

# WhatsOK.org

The first website and helpline services for **young people** with concerns about potentially problematic sexual interests and behaviors.

## the **PROBLEM**

- Upwards of 70% of the sexual abuse perpetrated against children and teens is committed by other children and teens.
- Support, information, and resources for youth who have or are at risk for perpetrating sexual offenses are limited.

## our **SOLUTION**



## **YOUTH** contacts

2,742 page views from 2,270 users  
 31 emails 7 texts 4 chats 0 calls

Is watching hentai legal?

Am I addicted to porn?

If the kids are my age, is that still illegal?

**38%** of inquiries were from youth who had abused or were at-risk of abusing



## what we **LEARNED**



**Most successful ad**

- Short, emoji, non-threatening images are most important.
- Young people will ask for help, clarification, and support when resources are offered.

## what's **NEXT**

- **Resources will be expanded** to address emerging issues.
- **Social marketing campaign doubled** to new markets.
- **Helpline hours extended** to meet a growing need.
- **Website content refined** and grown to meet the questions we receive.
- **Surveys implemented** to evaluate and resources.