



# MEXICO SAFER INTERNET DAY

# REPORT

**Fundación PAS** was elected the representative of **Safer Internet Day** (SID) in Mexico, an international movement that celebrates its 20th anniversary looking for a safer digital environment for children and teens.

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To celebrate, events were organized in collaboration with other strategic stakeholders and influencers:



II International Meeting for a Digital World Free of CSAM in Mexico City.



The working group "Analysis of the Regulatory Framework on Digital Sexual Violence Against Children and Teenagers".



Raising awareness of internet risks through our digital platforms (conferences and workshops).



SID mass communication campaign on digital platforms.



Te Protejo México, the reporting line of the month at INHOPE.

# II International Meeting for a Free Digital World of CSAM

in Mexico City



We participated in the "II International Meeting for a Digital World Free of Child Sexual Abuse Material" in the Senate of the Republic and in the Secretariat of Security and Citizen Protection of Mexico, the meeting was made up of:

"National Training against Abuse and Sexual Exploitation of Girls, Boys, and Adolescents Online" to the Cybersecurity Units of 30 States of the Republic given By ICMEC and TPM.

**110 operatives from Mexico's cybersecurity units attended the training. It is the first time in history that almost all state units have been brought together in one place for training!"**



The Co-responsibility Dialogue Table" between authorities, civil society and industry.



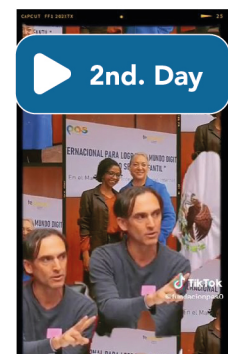
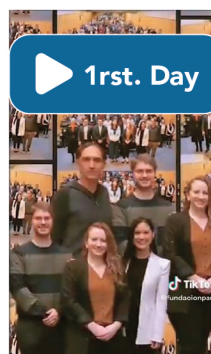
"The Working Table of the Executive and Consultative Council of TPM" to create a national strategy to have a safer digital environment.



Closing networking dinner at the Four Seasons hotel in CDMX.



Click to see more pictures:





# The working group "Analysis of the Regulatory Framework on Digital Sexual Violence Against Children and Teenagers"



We present the virtual and free reporting line of Te Protejo México to cybersecurity experts and commissioners for the rights of children and adolescents within the worktable "Analysis of the Regulatory Framework on Digital Sexual Violence Against Children and Teenagers" held in the Chamber of Deputies.

**We informed 56 people participating in the worktable!**



## Raising awareness of internet risks through our digital platforms (conferences and workshops)



Educate about the prevention of violence within digital environments through different tools, that shield us from different digital platforms, to reach different target audiences with the support of different strategic allies and influencers. **We informed 375 people live about the risks on the Internet and more than 6,400 through reproductions of our content!**

Click



**From sexting to sextortion**  
LIVE TIKTOK, FUNDACIÓN PAS

**Audience:** Teenagers  
**Live:** 18  
**Reproductions:** 158



**The generational transition of sexual practices among teenagers**  
LIVE BROADCAST

**Audience:** Young mothers and teenagers  
**Live:** 117  
**Reproductions:** not published

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**Let's talk to experts about the risks on the internet**  
PODCAST

**Audience:** Professionals  
**Subscribers:** 22 people from Mexico, Colombia, and the USA

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**Behind every Story there is a story**  
LIVE FACEBOOK, FUNDACIÓN PAS

**Audience:** Caregivers of children and teenagers  
**Live:** 10  
**Reproductions:** 211

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**What to do if you find sexual content of a person under 18 years of age?**  
LIVE INSTAGRAM, FIN DE LA ESCLAVITUD

**Audience:** Public  
**Live:** 80  
**Reproductions:** 168

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**Who to go to in case of Abuse in Mexico?**  
LIVE INSTAGRAM, NI UNA PALMADITA

**Audience:** Mexicans in general  
**Live:** 116  
**Reproductions:** 5560

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**Self-production of child sexual abuse material, how to avoid it?**  
LIVE FACEBOOK, FUNDACIÓN PAS

**Audience:** Caregivers  
**Live:** 12  
**Views:** 304

# SID mass communication campaign on our digital platforms



Throughout the month of February, we have a massive dissemination of the SID through all our digital platforms. **Thanks to this campaign, we sensitized more than 185,730 people on our digital platforms!**



Information through social media.

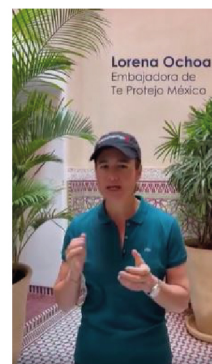
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Detrás de cada **story historia.** hay una historia.

TikTok videos Campaign

[Click here](#)



**FLO** FUNDACIÓN LORENA OCHOA

The internationally recognized Mexican golfer Lorena Ochoa joined as SID ambassador with Te Protejo México.

[Click here](#)

## Te Protejo México the reporting line of the month at INHOPE



Te Protejo México was chosen by INHOPE as the reporting line of the month, therefore, we have different publications from them to learn about our work during the month of February.



We must work together to protect our youth from online sexual exploitation...

[Click here](#)



Te Protejo México is dedicated to improve its recognition in Mexico so that more people are aware of Child Sexual Abuse Material online...

[Click here](#)



INHOPE's Member hotline of the Month for February is Te Protejo México!...

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## CONCLUSION:

**More than 560 people** have been trained and informed about the risks and consequences of the Internet (CSAM), in addition to increasing awareness with more than **190,000 people** through the SID communication campaign