**All-European campaign #SayNo! at Zlín Film Festival**

The National Organized Crime Agency of the Criminal Police and Investigation Service has engaged in an all-European prevention campaign called #Say No!. It is aimed at raising public awareness of online sexual coercion and extortion of children. The representatives of NOCA CPIS has introduced this campaign as a part of the 58th International Film Festival for Children and Youth, which is held in the Southeast Moravian town Zlín.

Within the frame of the festival, the NOCA detectives, as well as the experts of the Zlín Regional Police Directorate have held two meetings with primary schools children. The festival program also included a workshop for pedagogical staff, senior leaders engaged in crime prevention and methodology projects, as well as with other representatives of the government and private sector entities engaged in the prevention of risky virtual communication. The „Say No!“ video trailers were shown several times during the film festival. Moreover, up to date preventive materials such as new comics, as well as cultural and educational leaflets were introduced as well. These new preventive materials are primarily devoted to, and aimed at, children, parents and pedagogical staff.

The Deputy Police President of the Criminal Police and Investigation Service Col. Jaroslav Vild together with the Director of the National Organized Crime Agency Col. Michal Mazánek, promoted the idea of prevention programmes in the field of cybercrime in general, as well as emphasising, and personally endorsing, the European prevention campaign #SayNo!.

To make the #SayNo! campaign more visible, the NOCA detectives along with the expert from Zlín Regional Police Directorate have formed a #SayNo! team and enrolled in a film festival half marathon. The #SayNo! team took the 9th position out of 92 participating teams. One of the key factors of child victimisation inside the virtual environment is the considerably long time spent on the internet or on social networking sites by children. Switching the child’s interest from virtual activities to sports is considered to be a possible way how to spend child’s leisure time and therefore a possible means to prevent cybercrime.

The Zlín International Film Festival for Children and Youth is the oldest and largest film festival of its kind in the world. This significant international event has an excellent reputation and is highly respected throughout the world.

The #SayNo! prevention campaign against the online sexual coercion and extortion of children was launched by Europol in the middle of 2017 to draw public attention to the rapidly increasing number of cases of sexual coercion and extortion of children in the virtual world.

Online sexual coercion and extortion are the new phenomena which have emerged from the digital era. These new types of criminal behaviour are perpetrated not only on adults, but also on minors. The technology boom enabling greater internet access, as well as the wider than ever availability of smart mobile devices, has led to the commission of crimes of this kind becoming easier and easier.

The personal and psychological damage suffered by the victim of such crimes should not to be underestimated, either. There are recorded cases when child victims of such crimes have turned to self-mutilation, developed suicidal tendencies or have committed suicide.

Many victims do not seek any help or support even they do not report a crime to the police as a result of the embarrassment regarding the material provided to the perpetrator or lack of awareness by victims that they have been subject to a criminal offence.

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NOCA CPIS

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