

[Redacted]

From: Julie Inman Grant
Sent: Wednesday, 8 September 2021 10:53 PM
To: [Redacted]
Cc: [Redacted]
Subject: Re: Into The Cloud - NetSmartz NCMEC series [SEC=UNOFFICIAL]

[Redacted]

Sent from my iPhone

On 8 Sep 2021, at 3:35 pm, [Redacted]@esafety.gov.au wrote:

Hi Julie

Both [Redacted] and I have had a quick look.

From what we can see, the new resource offers a really nice developmental timeline for parents for online harms and the resource is more direct than any of ours in addressing sexual development and sexual exploration in young children.

[Redacted]

I think Thorn for Parents touches on what we flagged in SEG today, that we also need to bring parents on the journey re respectful relationships and consent and some soft cross promotion could be a good way to set the stage for our own messaging with parents.

[Redacted]

From: Julie Inman Grant [Redacted]@eSafety.gov.au
Sent: Wednesday, 8 September 2021 11:34 AM
To: [Redacted]@eSafety.gov.au
Cc: [Redacted]@esafety.gov.au; [Redacted]@esafety.gov.au;
[Redacted]@esafety.gov.au; [Redacted]@esafety.gov.au; [Redacted]@esafety.gov.au;
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[Redacted]@eSafety.gov.au; [Redacted]@eSafety.gov.au; [Redacted]@eSafety.gov.au;
Subject: RE: Into The Cloud - NetSmartz NCMEC series [SEC=UNOFFICIAL]

Thanks so much [REDACTED]. I look forward to digging into the strategy and am keen on doing what we can to see what we can do around shared resources that align with our messaging, research and evidence base and preferred pedagogy. To that end, [REDACTED] of Thorn in the US just reached out to let us know that they will be launching their Thorn for Parents resources (see the links below) – you’ll also note that they link to our site for “additional resources” on their site. You’ll see some cultural and language differences but I think you’ll also find that both the research and messaging has A LOT of synergies with our messaging.

To that end, Thorn’s head of research was out in Australia for the ARGOS conference back in 2019 and I was struck around how similar their research outputs were to ours so I thought at some point, it would be useful for our research and education teams to touch base with their teams to talk about sharing learnings, best practices and potentially, resources.

[REDACTED]

[REDACTED]

Thanks, Julie

From [REDACTED]
Sent: Wednesday, 8 September 2021 9:19 AM
To: Julie Inman Grant [REDACTED] [@eSafety.gov.au](mailto:[REDACTED]@eSafety.gov.au)
Cc: [REDACTED]
Subject: Thorn for Parents Launch

Hi Julie,

Good to catch up with you on Friday - I hope you had a good rest of your weekend.

I’m excited to share with you a new resource that our team has just developed, [Thorn for Parents](#), launching tomorrow 9/8 at 9a EST. Thorn has spent the past three years understanding how kids themselves feel about these issues and what motivates their online behaviors. In speaking to and surveying thousands of youth, parents, and educators, we’ve identified three key findings that have guided the development of Thorn for Parents:

- It’s happening younger than we think.
- Online interactions have different boundaries.
- Shame is the biggest obstacle to kids seeking help.

The goal of this new resource is to better equip parents and caregivers to address the issue of self-generated CSAM through the lens of prevention, helping parents become their kids’ safety net as they navigate a whole new set of experiences online. Part of delivering on that goal is elevating amazing resources that already exist for parents, like the ones from [esafety.gov.au](#) that already exist for parents. You’ll find that we’ve featured some of your content in the “Additional Resources” section across the site. We could also use your help driving awareness of this new resource. I’ve included our [announcement/social media toolkit](#) with sample language. We would be so appreciative if you’d be willing to share via the eSafety Commissioner social media profiles to support the launch day of or in the coming weeks. (Please wait until Wednesday at 9 a.m. Eastern to show your support as we have press embargoes in place until then. Some links in this document may not be live until that time.)

I am copying in [REDACTED] on our team who is leading this effort in case anyone on your team would like to connect on this further.

Best,

[REDACTED]

[REDACTED]



[REDACTED]
[The Issue](#) | [Our Work](#) | [We're Hiring](#)

From: [REDACTED] <[\[REDACTED\]@eSafety.gov.au](mailto:[REDACTED]@eSafety.gov.au)>
Sent: Monday, 6 September 2021 4:36 PM
To: Julie Inman Grant <[\[REDACTED\]@eSafety.gov.au](mailto:[REDACTED]@eSafety.gov.au)>
Cc: [REDACTED] <[\[REDACTED\]@esafety.gov.au](mailto:[REDACTED]@esafety.gov.au)>; [REDACTED] <[\[REDACTED\]@esafety.gov.au](mailto:[REDACTED]@esafety.gov.au)>; [REDACTED] <[\[REDACTED\]@esafety.gov.au](mailto:[REDACTED]@esafety.gov.au)>; [REDACTED] <[\[REDACTED\]@esafety.gov.au](mailto:[REDACTED]@esafety.gov.au)>
Subject: FW: Into The Cloud - NetSmartz NCMEC series [SEC=UNOFFICIAL]

Hi Julie

The NetSmartz video series is great and we are more than happy to explore how we can cross-promote and co-host. They are extensive and look like they have been developed with significant budget.

[REDACTED]

[REDACTED]

Thanks

[REDACTED]

Begin forwarded message:

From: Julie Inman Grant <[\[REDACTED\]@esafety.gov.au](mailto:[REDACTED]@esafety.gov.au)>
Date: 4 September 2021 at 10:14:51 am AEST
To: [REDACTED] <[\[REDACTED\]@esafety.gov.au](mailto:[REDACTED]@esafety.gov.au)>, [REDACTED] <[\[REDACTED\]@esafety.gov.au](mailto:[REDACTED]@esafety.gov.au)>, [REDACTED] <[\[REDACTED\]@esafety.gov.au](mailto:[REDACTED]@esafety.gov.au)>, [REDACTED] <[\[REDACTED\]@esafety.gov.au](mailto:[REDACTED]@esafety.gov.au)>, [REDACTED] <[\[REDACTED\]@esafety.gov.au](mailto:[REDACTED]@esafety.gov.au)>
Subject: Into The Cloud - NetSmartz NCMEC series [SEC=UNOFFICIAL]

Hey All - These cartoon videos created by NCMEC are awesome. As one of our major hotline partners, have we thought about reaching out to them to either licence, cross-promote or co-host. I'm sure they would welcome the discussions and I'd like to find more ways to collaborate with our hotline partners - as I think there are things we all do well!

[Redacted]

[Redacted]

Julie

https://www.missingkids.org/netsmartz/intothecloud?gclid=CjwKCAjwj8eJBhA5EiwAg3z0m2mEeVTC8QrUyKnEM9n-ld9X4v0yB-Mn_99ZGOay1yzt-WAixOVHsRoCsngQAvD_BwE

Sent from my iPhone