



Action Toolkit

Created by Heat Initiative to empower families, policymakers, advocates, and survivors to protect children from sexual abuse online

Introduction:

Protecting Children Starts With Us

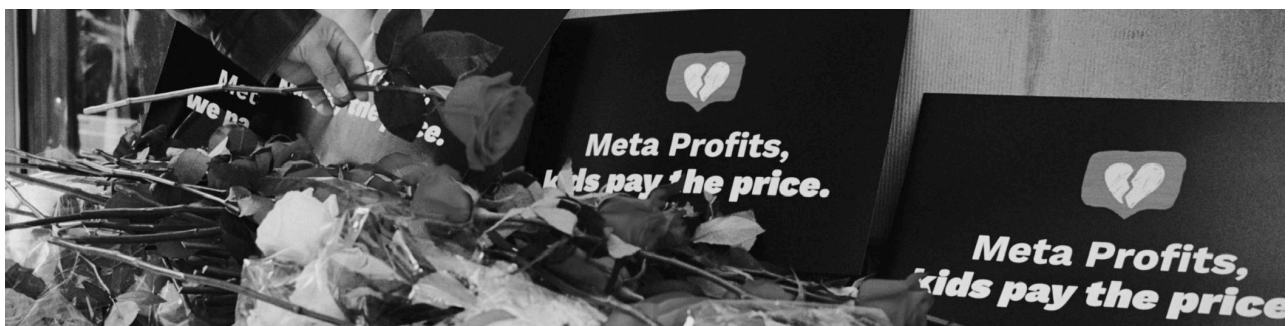
Online child sexual exploitation and abuse is a global crisis—and it's growing.

More than **300 million children** have been affected by online child sexual exploitation and abuse. On platforms used every day by millions, including children, harmful content is not just slipping through the cracks; it's being safeguarded. Abusers leverage platforms with lax child safety policies to spread child sexual abuse material, groom children, and avoid detection. All the while, Big Tech companies are profiting.

At **Heat Initiative**, we believe that children's safety must come before tech profits. Our mission is simple but urgent: to **end the cycle of harm by holding powerful technology companies accountable**. Through public pressure, corporate campaigns, and strategic advocacy, we're working to make it **bad business to harm children online**.

This **Action Toolkit** is designed to equip you—whether you're a parent, policymaker, educator, advocate, or survivor—with the tools, knowledge, and confidence to take meaningful action. You'll find clear steps to get involved, share your voice, and demand that Big Tech finally take responsibility.

When we act together, we change what's possible. And children deserve nothing less.



Start Here:

5 Simple Ways to Take Action Today

Start with these five quick, meaningful actions to protect children online and support the movement for change.

1. Share the Message

Help spread awareness by sharing this video of our NYC action on social media.

→ [Watch & Share the Video](#)

Tag @heatinitiative and use #ProtectKidsOnline to amplify the message.

2. Email Apple's CEO

Tell Tim Cook it's time for Apple to step up and protect kids on their platforms, stop the spread of child sexual abuse material in iCloud.

→ [Send an Email](#)

We've drafted the message—just add your name and hit send.

3. Learn the Facts

Take 10 minutes to discover how Big Tech companies like Apple fail to stop online child sexual abuse and exploitation, even in their own “curated” App Store.

→ [Read the Apple Store Report](#)

Knowledge is power—and a powerful tool for change.

4. Join Us on Social Media

Stay connected, get updates, and help us grow the movement.

→ Follow on [Instagram](#), [X](#), and [LinkedIn](#)

5. Support the Work


Every action we take is powered by people like you. If you're able, consider making a donation to keep the pressure on Big Tech.

→ [Donate Now](#)

You've already taken the first step by opening this toolkit. Keep going—we're right here with you.



What the Data Tells Us — And What You Can Do About It


The evidence is clear: online platforms are not doing enough to protect children. Below are some of the most urgent findings, paired with specific actions you can take to help drive change.

 **Finding:** More than 300 million children have been affected by online child sexual exploitation and abuse.

Source: WeProtect Global Alliance



Take Action:


-  Use our email template to demand action from tech leaders.
-  Share our [advocacy video](#) to help spread awareness.

 **Finding:** 92% of Apple users believe Apple has a responsibility to detect, remove, and report child sexual abuse material (CSAM).

Source: Apple Users Key Survey, Bellwether Research, 2023



Take Action:


-  Email Tim Cook using our [ready-to-send message here](#).
-  Repost our message on [LinkedIn](#) to show Apple their customers care.

 **Finding:** 83% of Apple users believe companies can protect both children and digital privacy at the same time.

Source: Apple Users Key Survey

Take Action:

-  Push back on Big Tech's false choice narrative. Use our talking points to speak up online and in your community.
-  Add your name to [our petition](#) calling for safety AND privacy.

 **Finding:** After pausing a potential solution for child sexual abuse material detection tool in 2021, Apple has no comprehensive plan in place to detect known child abuse imagery on iCloud.

Source: [Heat Initiative - Apple Campaign](#)

Take Action:

- ➔ Follow us on [Instagram](#) and [X](#) for campaign updates and ways to pressure Apple.
- ➔ Support our work with a donation to fund advocacy, legal pressure, and media campaigns.

Finding: More than 90% of privacy-minded Apple users say they want stronger child safety action.

Source: Apple Users Key Survey

Take Action:

- ➔ Reframe the debate. Use [our social media tools](#) in this toolkit to start conversations that prioritize child safety.

You don't need to be an expert to make a difference. You just need the facts—and the will to act.



Your voice matters. When you use it, you can make a real difference. The next page are email templates you can customize and send to help protect children online.

Speak Up: Contact Tech Companies

Templates For Tech Companies

Use these to call on companies like Apple, Meta, or Snap to take child safety seriously.

Template 1: To Apple — Demand Safer iCloud Protections

Subject Line: Apple must act now to protect children from online abuse

Body:

Dear [Apple Team / Tim Cook],

My name is [Your Name], and I'm writing from [City/State] because I care deeply about protecting children online—and I believe Apple can and should be a leader in this effort.

I'm concerned that Apple has no comprehensive plan to detect known child sexual abuse material (CSAM) on iCloud, despite strong public support for this kind of action. Your decision to pause proposed child sexual abuse material detection tools without any meaningful alternative.

As an Apple customer, I ask you to:

- Recommit to identifying, removing, and reporting child sexual abuse material on all platforms
- Build tools that allow children to report abuse safely and easily
- Prioritize trust and safety alongside privacy

Please do what's right—and show the world that Apple puts children's safety first.

Sincerely,

[Your Name]

[City, State]

[Optional: Parent/educator/Apple customer]

Template 2: To Any Tech Company — Make Technology A Force For Good

Subject Line: Please prioritize child safety on [digital platform]

Body:

To whom it may concern,
I'm writing as a concerned [citizen/parent/teacher/tech user] who believes that technology can and should be a force for good—especially when it comes to protecting children.

I respectfully encourage your team to take additional steps to prioritize child safety, including:

- Strengthening efforts to prevent the spread of child sexual abuse and exploitation online
- Providing timely, transparent responses when abuse is reported
- Designing platforms with safeguards that protect kids and teens from harm

I know your organization has the expertise and resources to make a difference. I hope you'll consider the impact these improvements could have on millions of young lives. Thank you for your time and commitment to building a safer digital world.

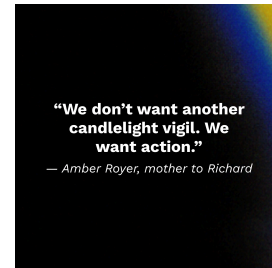
Sincerely,
[Your Name]
[City, State]

Extra Tips for Effective Communication

- **Be respectful:** A strong message doesn't need to be hostile.
- **Be specific:** Mention particular concerns (e.g., Apple's paused child sexual abuse material plans).
- **Make it personal:** If you're a parent, teacher, survivor, or advocate, share that. Personal stories are powerful.
- **Keep it brief:** Stick to 2–3 short paragraphs.
- **Follow up:** Repost your message on social media and encourage others to send their own.

Shareable Social Media Assets

DOWNLOAD SOCIAL MEDIA ASSETS HERE



Set 1: The Scale of the Crisis

Caption:

🔊 More than 300 million children have suffered online sexual exploitation and abuse—and tech companies are still dragging their feet.

We need accountability. We need action. We need it now.

- ➡ Share this.
- ➡ Tag a tech company.
- ➡ Demand better.

#ProtectKidsOnline #ChildSafetyOnline
#Endchildsexualabusematerial #HeatInitiative

Set 2: Demand to Apple

Caption:

📱 Dear @Apple: Your customers are watching.
🇺🇸 91% of Apple users say you have a responsibility to protect kids online—and right now, you're not doing enough.

🔒 Privacy matters.
👶 So does child safety.
We can—and must—have both.

#AppleDoBetter #ProtectKidsOnline #HeatInitiative #ChildSafetyOnline

Set 3: The Advocate's Voice

Caption:

Real stories. Real pain. Real silence from Big Tech.

Too many parents are ignored after unthinkable loss.
Too many companies prioritize profit over protection.
It's time to speak out—for them.

Share this. Tag the companies. Be loud.

#ProtectKidsOnline #HeatInitiative #ChildSafetyOnline #EndCSAM
sexual abuse material

What You Can Do: Your Next Steps

Everyone has a role to play in protecting children online. Whether you're a parent, educator, advocate, policymaker, or journalist—your voice matters.

More in-depth resources and role-specific toolkits are coming soon.



Parents and Guardians / Educators

Your Role: Helping kids navigate the digital world safely.

What You Can Do:

- Talk openly with children about the risks of online exploitation, grooming, and harmful content.
- Use parental control and safety settings on devices and apps—and explain why to your child.
- Teach kids how to recognize red flags and report abuse online.
- Report harmful or suspicious content on platforms and support kids if they come forward.
- Share trusted resources with fellow parents, teachers, and caregivers.

Advocates and Supporters

Your Role: Raising awareness and building momentum for change.

What You Can Do:

- Share educational content, survivor stories, and campaign updates from @heatinitiative.
- Use our email templates to contact tech leaders and elected officials.
- Host or attend community events to raise awareness about online harms.
- Fact-check and amplify credible, data-backed information.
- Donate to or fundraise for organizations fighting online child sexual abuse and exploitation.

Industry Professionals (Tech / Design / Policy)

Your Role: Building safer systems and holding your peers accountable.

What You Can Do:

- Advocate internally for safety-by-design practices in products and platforms.
- Push for investments in trust & safety teams and child sexual abuse material detection tools.

- Collaborate with child safety experts to improve internal protocols.
- Speak out, anonymously if necessary, about safety failures and unethical practices.
- Join or support professional networks prioritizing tech responsibility.

Reporters and Media Professionals

Your Role: Informing the public and holding power to account.

What You Can Do:

- Cover stories about online harm with care, nuance, and survivor-centered framing.
- Investigate and report on Big Tech's safety failures, lobbying tactics, and accountability gaps.
- Use credible sources to contextualize the issue.
- Amplify underreported stories and voices, especially from parents and youth.
- Reach out to Heat Initiative for expert commentary, campaign updates, and data insights.



Thank You for Taking Action

By opening this toolkit, reading these pages, and taking your first steps, you've joined a growing movement to protect children online.

This work is not easy. But it's necessary.

With every message sent, every story shared, and every voice raised, we get closer to a future where tech companies prioritize safety over profits and kids are free to enjoy the digital worlds we increasingly depend on.

You are part of that change.

Thank you for standing with us. Thank you for showing up. Thank you for believing that the internet can, and must, be a place where children are protected.

heatinitiative.org | [@heatinitiative](https://twitter.com/heatinitiative)

