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**HEAR THE CHILDREN'S CRY FORGES GROUNDBREAKING PARTNERSHIP
WITH TIKTOK TO PROTECT AGAINST EXPLOITATIVE CHILD CONTENT**

- *Hear the Children's Cry, TikTok to collaborate on child safety and promoting a safe and welcoming environment for the community.*
- *First partnership of its kind for Jamaica and the Caribbean*
- *Hear The Children's Cry invited to join TikTok's Community Partner Channel (CPC) to quickly report inappropriate content*
- *Way paved for TikTok to link with Jamaican Cyber Crimes Unit*

Following increasing national concern about inappropriate and exploitative content of children on digital platforms, Betty Ann Blaine, Child Advocate and Founder of Hear the Children's Cry (HTCC), has made good on her promise to tackle this industry challenge. Her organization is partnering with leading entertainment platform TikTok to build a positive and supportive digital community in Jamaica, the first partnership of its kind in Jamaica and in the Caribbean.

She made this commitment following the surfacing locally in early February of a video that was in violation of TikTok's Community Guidelines, the set of norms and common code of conduct that provide for a safe and welcoming space for everyone on the platform.

As part of this collaboration, TikTok will establish a direct email channel with Hear The Children's Cry to the platform's Trust and Safety team to be able to immediately report content that violates TikTok's Community Guidelines.

“We promised the Jamaican people that we would not only reach out to TikTok, but would work with them for the effective protection of our youths,” Mrs. Blaine notes, adding, “I am happy to share that we found the TikTok team more than willing to work with us. We were impressed with how swiftly they took action to investigate the inappropriate content we reported, and their unwavering commitment to building a positive community.”

Tom Lehmann, TikTok’s Public Policy Manager for Latin America & the Caribbean explains, “TikTok’s mission is to inspire creativity and bring joy, and as a part of that, we are committed to making TikTok a safe and inclusive space for everyone, especially young people, while protecting against industry-wide challenges around platform misuse. We recognize how important it is to work together with organizations and other stakeholders to empower young people and keep them safe on and off the platform. With this partnership, HTCC will be able to quickly report content that violates our Community Guidelines. We look forward to working with HTCC in this and other capacities going forward.”

Betty Ann Blaine concludes, "Last week, TikTok provided the Hear The Children’s Cry team with virtual training on how to interact most effectively with the Community Partner Channel. This included briefing on their industry-leading policies and tools. We are looking forward with TikTok to addressing online safety issues, and fostering a safe and positive online environment for our community.

“Also very important,” she adds, “Through Hear The Children’s Cry’s partnership with TikTok, the way has now been paved for the Jamaican Cyber Crimes Unit to link up, for the first time, with the TikTok team in the fight against cyber related violations against young people.”

PHOTOS ATTACHED OF:

Child Advocate Betty Ann Blaine, Founder, Hear The Children’s Cry
and

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