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ChildFund’s campaign to protect children online receives multiple awards

[Richmond, Virginia – May 14, 2024] – [#TakeItDown](#), ChildFund’s national campaign to build public support for legislation forcing tech companies to protect children online, is the recipient of several national awards recognizing the campaign’s creativity and potential to spark powerful change.

Centered around a short video called “[Monster](#),” [#TakeItDown](#) highlights how easy it is for abusers to harm children online and [invites the public](#) to raise their voices on the issue by tweeting to Congressional leaders. Developed for ChildFund by the social impact agency [WRTHY](#), the campaign draws on the experiences of survivors and connects site visitors with resources to access support, learn about online safety, report child sexual abuse online and more.

Today, Fast Company honored [#TakeItDown](#) in three categories of its [World Changing Ideas](#) awards, an annual recognition of innovative ways of tackling global challenges, from a pool of 1,300 entries from around the globe. And last night, ChildFund and [WRTHY](#) accepted a [People’s Voice Award for Best Social Impact Campaign](#) at the 28th Annual Webby Awards ceremony held in New York City. The Anthem Awards also recently picked [#TakeItDown](#) for four Gold awards, including in the Public Service category for “Best in class campaign to raise awareness and provoke action related to Responsible Technology.”

“This recognition will draw attention to this critical issue,” said Erin Kennedy, ChildFund’s VP for External Affairs and Partnerships. “With 100,000 reports of child sexual abuse material made every day, we must do more. We have an opportunity to keep up the momentum and ensure that our kids are protected online — visit childfund.org/takeitdown to learn more and raise your voice!”

As the amount of child sexual abuse imagery online continues to skyrocket, tech companies continue to do too little to protect children on their platforms. [#TakeItDown](#) has helped to put pressure on lawmakers to act and pass legislation that will hold tech companies accountable for harmful content and keep kids safe online.

About ChildFund

Founded in 1938, ChildFund works throughout Asia, Africa and the Americas, including the United States, to connect children with what they need to grow up healthy, educated, skilled and safe — at home, in school, in community, online. ChildFund leads the End OSEAC Coalition, a group of 30 civil society organizations advocating for policies to protect children online. Find out more at www.ChildFund.org.