

# Adult Online Harms National Response Model

The Adult Online Harms model is a national response model example aimed at policy makers, governments and stakeholders involved in creating the framework for tackling adult online harms, and in particular intimate image abuse (IIA) on a national scale.

The model highlights the need for a victim-centred response, including effective sentencing and rehabilitation programmes. It also calls for mandatory education and awareness campaigns and research to inform best practices in tackling IIA. The proposals aim to reduce the impact of IIA and create a safe and secure online environment for everyone.

The model response is split into areas of capability. For each area, e.g. policy and governance, industry, etc, we have outlined the associated outcomes, best practice and essential provision.

Access the full national model response for Adult Online Harms [here](#).

## Glossary of Terms:

### Image-based abuse:

(also known as Intimate Image Abuse (IIA)) a form of online sexual harassment where intimate photos or videos are distributed without consent.

### Best practice:

by this we mean processes or models of practice that are accepted or prescribed as being most effective.

### Essential Provision:

by this we mean a basic founding provision developed first before a more advanced version is in place.



**Policy and Governance**

Page 2



**Victim**

Page 4



**Media and communications**

Page 6



**Criminal Justice System**

Page 3



**Industry**

Page 5



**Society and Education**

Page 7



## Policy and Governance

	Outcomes:	Best Practice:	Essential Provision:
<p><b>Research, Analysis, and Monitoring - National Adult Image Based Abuse Research Programme</b></p>	<p>A collaborative funded framework connecting the government, regulators, independent NGOs supporting victims, and stakeholders across the violence against women and girls' sector.</p> <p>Strengthening collaborative engagement with international partners in government to progress a global shift in approach to adult online safety.</p> <p>Funded research to provide a foundation for developing programs for the design of legislation, law enforcement co-operation, victim support services, stakeholder engagement.</p>	<p>Create or commission a national academic research capability specialising in violence against women and girls or Gender-based violence.</p> <p>Develop a framework for research, policy development, identifying best practice by engagement with stakeholders both nationally and internationally.</p> <p>Undertake or commission a national research program to scope, understand and quantify adult Image-based abuse both in terms of victim and perpetration.</p> <p>Identify existing activities and actions to inform future strategy and action plans.</p>	<p>Establishment of an Adult Online Safety Centre to provide a framework for research, policy development, identifying best practice by engagement with stakeholders both nationally and internationally.</p> <p>Incentivise research in the violence against women and girls' area to demonstrate the need for an adult online safety centre.</p>
<p><b>Legislation to protect victims and investigate offenders of intimate image abuse</b></p>	<p>Comprehensive and effective legislation that protects adults from all forms of intimate image abuse, including coercive control, domestic abuse, voyeurism, and sextortion.</p> <p>The legislation should prioritise victim support, content removal, and accountability of perpetrators through the criminal justice system.</p>	<p>The legislation should include sufficient legal instruments to recognise and resolve intimate image abuse within national laws. The laws should be clear, specific, and narrowly drawn to protect both the right to privacy and the right to freedom of expression, as suggested by Dr. Mary Anne Franks.</p> <p>In addition, after court proceedings, a governing body should have the duty to remove content that is deemed as shared illegally.</p>	<p>The legislation should criminalise Intimate Image Abuse (IIA) in all its forms.</p>
<p><b>Orchestration for the development of a national strategy to combat IIA</b></p>	<p>The development of an effective national strategy through the creation of a plan that involves engagement with various stakeholders, including police, prosecutors, technology industry, government, regulators, and NGO partners.</p> <p>The plan should incorporate mutually agreed standards, data sharing, best practices, and training.</p>	<p>The orchestration and coordination of efforts are essential for the success of a national strategy. The creation of a forum that brings together government and stakeholders, such as industry, law enforcement, and the third sector, can contribute jointly to the development and delivery of the Adult IIA Strategy.</p> <p>The forum should focus on ensuring that everyone involved has the necessary skills and appreciation of the risks associated with online abuse.</p> <p>It should also work across several government ministries to ensure a coordinated response to combat the harm that occurs.</p>	<p>A mapping and scoping exercise of those working in the landscape of violence against women and girls.</p>



## Criminal Justice System

	Outcomes:	Best Practice:	Essential Provision:
<p><b>Perpetrator work to challenge public attitudes towards IIA, prevent offending, and reduce re-offending</b></p>	<p>Education and awareness campaigns to reduce the prevalence of Intimate Image Abuse (IIA) and prevent perpetration.</p> <p>Effective responses to offending, including a victim-centred response from police and prosecution systems, effective sentencing that acknowledges the impact on the victim, with a focus on perpetrator punishment and rehabilitation, and notification requirements where appropriate.</p>	<p>Motivate multi-agency services, including police, NGOs, and the government, to use public campaigning to change public attitudes towards IIA.</p> <p>Develop and refer perpetrators to a centralised help service, such as the Respect Helpline, which provides focused resources for rehabilitation.</p> <p>The criminal justice system should reflect sentencing that recognises the impact on the victim and signpost perpetrators to rehabilitation programs to reduce re-offending. In addition, a criminal record check or offender list should be created for perpetrators.</p>	<p>Multi-agencies should acknowledge the issue and work with the criminal justice system to reduce re-offending.</p> <p>Legislation should be put in place to provide criminal justice for victims of IIA.</p>
<p><b>Training for professionals supporting those affected by IIA, including police forces</b></p>	<p>An effective and ongoing training program for professionals supporting those affected by IIA, including police forces, that recognises changing trends and behaviours, and uses data to inform a holistic approach.</p> <p>This program should be compulsory and recognise how incidents of IIA may be part of more complex and wider patterns of offending, such as domestic abuse, stalking, or image sharing.</p> <p>It should also enable professionals, police forces, and all police staff to appropriately signpost towards specialist services and have awareness of best practices for victim support.</p>	<p>A compulsory training program for the whole criminal justice system, open to all professionals working with adults, with annual refreshers.</p> <p>The training program should be kept updated to reflect evolving trends, new services, and new legislation.</p>	<p>Education and training on IIA issues should be available to law enforcement agencies.</p> <p>Information on the impacts of IIA sharing should be shared among professionals to raise awareness and enable better victim support.</p>
<p><b>Research - Conducting research on IIA offences and re-offending</b></p>	<p>Conducting research to provide insights on various aspects of IIA, such as conviction rates, industry response, victim impact, and mitigating factors, which can help improve best practices and adapt to changing behaviours.</p>	<p>Publishing annual transparency reports to highlight gaps in laws and show re-offending rates. This would help identify areas that need further support and training and allow resources to be allocated accordingly.</p> <p>Collaborating with academic experts in the field to conduct research on the latest trends and issues related to IIA.</p>	<p>Collaboration with academic experts to research the prevalence of IIA offences and re-offending in their respective countries.</p>



## Victim

	Outcomes:	Best Practice:	Essential Provision:
<b>Vulnerability - Identifying and Supporting Adults at Risk of IIA</b>	<p>Provision of trauma-informed support for adults with various vulnerabilities.</p> <p>Identification of vulnerable adults and adapting support to their specific needs.</p> <p>Provision of accessible information and localised support within a national framework.</p>	<p>Sharing of trends and emerging issues between front-line services and the government to better understand who is affected and how to support them.</p> <p>Use of research to inform and adapt front-line services for better support of vulnerable adults.</p>	<p>Government-commissioned annual research to investigate the prevalence of Intimate Image Abuse (IIA) in vulnerable adult groups.</p>
<b>Victim Reporting - Opportunities for Victims to Report Content for Removal</b>	<p>Public promotion of available technology, such as StopNCII.org or Minervahelp.com, to facilitate the removal of intimate images.</p> <p>Promotion of services to assist with the removal of content where technology is limited.</p>	<p>Integration of available technologies into all forms of response to facilitate a public health approach to preventing IIA. This includes primary prevention, secondary support, and tertiary long-term rehabilitation.</p>	<p>Implementation of StopNCII.org and a campaign to raise awareness of the tool with the public.</p> <p>Establishment of impartial and independent reporting mechanisms, such as Report Harmful Content/NetSafe, by the government and tech industry.</p>
<b>Victim Helpline - providing support for adult victims of image-based abuse</b>	<p>Available advice and support to adult victims of image-based abuse, which includes:</p> <ul style="list-style-type: none"> <li>Legal advice</li> <li>Content removal assistance.</li> <li>Protective and preventative information.</li> <li>Short-term or long-term emotional support.</li> <li>Guidance about reporting to the police and seeking justice through the criminal justice system.</li> <li>Referrals to other relevant organisations</li> </ul> <p>The age range for adult victims may vary depending on the country-specific laws and policies.</p>	<p>National helplines funded by the government to provide support and advice to adult victims of image-based abuse.</p> <p>Established networks of helplines that provide holistic support by triaging between different services.</p> <p>Collaboration with existing NGOs and organisations to support victims.</p> <p>The Adult Online Harms Centre can be a part of the victim helpline services.</p>	<p>Campaign to raise awareness of available tools, such as StopNCII, with adults.</p> <p>Collaboration with existing NGOs and organisations to provide support to adult victims of image-based abuse.</p>
<b>Victim Support - Establishing a network of services to share good practice and provide appropriate support</b>	<p>Establishment of a support service network of specialist organisations to share best practices and provide appropriate signposting for adult victims of image-based abuse.</p>	<p>Established helpline networks sharing best practice and regularly updating on emerging trends to inform legislation. Victim support organisations are adequately trained to provide appropriate advice and guidance. Local adult social care and occupational health services are trained to support those in need. Appropriate adult support organisations and services, including psychological and well-being support.</p>	<p>Establish a coalition of adult helplines, local government support services, and victim support networks to create a national model for responding to image-based abuse.</p>
<b>Inclusive Support for All Victims of Image-Based Abuse</b>	<p>Sensitivity and understanding that not all forms of image-based abuse fall under the legislation, e.g., professional content.</p> <p>Provide advice and information for professional content creators experiencing image-based abuse.</p> <p>Support for victims of doxxing, ongoing harassment, outing, and culturally sensitive content.</p>	<p>Establish an information-sharing partnership between helplines, health services, police, and local government to develop strategies to prevent image-based abuse based on information collected and reported from front-line services.</p>	<p>Government consultation undertaken to understand the specific issues being experienced by victims of image-based abuse, including those that may not be covered by current legislation.</p>



## Industry

	Outcomes:	Best Practice:	Essential Provision:
<b>Image Based Abuse Model Policies - Common policy alignment and adoption recognising Image Based Abuse as unacceptable</b>	The industry can identify and mitigate the impact of IIA on their users and identify opportunities to support the advancement of victims' rights.	Industry should appoint an individual or team responsible for IIA, including development of IIA policy and reporting and takedown procedures. Where possible, these should be in line with global best practice examples. The team should also be responsible for identifying attributes, behaviours, and features of IIA to reduce its spread through their industry.  Those responsible for IIA should participate in internal and external engagement activities with key stakeholders, including victims and victim support.	Industry should have a reporting interface and make use of a moderation team responding to reports.
<b>Image Based Abuse Model Policies - Common Policy Alignment and Adoption</b>	Develop and research a system for receiving reports and detecting, informing, and taking down known instances of IIA online.	Collaborate with the government, law enforcement, and civil society to identify and remove IIA content, and make public reports available for review.  Advocate for changes to national regulations when needed to protect victims and align with international best practices.	Conduct an initial audit of existing processes and adopt effective practices from other sectors.  Respond to requests from other organisations such as police and third sector and provide high-level information in response.
<b>Innovation - development and implementation of innovative solutions that identify, remove and prevent image-based abuse</b>	Researching, sharing and advising on new technological solutions and strategies to combat IIA.	Industry advises on best practice technological solutions to a wide variety of stakeholders with the intention of benefiting victims of IIA. Industry partners provide access to appropriate information to improve transparency and reporting on IIA.  Industry regularly contributes to scientific research, knowledge and understanding into IIA. Agility and innovation in responding to IIA is encouraged and supported by industry.	Implement StopNCII.
<b>Corporate Social Responsibility - Effective image-based abuse focused program</b>	Implementing, supporting, and developing new and recognised, active awareness-raising programs for prevention and education of IIA to the general public.	Industry takes an active role in awareness and education programs, develops online content to educate users and financially supports regional and national awareness-raising campaigns about IIA.  Industry ensures that victims and victim support organisations know how to report IIA and provides support for such reporting.	Engage and partner with third sector organisations to develop expertise and effectiveness in this area.
<b>Corporate Social Responsibility - Effective Image-Based Abuse focused program.</b>	Supporting and advising on the implementation of the national IIA (IIA) declaration.	Industry shows their support for the national IIA declaration by nominating an individual to implement the declaration, signing up for future work in the protection of IIA victims, and publishing statements on the importance of the declaration.	Commit to the declaration on public-facing communications. Engage and partner with third sector organisations to develop expertise and effectiveness in this area.



## Media and communications

	Outcomes:	Best Practice:	Essential Provision:
<p><b>National Awareness Programme - Raising Awareness of IIA and Response</b></p>	<p>A national communication program that demonstrates an increase in public awareness and response towards Intimate Image Abuse (IIA).</p>	<p>Organise, implement, and promote an annual national awareness day that focuses on victim support, reporting routines, legislation and policy related to IIA.</p> <p>Engage with media, government, police, associated partners, stakeholders, and industry to disseminate the awareness program both offline and online with accessible and clear communication.</p> <p>Encourage and support continued dissemination of IIA awareness throughout the year.</p> <p>Correct information about victim support, reporting routines, legislation, and policy is publicly accessible both offline and online.</p>	<p>Correct information about victim support, reporting routines, legislation, and policy is publicly accessible both offline and online.</p>
<p><b>Universal Terminology - Guidelines and Application Adult Online Harm wording</b></p>	<p>Universal terminology to be used consistently in internal and external communication related to IIA.</p>	<p>Publish terminology definitions that align with legislation and policy wording.</p> <p>Apply consistent use of universal terminology in all communication activities related to IIA, whether offline or online.</p> <p>Terminology aligns with legislation and policy wording, as well as published definitions within the context of IIA.</p> <p>Raise public awareness and understanding of the correct language through national programs and associated communication activities.</p>	<p>Publish terminology definitions that align with legislation and policy wording.</p> <p>Show evidence of applying the correct terminology in all disseminated information related to IIA.</p>



## Society and Education

	Outcomes:	Best Practice:	Essential Provision:
<b>Education Program: Creating Sustainability through Financial Support and Stakeholder Engagement</b>	<p>Reduction in online crimes and adult online harms.</p> <p>Capable and confident adults who can support children and young people in navigating online environments safely and securely.</p> <p>Improved adult resilience and capability within wider society.</p> <p>Recognition, support, and reduction of the impact of online harms on oneself and others.</p>	<p>A fully resourced and supported adult online literacy framework that is tailored to individual needs.</p> <p>Ongoing stakeholder engagement and collaboration with government, educational institutions, and civil society to ensure the program's sustainability and effectiveness.</p> <p>Regular evaluation and adaptation of the program to address emerging challenges and changing needs.</p>	<p>Publicly funded research to identify gaps in knowledge in adult populations related to online safety.</p> <p>State-led media literacy and online education strategies to promote safe and responsible online behaviour among adults and children.</p>
<b>Vulnerable User Education - Create adapted version of adult education programme to suit the needs of vulnerable groups, such as illiteracy, educational needs, language barriers, mental health issues, and more</b>	<p>Reduced risks to vulnerable adults.</p> <p>Recognition and involvement of vulnerable adults in every programme delivered to adult communities.</p>	<p>State-funded intervention programmes that are widely advertised and available, with easy-to-access resources.</p>	<p>Publicly funded research to help understand the gaps in knowledge in adult populations.</p> <p>State-led media literacy/online education strategies.</p>
<b>Directory of Support Services for Victims of Online Harassment and Abuse</b>	<p>A government-hosted directory of support services that is easy to navigate, regularly updated, and readily available to citizens.</p>	<p>Create a state-funded online directory of support services that is effectively advertised, easy to navigate, and regularly updated.</p> <p>Ensure that the directory includes a wide range of support services, such as legal services, counselling, and advocacy groups.</p> <p>Advertise the directory through various channels, such as social media, government websites, and community centres.</p> <p>Regularly update the directory to ensure that it provides the most up-to-date information on available support services.</p>	<p>Host an online site providing a list of support services currently available.</p> <p>Ensure that the site is easy to navigate and regularly updated.</p>