SHARE THIS

IMAGE BASED BULLYING. SO NOT OK.

A SUPRÉ FOUNDATION AND ALANNAH & MADELINE FOUNDATION INITIATIVE
share this!
Funding programs that educate, support and empower girls.

The Supré Foundation believes in providing a supportive world where girls are empowered. Our dream is to see this generation and future generations of girls having access to all they need to fulfil their potential.

Since 2014, the Foundation has been raising funds through the sale of products at Supré stores globally, with 100% of proceeds going toward fostering a world where all girls can achieve their dreams.

In Australia, we tackle bullying. We fund the delivery of in-school workshops and distribute the Bullying. So Not OK. booklet through stores, community groups and headspace centres.

The Share This! Image Based Bullying. So Not OK. booklet represents phase two of our commitment to help stamp out bullying. Partnering with the Alannah & Madeline Foundation to deliver the Share This! campaign we are specifically tackling image based bullying.

In South Africa we fund the provision of reusable sanitary packs to some of the 4 million girls who do not have access to these and as a result miss school and work. In New Zealand we fund programs into schools that build confidence, resilience and self esteem to Kiwi youth.

The Alannah & Madeline Foundation was set up in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania, on 28 April 1996. The Foundation was launched in 1997 and has been operating for over 20 years.

Their key objectives are to care for children who have experienced or witnessed serious violence; reduce the incidence of bullying, cyber bullying and other cyber risks; and, advocate for the safety and wellbeing of children.

Their programs are in one third of all Australian schools, and more than two thirds of all Australian public libraries (reaching all 1,500 within the next year) and they also support 10,000 children in refuges or foster homes across Australia every year. More than 2 million children and their families have been reached nationwide since the organisation was established in 1997.

THE ALANNAH & MADELINE FOUNDATION MISSION
The Alannah & Madeline Foundation mission is to keep children safe from violence.

THE ALANNAH & MADELINE FOUNDATION VISION
The Alannah & Madeline Foundation's vision is that every child will live in a safe and supportive environment.

THE ALANNAH & MADELINE FOUNDATION'S VALUES
Caring  Including others
Friendliness  Respect
Valuing difference  Responsibility

www.amf.org.au
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Around 11% of Australian adults have experienced image based bullying. This was 15% for girls aged 15 - 17 years.

We want to encourage everyone to take a stand.
INTRODUCTION

WHAT IS IMAGE BASED BULLYING?

SEND A PIC 🍑 🍑 🍑

PICTURE THIS:
You’ve been seeing someone for a while and you’ve sent a few flirty texts and pics back and forth and it’s all a bit of fun. After a few months you break up #SorryNotSorry.

BUT:
Your ex then tells you they are going to send some of the private pics you shared with them to your new partner, your friends and (omg) even your parents! You are totally freaking out.

You sent those pics for fun and for their eyes ONLY! You also have pics of your ex that you know they wouldn’t want shared - but you would never share them, so how could they do this to you, right?

Nobody thinks this will ever happen to them or their friends, but in reality – in today’s crazy, digital world – it’s more common than you think!

What you need to know is that sharing or threatening to share sexual images or nudes of someone else WITHOUT their permission is image based bullying (also referred to as image based abuse) and it is SO NOT OK.
CHAPTER ONE

SEXTING, HUH?

Ok, so you’ve probably heard the term ‘sexting’ before – maybe from your teachers, your parents (awkward), or from an article or two online. The people who do research (academics), and give us all the stats we are using, refer to the sharing of sexual images as ‘Sexting’ and the images as ‘Sexts’, but we’re going to call these pics ‘Nudes’.

You, or people you know, may have sent and received a few nudes before and not thought much about it because nothing has gone wrong. Sometimes, it’s not as simple as taking a nude and sending it to someone. Sending a nude actually has four stages and each stage is like a ‘choose your own adventure’ journey, where the choices you make can affect what happens in the next stage.

When a nude is shared, you are able to tell who it is in the nude 50% of the time.
RESPECTFUL RELATIONSHIPS

THE 4 STAGES OF NUDES

1. SEND NUDES PLS???

2. SNAP A SEXY PIC

3. NUDE IS SHARED WITH TRUSTED PERSON

4. TRUST IS BROKEN, NUDE IS SHARED WITHOUT YOUR PERMISSION

No one gets hurt

Image Based Bullying. So Not OK.
Let’s use stages 3 and 4 as an example:

Someone receives a nude from their partner. Now they have a choice. The receiver can either keep it to themselves or they can move into stage 4 by sharing it with someone else without permission.

Stage 4 is image based bullying, which is SO NOT OK.
33% of people who experienced image-based bullying said their name had been shared with the nude.
Chapter Two

What's OK?

Consent... Do You Get It?

Consent is about getting the ‘ok’ from both people involved each step of the way. It’s a good idea to suss someone out before sending or asking for a nude. If you get a feeling that they are not super into it, don’t send anything or nag them to send one. Your idea of flirting or a bit of fun could differ from theirs, and might completely freak the other person out, or make them feel awkward.

If both of you seem keen it’s important to keep sussing to make sure both of you are completely clear with what is ok and what is so not ok. Like being straight up about keeping the nudes private, sticking to waist ups only, deleting the nudes once they’ve been seen and any other rules that make both people feel comfortable. It’s also a good idea to continue checking in with each other and, of course, sticking to the rules that you both agreed to is a must!
CHAPTER THREE

RESPECTFUL RELATIONSHIPS

Relationships can be so hard, right? But they also make us feel #blessed

We need our friends, families, partners, pets (obvi) and all those in between. Every relationship we have is special and unique in its own way. However, despite the differences, ALL relationships should have one thing in common – RESPECT.

NOT SURE ABOUT YOUR RELATIONSHIP?

Take the FETH test (Fairness, Equality, Trust and Honesty) on The Line website to measure your respectfulfulness.

theline.org.au/recognising-respectful-relationships
So what do respectful relationships have to do with sending nudes?

Sharing nudes usually happens between two people in a relationship, people who want to be in a relationship or between friends.

Let’s think back to the four stages of sending nudes, remembering there are choices that need to be made between each step. The choices made by the two people involved tell us if a relationship is respectful or not.

**STAGE 1**

**SOMEONE ASKS FOR A NUDE**

- In a respectful relationship you can say no if you don’t feel comfortable and the other person will be ok with it.
- In a respectful relationship the person would not pressure you or threaten you if you say no.

**STAGE 2**

**A NUDE IS TAKEN**

- If you decide to take a nude, you are able to talk to the person about your ‘rules’ to make sure it stays private.
- Just in case it does get shared, don’t show your face or anything that lets people know it’s you, like birth marks, tatts, piercings or things that are in the background like a poster on your wall.
RESPECTFUL RELATIONSHIPS

THE NUDE IS SHARED WITH SOMEONE ON PURPOSE

- In a respectful relationship the person will not say anything mean or nasty about the nude. Instead, they will make you feel safe and valued.
- In a respectful relationship the nude will stay between the two of you and the person you sent it to respects your privacy ‘rules’.
- In a respectful relationship nudes don’t need to be saved or stored.

Basically, in a respectful relationship no one gets hurt! This is what happens most of the time when nudes are sent. What’s so not ok is when we enter stage 4 – image based bullying. Image based bullying does not occur in a respectful relationship. But when image based bullying does happen, the person in the nude still deserves respect.

THE PERSON WHO RECEIVED THE NUDE SHARES IT WITH OTHERS

- If anyone tries to show you a nude of someone else, tell them that it’s so not ok.
- If someone forwards you a nude, don’t feel like you have to look at it or share it with others.
- If a nude of someone else has been shared with you, let the person in the nude know that they are not in the wrong, that they have power and that they can take action.
1 in 5
Australian adults have been sent a nude that was shared without the permission of the person in the nude.
WHAT YOU NEED TO KNOW

The Line² from Our Watch says that total respect involves a number of things, check out their list below:

• Respecting their opinion – it's normal (if not better) to have different interests or opinions... otherwise you may as well be hanging out with yourself!

• Respecting their privacy – just because you're going out with each other doesn't mean you should be snooping through their texts or anything else. And don't talk about their private stuff in public or post things about it online.

• Respecting their time and space – hanging out with other people just makes for better times when you're together. And it's okay for both of you to have male and female friends – we're living in the 21st century, people!

• Respecting their mood – don't pressure them to have sex or make them feel guilty if/when they're not up for it. Turns out guilt and pressure are not sexy.

• Respecting their mistakes – we all make mistakes, and there's better stuff to be doing in a relationship than going on about your partner's mistakes, or refusing to apologise when you've made a mistake.

• Respecting goals and hopes – you're a team. Support each other to achieve what each of you want out of life.

• Respecting them after the relationship changes or ends – it happens. If or when it does, work on making yourself happy again. Don't be that lowlife who tries to get back at them.

As long as everyone in the relationship knows what's going on and consents to what's going on, a respectful relationship can be everything you want it to be.

The Office of the eSafety Commissioner (basically the protector of all things online in Australia) tells us that image based abuse (that's what they call image based bullying) is when intimate or sexual photos or videos are shared online without consent, either to humiliate or shame someone, or for the ‘entertainment’ of others.

Most people think that sharing other people’s nudes is a serious breach of trust and privacy, but it still happens. The research shows the most common reason people say they shared a nude someone trusted them with was because they wanted to get revenge after a relationship had broken up. (Albury, K., Crawford, K., Byron, P., Mathews B. (2013)).
So... Who’s To Blame?

Image based bullying happens when a nude is shared without the ok of the person in the nude. This is a serious breach of trust and so not ok! Sharing a nude of yourself does not give the other person the ok to share it with anyone else.

You may have noticed so far we haven’t used the word victim to describe someone who’s experienced image based bullying. Being labelled a victim can suggest weakness or a lack of power.

One thing to remember: The people who have been affected by image based bullying are #INNOCENT. It is not their fault.

People who experience image based bullying say their biggest fear is that the nudes will be discovered by friends and family.

This fear can sometimes lead to people who experience image based bullying to also experience sextortion. Sextortion is basically when someone has a nude of someone else and they threaten to share it either online or with the person in the nude's friends or family, if they don’t do something in return. It is a form of blackmail and the person who is threatening to share the nude might ask for more nudes, money or anything else they want. The person who is in the nude can be so worried about their family and friends seeing it that they feel like they have no choice but to do what the person threatening to share the nude asks.

Letting people you care about know that image based bullying is so not ok may help them avoid experiencing sextortion.
Image based bullying has serious mental and physical impacts on the people whose images are shared:

- **42% said it lowered their self-esteem**
- **32% felt afraid for their safety**
- **40% felt depressed**
- **55% felt humiliated**

People who experience image based bullying need support, not shame or blame. Only half of them say they felt comfortable asking for help.

It sucks, but nudes of girls are seen as more valuable than nudes of boys (crazy, we know).

There is a perception that if boys have nudes of girls they look like ‘The Man’, but girls can get shamed and labelled. What’s worse, girls can be just as judgemental, and often even more judgemental of other girls. Put your hand up if you’ve been named and shamed by a fellow female before.
The fact of the matter is, in today’s cultural climate...

GIRLS NEED TO SUPPORT GIRLS

...it’s that simple.
We want everyone to take a stand and instead of sharing nudes of others...
Image Based Bullying is SO NOT OK.

Make a positive change and let people who have experienced image based bullying know that you're there for them.
The law says image based bullying is so not ok!
• If someone is asking you for a nude over and over again this is known as COERCION…tbh this is super creepy (not to mention illegal).

coercion
/kəʊˈɜː(r)ʃ(ə)n/

noun
the action or practice of persuading someone to do something by using force or threats.
synonyms: force, compulsion, constraint, duress, oppression, enforcement, harassment, intimidation, threats, insistence, demand, arm-twisting, pressure, pressurization, influence

• Threatening to share a nude of someone else is so not ok and against the law Australia-wide!

• It may be a crime to use a phone or the internet to threaten, harass or seriously offend somebody. This may apply to someone who shares an image without permission AND also to anyone who bullies the person in the nude, such as saying or sharing nasty comments.

Even though most of the time when we are taking nudes the image stays between the person taking the nude and the person they sent it to, even this scenario is actually against the law across Australia if it involves anyone under the age of 18. The laws we are referring to are child pornography laws (seriously!) and they include three actions:

1. Creation – taking a nude of a person under 18 (even a selfie)

2. Distribution – sharing a nude of yourself or of someone else who is under 18 either online or in person

3. Storing – having a nude of yourself or someone else who is under 18 saved on your phone, computer or other device.
FOR MORE INFO GO TO
esafety.gov.au/image-based-abuse
WHAT THE LAW SAYS

Stay with us, this gets a little tricky. All states and territories across Australia have child pornography laws that include these same three actions but they're a little bit different in each state. The Federal law may also still apply.

VIC

• Victoria is the only state where taking a nude of yourself and then sharing it with someone who says it's ok is legal for young people under 18. BUT this is only if the person sending the nude and person they sent it to are within 2 years of age of each other. So if you are 16, take a nude selfie then send it to someone who is 17, and they keep it to themselves, you are not breaking the law.

• Sharing a nude of someone else who is under 18 is not ok even if the person in the nude has given permission. So if you are 16, take a nude selfie, then send it to someone who is 17 and they share it, they are breaking the law even if you say it is ok. The law thinks that if you are under 18, you are not old enough to say it’s ok to share.

WA, QLD and NSW

• Sharing a nude of yourself or of someone else can be breaking the law if the person in the pic is under 16.

TAS, ACT and NT

• Sharing a nude of yourself or of someone else can be breaking the law if the person in the pic is under 18.

SA

• Sharing a nude of yourself or of someone else can be breaking the law if the person in the pic is under 17.
76% of Australians who have experienced image based bullying did not take action.
CHAPTER SIX

HELP

IF THIS HAS HAPPENED TO YOU:

• If you think they are in immediate danger, call 000.

• Remember you have done NOTHING WRONG – the person who shared your image is the one who is at fault.

• Remember you are more than just a picture, things will get better with time, and you will grow from this – trust us.

• Tell someone you trust, like a friend or family member.

• If you want to talk to a professional there is online and phone support available at: Kids Helpline & eheadspace.

• Before getting the content removed it is important to collect evidence.

• Help get the image removed:
  – If the image is on social media or reputable websites, report the content to the site where it was posted to ask to take the nude down.

• Remember image based bullying is against the law and you can get help from the police or legal centres.

• It is important to remember that in some cases, the mental effects of image based bullying can last after the nude has been removed or deleted – but it WILL get better. It is so important to keep talking to the people around you and ask for support when you need it. Keep doing the things you enjoy with the people you love.
IF THIS HAS HAPPENED TO YOUR FRIEND OR FAMILY MEMBER:

• If you think they are in immediate danger, call 000.
• Remind them that they have done nothing wrong – the person who shared their image is the one at fault! Tell them you are on their side, and are there for them.
• Ask how you can help them and what they need from you.
• Listen and avoid comparing them to yourself or others.
• Be there when they need to talk.
• Do not ask why they took or shared the image or video in the first place. It can make the person who experienced the bullying feel like they are to blame, when they are NOT!
• If they want to talk to a professional there is online and phone support available at: Kids Helpline & eheadspace.
• Before getting the content removed it is important to collect evidence.
• Help get the image removed:
  – If the image is on social media and/or reputable websites, help them report the content to the site where it was posted to ask to take content down.
• Remember image based bullying is against the law and you can get help from the police or legal centres.
• Tell them how upset you are for them and remind them that you have their back, no matter what and you’ll get through this together. In some cases the mental effects of image based bullying can last a long time after the nude has been taken down or deleted – but things will get better with time.
Some things simply suck, but they suck a little less with someone by your side – so remember to show your unconditional support.

**Kids Helpline**
Kids Helpline is Australia's only free, private and confidential 24/7 phone and online counselling service for young people.
Call 1800 55 1800 (24 hours a day) kidshelpline.com.au

**eheadspace**
"Waiting Room" of eHeadspace eheadspace.org.au

**eSafety**
esafety.gov.au/image-based-abuse
REFERENCES


With thanks to the Self(ie) Image Reference Group
The Hon. Alastair Nicholson
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Robert Keay
share this!
The Supré Foundation funds programs that educate, support and empower girls.

100% of proceeds from Supré Foundation products go directly to funding projects and partnerships empowering girls globally.

For more information visit supre.com.au/foundation

bullyingsonotok.com.au