



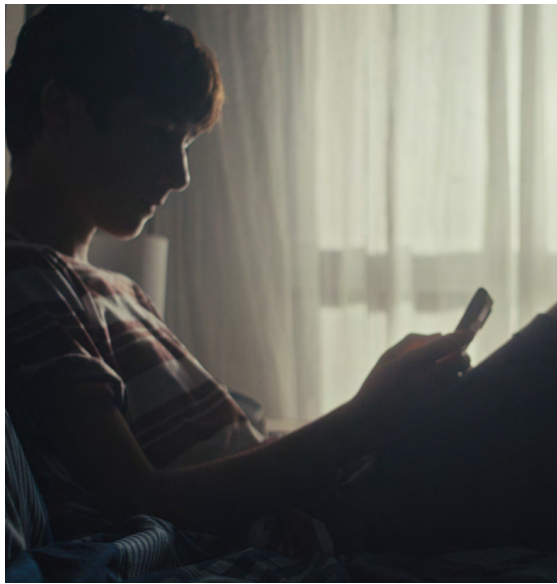
About this guide

This guide is designed to support parents and caregivers to have meaningful conversations with their young people about their safety online.

The 'F' word... Fake

Deepfakes: AI-facilitated image-based abuse

A guide for caregivers



About the film

Duration: 5 - 6 minutes

Audience: 13 - 15 year olds

Daphne, Nuri and Oliver each experience AI-facilitated image-based abuse in different ways.

Daphne is blackmailed with an AI-generated nude, Nuri's ex-partner coerces her with a deepfake image, and Oliver harms others by creating explicit AI photos of girls from his school.

As their stories unfold, an AI expert explains how AI technology is enabling new forms of abuse, and that shame often keeps young people silent. Through moments of fear and truth-telling, each young person is able to **recognise** the harm caused by these images, **react** and **report**, to take back control. Young people are reminded that if this happens to them, they're never alone, they can get help, and this doesn't define them.

This film aims to encourage young people to reach out for help if they experience harm related to deepfakes online. It has been created through deep consultation with teams of Young Advisors, Educator Advisors and subject matter experts. Each young character's story is grounded in research and lived experience script consultation.

About AI-facilitated image-based abuse

When someone uses AI (artificial intelligence) to create explicit images or videos, then shares them or threatens to share them, it's a form of image-based abuse and it's illegal. You may also hear AI facilitated image-based abuse referred to as 'deepfakes', 'nudify apps' or 'undress' apps.

Even though these images are 'fake', they can cause real harm. The tools to make them are easy to find and they are often deliberately targeted at young people on popular platforms. The images and videos look very real so it's almost impossible to tell what's real and what's created by AI.

AI facilitated image-based abuse is increasing at an alarming rate.

In 2025, Australia's eSafety Commissioner [revealed](#) that reports about AI-facilitated image-based abuse from people under the age of 18 had more than doubled in the past 18 months, compared to the total number of reports received in the seven years prior. Four out of five of these reports involved the targeting of women and girls. They estimate this is an under-representation of the real prevalence of this issue.

Perpetrators can be complete strangers on the internet, or they can be peers. In one [study](#), 1 in 10 young people said they personally knew someone who'd used AI tools to make nude images of other kids, while 1 in 8 knew someone who'd been the target.

The eSafety Commissioner offers [information](#) and the ability to [report AI or 'deepfake' harm](#) under their 'Image-Based Abuse' reporting function.

Like any technology-facilitated harm, AI-facilitated image-based abuse will continue to evolve, as will the laws related to it and the supports available for those who experience it. You can explore more and keep up to date with information on the [eSafety parents](#) webpage.

Approaching conversation with curiosity

Content notice: This film is based on true stories. It explores online child sexual exploitation and technology-facilitated abuse.

Having regular and open-minded conversations with your young person about their online world can help you to notice if something doesn't seem right. Regular conversations may increase the likelihood they'll talk to you if they're worried about something online. Remember, if your child experiences harm created by AI images, it is never their fault. Talking openly also creates the opportunity to talk about safe and respectful use of AI, and increase the likelihood they might share with you if they've used AI in unsafe or harmful ways.

We asked our Young Advisors what they'd recommend parents and caregivers keep in mind when having conversations about this topic ...

"Start with open, curiosity-based questions that invite conversation rather than judgment... [this] can open the door to honest discussion without making the child feel blamed or watched."

"Affirm that you would offer full support and zero judgement and also create a space for open conversation."

Conversation starters

These conversation starters were written by our Young Advisors. These suggestions are designed for you to choose ways to speak with your young person which feel supportive of you both. We recommend you watch the video and to read eSafety's guidance on [imaged-based abuse](#) (which includes deepfakes) to familiarise yourself with the topic.

Specific questions to ask after your child has seen this video:

- What stood out to you in the video today? Was there anything that surprised you or made you think differently?
- How do you think someone your age might feel if that happened to them?
- Did anything in the video feel familiar, like something you've seen online or heard about?

Questions about your child's online experiences:

- Why do you think people your age feel pressure to share personal stuff online?
- If you could redesign the internet to make it safer, what would you change first?
- Do you ever see stuff online that makes you feel uncomfortable?
- Can I ask you some questions about the internet? You're not in trouble for anything at all, I'm just curious about the internet because things have changed so much since I was a kid (you might then ask anything you're curious about, or use some of the other questions listed here).

Questions which explore responding to unsafe situations online:

- What would you do if someone online made you feel uncomfortable or pressured?
- Who would you feel safe talking to if something like this happened?
- What would make it easier for you to come to me if something ever felt wrong?
- What do you think adults sometimes get wrong when they talk about this stuff?
- Do you think adults make it easier or harder to talk about stuff like this?
- How do you think I'd react if I knew you were sharing nudes with your boyfriend/ girlfriend/ partner? Would this stop you from talking to me?
- Do you know what you can do if someone shares or edits images without permission?

Our Educator Advisors also shared their recommendations for continuing these conversations at home.

Things to keep in mind:

- Sometimes it can be easier to speak in the third person (e.g. 'If this happened to someone you know').
- Be open to the fact that this process of sexual development and exploration online is common in adolescence.
- Tell your young person: "If someone ever made you feel trapped or scared about something online, I'd want to help you through it, not judge you".
- It's okay not to have all the answers straight away. These harms aren't talked about enough and the technology changes quickly. There are always opportunities to learn about it, and you could do that together.

More questions you could ask:

- What do you think you'd notice if a friend of yours was experiencing this? What about you - how would we know?
- What would you do if a friend told you that something like this had happened to them?
- What would you do if you saw a fake image of a friend being shared?
- What is your school process when issues like this happen?
- If this happened to you, how are you most likely to get help?
- What does it mean to "know" someone? - Explain how this means you need to know them in person.
- How can you report these kinds of issues?

If your child experiences AI-facilitated image-based abuse

1. **If they are at immediate risk of harm, call 000.**
2. **Make it clear you support them. Young Advisors say it's helpful to hear things like:**
 - a. 'I believe you.'
 - b. 'This should never have happened to you.'
 - c. 'You're not in trouble.'
 - d. 'I'm so glad you told me this.'
 - e. 'We can figure this out together.'
3. **Together, read advice about sextortion and what to do from [eSafety](#) including:**
 - a. [Collect evidence](#).
 - b. Report to the platform (use [eSafety's guide](#) to find out how).
 - c. Report to [ACCCE](#) (Australian Centre to Counter Child Exploitation).
4. **Identify places your child could get support, either now or in the futures, for example:**
 - a. [Kids Helpline](#).
 - b. [Bravehearts](#).
5. **Remind them they're not alone, and they're not to blame.**
6. **Be aware of your own wellbeing as their caregiver and reach out for support, for example:**
 - a. [Lifeline](#).
 - b. [13YARN](#).
 - c. [Parent helplines and hotlines](#) (state by state).
7. **If your child has used AI to create explicit images of another person and potentially shared that image:**
 - Pause, take a breath. This can feel overwhelming and you don't need to respond instantly. Your calm support will assist your child communicate.
 - Listen attentively and assure them that you're glad they told you.
 - This is image-based abuse and it's illegal. There will be steps your child will need to take, and they will need your support.
 - Together, read eSafety's guidance: [What to do if you shared someone's intimate image or video](#).
 - Consider places you and your child can access support, like Kids Helpline or 1800 RESPECT.

You can read more about supporting someone who has experienced image-based abuse on the [eSafety website](#).