

Safe OnLine Outreach Society

The logo for SOLOS features the word "SOLOS" in a bold, black, sans-serif font. The letter "O" is replaced by a red circular icon containing a white hand with fingers curled, symbolizing safety or protection.

Annual Report 2010-2011

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Vision, Mission and Values

Our Vision

SOLOS' vision is to positively influence this and future generations to be informed and responsible users of digital technology.

Our Mission

SOLOS promotes the safe and responsible use of all forms of digital communications and social media through education that is evidence-based and pro-technology.

Our Values

- We will take a positive, developmentally-appropriate approach to the information in all presentations, materials and online resources
- Our work will reflect current research, evolving practices and be evidence-based.
- We will seek to understand and incorporate the perspectives of children and youth concerning their experiences of life online.
- We will engage parents, caregivers and professionals to be resources for children and youth to enable safely and responsibly navigating their online lives.
- We will adhere to the values and principles set out in the United Nations Convention on the Rights of the Child.



SOLOS Programs 2010-2011

SOLOS Programs are funded by a variety of generous sources and cover numerous activities. During our 2010/2011 year we offered:

- Presentations Program
- Publications Program
- AC CET
- Social Media Consultations and Professional Development Workshops
- Donations from John Hardy Family Foundation
- Contract with the Ministry of Child and Family Development



School-based Programs

SOLOS School-based Programs (Presentations and Publications) provide educational workshops, multi-media slide shows, handouts and web-based materials.

Presentations Program

Target Population: School-aged children and teens and their parents, teachers and service providers.

Number of people who directly benefit from this program: 17,500

Is this program delivered province wide?: Yes

Number of years we have delivered this program: 9 years



SUMMARY:

In 2010/11, we delivered 94 presentations in all regions of British Columbia. The Greater Vancouver, Upper Fraser Valley, Bowen Island, West Kootenays, Squamish, and Prince George and their communities have benefited from SOLOS presentations.

SOLOS Internet Safety Presentations educate youth (at high school assemblies), parents, and teachers (at schools and community centers) province-wide about online safety. Through in-person, interactive, multi-media presentations groups learn about cyber-bullying, sexting and online luring.

Presentation materials are developed from evidence-based research and best practices models. Material presented is dynamic, engaging and current. Participants benefit by learning how to be safer on the internet. Schools are required to provide a user fee, however, SOLOS provides 5-10 pro bono presentations per year to groups unable to pay for them. This Program responds to and includes a wide variety of ages, abilities, ethnicity, gender, religion, income and sexual orientations. Events are advertised in school newsletters and the SOLOS website; members of the public are invited to attend many of the events. Any group can contact SOLOS and request a presentation. This Program generates approximately half its budgeted revenue through user fees. The Program continues to grow based on user demand. The sustainability of the Program



is based on continued fundraising activities and revenue generation. SOLOS has included, in their strategic plan, activities (marketing, fundraising and communications) that will support the continued delivery of the Program.

Publications Program

Target Population: School-aged children and teens and their parents, teachers and service providers. Members of the public, media and post-secondary students.

Number of people who directly benefit from this program: 4,965 (direct website hits) (2010/2011) + 17,500 participants at Presentations that received our hardcopy handouts.

Number of years we have delivered this program: 8 years

SUMMARY:

The SOLOS Publication Program produces and distributes internet safety information, organizational assessment tools and online resources on the topic of online safety, issues and strategies. SOLOS provides an online networking environment that links service providers from all across British Columbia. This program provides free or low cost handouts, tools, CDs and information to communities and individuals on request.



These materials include:

- Youth internet safety booklets
- The “Introduction to Online Exploitation” manual for professionals
- Organizational Assessment and Knowledge Assessment Tools for professional organizations
- The SOLOS Website - <http://www.safeonlineoutreach.com>
- SOLOS blog “Roadtrips and Ramblings”
- SOLOS promotional material
- “Bridging the Gap – Recommendations for Addressing the High Risk Activities of B.C. Youth Online”

Activities of Publications Program:

- Manage and maintain SOLOS social media channels

- Edit, produce and distribute the educational materials
- Research and update educational materials to reflect current trends and risks
- Weekly edits, updates and research for SOLOS blog
- Distribute information to e-list members
- Network with interested agencies
- Research, produce and distribute resource CDs to accompany professional presentations
- Reply to correspondence regarding the material we have available, fill orders and mail

SOLOS Web Presence

<http://www.safeonlineoutreach.com>

The Publications Program distributes resource materials to British Columbian groups, organizations and individuals. Requests have been filled from Powell River to Sparwood. Hard copies of materials have been distributed in over 30 communities throughout British Columbia. Additionally, SOLOS has made available on the website handouts and resources that presentation participants can access from their homes or offices. Organizations can contact SOLOS and we provide them with materials on request.

The Publications Program supplements our Presentation Program and resource materials distributed have a lasting impact in the communities in which they are distributed. Demand for these materials continues to grow with many organizations requesting our materials to distribute through their offices and at their events.

Many organizations (host agencies) contribute their time and energy to collaborating with SOLOS to implement this program. Individuals from the host agencies (community organizations) assisted in distributing materials to other organizations or within their own organization.

SOLOS Website

www.safeonlineoutreach.com

As an organization concerned with online issues, our website and online communication with community partners is very important. Here are some statistics from the SOLOS website.



Number of Website Visits per Day

The SOLOS website varied in number of visitors per month from 677 unique visits in December 2010 to 167 in July of 2011.

The SOLOS website is also instrumental in our day-to-day activities. Bookings, invoices and statistical recording occur through our online database. Workshop handouts and supplemental materials are distributed to presentation participants following our events. All of SOLOS' other publications are available on the website for download by interested third parties.



ACCET Program

SOLOS received a grant from the Ministry of Public Safety and Emergency Preparedness Contribution Program to Combat Child Sexual Exploitation and Human Trafficking (CPCCEHT). The challenge in completing the Project was that the grant was given to us on February 1st and needed to be completed by March 31st. The Project called together three groups of experts in child exploitation and facilitated a day long workshop with each group. A full description of the Project and the evaluation returned to the funder can be found in the Appendix.

MCFD Contract

Overview

In the spring of 2011, the Mission and Abbotsford MCFD offices approached SOLOS to develop and deliver resources and training to address the challenges technology is creating for their work. This contract consisted of an eight unit curriculum delivered to front-line workers, regional workshops and tech committee consultations.

Curriculum

Educational program for frontline workers were delivered to MCFD teams in local offices (Mission and Abbotsford). The program was a sequential series of in-depth topic analysis and focused on comprehensive internet understanding. This training developed workers' ability to respond to online technology and provided them with contextual frameworks for understanding their effects on clients and client risk. In-person presentations were supplemented with online homework and assignments. Staff training groups in each office were limited to 20-30 people, and covered topics including relevance to work tasks, privacy rules and MCFD policies. Sessions were approximately 1.5-2 hours in length, plus an online component for participants.



Regional Workshops

Two half-day training events for all Fraser Region communities were delivered as well. Each was attended by approximately 80 people from various regions. The presentations focused on the basics of online awareness and how it integrates with youth work for relevant MCFD and community partner staff.

Provincial Tech Committee Consultations

SOLOS provided consultation to the MCFD Executive Committee (Technology Subcommittee) over the course of this fiscal year. This has included the production of briefing notes and liaisons with the Office of the Privacy Commission of B.C.



BC Dairy Foundation

This year SOLOS collaborated with the BC Dairy Foundation on their online Canada food guide game called Titanium Chef. We provided consultation on the registration process for the game, building in safety messages throughout the user experience.

Funding and Society Revenue Generated

In 2010-2011 SOLOS generated nearly \$72,000 in speaker revenue, up significantly from \$52,000 in 2009-2010.

SOLOS received a generous \$2200 donation from the John Hardy Family Foundation in June of 2011.



SOLOS partnered with the Q Hall of Fame for a golf tournament and dinner at the end of July.

We attempted our first fund raising event and while we didn't raise any funds, we did gain valuable experience in event management and promotion of SOLOS organization.

As we enter our tenth year we expect more opportunities to promote SOLOS, secure funding and engage partners in our vision.