

# ACCCE / Kids Helpline / Meta / NoFilter sextortion initiative

The AFP-led Australian Centre to Counter Child Exploitation (ACCCE) has partnered with Meta, Kids Helpline and US-based organisation NoFilter, to launch a community service announcement informing young people about the dangers of online sextortion.

To help raise awareness of this issue amongst young Australians, the initiative includes new educational assets encouraging preventative behaviours online, including the signs to look out for, where to report and where to seek support if it happens to them.

Read about the [partnership here](#) and what the AFP is doing to combat the rise in sextortion reports from under 18s [here](#).

## What is sextortion?

Sextortion is a form of online blackmail where someone tricks or coerces you into sending your sexual images then threatens to share them unless their demands are met.

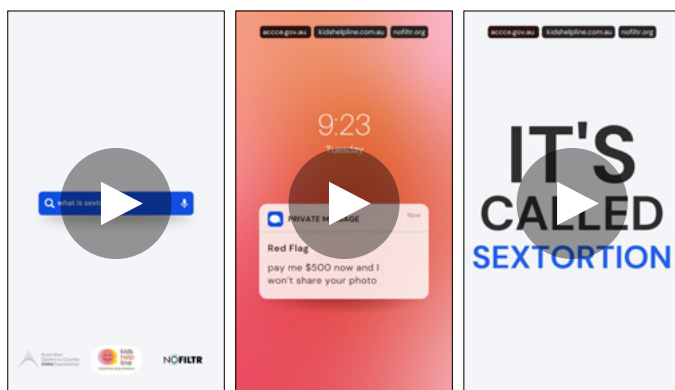
If you or a person you know is experiencing sextortion, download the ThinkUKnow [Online blackmail and sexual extortion response kit](#).

## How can you help?

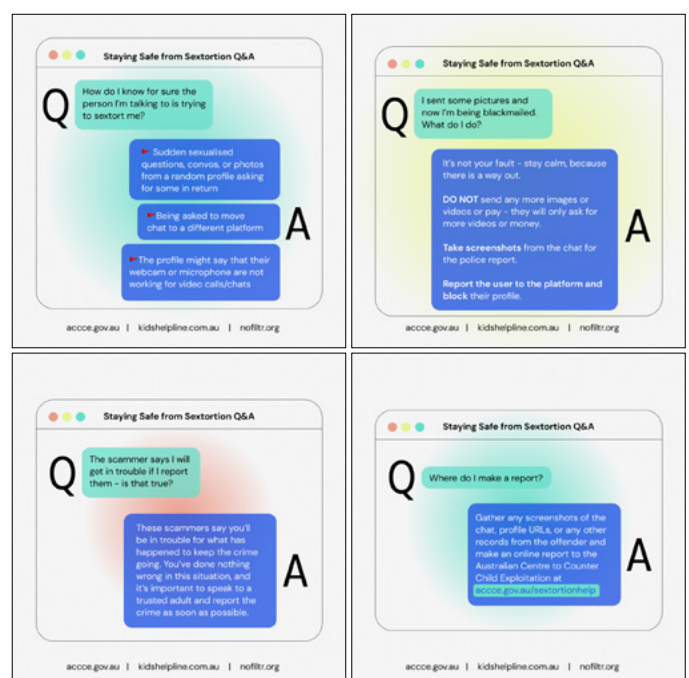
As part of this latest initiative, educational resources below are available for you to download and share with your networks to empower young people to safely navigate sexual exploitation and risky encounters in their connected world. For suggested messaging when sharing social media resources with your online communities, download our [Sextortion Messaging Kit](#).

The initiative includes:

- > **Educational video reels** to share across social media outlining how users can report sextortion and get support from family or friends, law enforcement and Kids Helpline.



- > **Social media tiles**



- > An **educational sextortion quiz** to encourage young people to test their knowledge on sextortion and get further information.
- > **Community resources** are also available to download from the ACCCE and ThinkUKnow websites.

## Contact us

Human Exploitation Strategic Engagement: [accce-strategic-engagement@afp.gov.au](mailto:accce-strategic-engagement@afp.gov.au). Thank you.