our events through the website and all of SOLOS other publications are available on the website for download by interested parties.



ACCET

Aboriginal-Centered Community Expert Training (ACCET)

The ACCET program is based on the “train the trainer” model of professional development to encourage service delivery to communities. The model focuses on bringing together key service-providers to local training events, training them intensively on areas of Internet safety, and encouraging them to educate their colleagues and clients – to enhance their roles as knowledge-holders in their communities. Using an open architecture format, SOLOS developed and delivered three two-day trainings for professionals who work with youth in geographically diverse areas of Canada. Through intensive community relevant training and networking, SOLOS developed community expertise on awareness, prevention and responses to online child sexual exploitation and encouraged knowledge transfer throughout trainees’ communities. This model purposefully avoided implementing rigid top-down training and highlights sustainable post-training partnerships and collaborations among service-providing organizations and with SOLOS.



The two-day training events took place at:

- ACCET 1: The Urban Native Youth Association (UNYA), in Vancouver, BC (www.unya.com) on January 8th & 13th, 2010.
- ACCET 2: Adams Lake, Kamloops, BC (<http://www.namgis.bc.ca/>) on February 24th & 26th, 2010.
- ACCET 3: Namgis First Nation/ Namgis Health Center, Alert Bay, BC (<http://www.adamslakeband.org/>) on March 17th & 18th, 2010.

Together, AC CET 1, 2, and 3 reached a total of 27 practitioners in the above communities including:

- Several Youth Workers from UNYA, and the Neskonlith Indian Band; two First Nations support workers and one family and youth support worker from the Namgis Indian Band
- One youth/community prevention worker
- One clinical coordinator/counselor
- One outreach administrative assistant
- One school administrator, several education and youth programs coordinators, one education and youth programs coordinator, one school support staff worker and two school counselors



- Several health workers
 - One police officer and one victim service worker
- Prior to the trainings, AC CET participants were provided with six academic articles. These articles were posted in an online forum so that participants could forward them to interested colleagues. Content discussed youth online culture, social networking, effective youth engagement, myths and truths about online predators, age of consent information and cybergangs.

After AC CET 1, SOLOS revised this component by providing one-page summaries of each article for easier consumption based on AC CET 1 participant feedback. The SOLOS Executive Director connected with one or two key community members to begin building a local relationship before beginning each community training session. During AC CET 1, it was found that while development of this relationship was found to be a good practice, it could be improved with more time spent before hand by the Executive Director in the training community. To respond to this, more time was spent before the training meeting with community members during AC CET 2 and 3. AC CET 2 training occurred on two days with a one-day break in between, allowing time to be spent with community representatives on the day off to improve and develop content and to respond to day 1 questions and comments. The projected benefit of this interaction was increased familiarity and trust between participants and SOLOS. During AC CET 3, time was spent on two days prior to training meeting with staff at the host organization and adapting community-specific content.



Social media policy and professional development workshops

During this fiscal year, demand for a new kind of workshop emerged. Agencies and professional groups requested presentations about social media and its implications for non-governmental organizations' policy and procedures as it pertains to youth service. SOLOS developed presentations to meet these needs.

Continuing on from previous years, SOLOS provided presentations to teachers at several Professional-Development Days.

Fees generated by these workshops and presentations assisted greatly in covering SOLOS operating costs.

Funding and Donations

Society Revenue Generated

In 2007-2008 SOLOS generated \$51,682 in speaker revenue, up from \$42,197 in 2008/2009. The success of our revenue generating capacity is expected to increase in the upcoming fiscal year as well.

We also gratefully received a \$2000 dollar donation from the John Hardie Family Foundation.

