

2026

Latvia | ReDirection Impact Report

Protect Children & Centrs Dardedze

Year 1: 12 May 2025 – 11 May 2026

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1. Overview

As part of the ReDirection subscription, Protect Children provides annual impact reports to partners, highlighting program implementation, reach, and outcomes at the national level.

In 2025, the ReDirection program was successfully launched in Latvia in partnership with Centrs Dardedze. This marks an important step in expanding offender-focused prevention efforts and strengthening child protection through evidence-based, scalable interventions.

2. About the ReDirection Program

The ReDirection program is an anonymous online resource designed to prevent child sexual abuse by supporting individuals who are at risk of harming children, including those using child sexual abuse material (CSAM).

The program is based on cognitive behavioural therapy principles and supports users to:

- Understand the underlying factors influencing their behaviour
- Reflect on their actions and personal values
- Challenge harmful misconceptions
- Learn practical strategies to stop viewing CSAM
- Maintain behavioural change and prevent relapse

The program provides a structured, self-guided pathway toward behavioural change and harm prevention.

Learn more about the ReDirection program:

www.protectchildren.fi/en/redirection-program

3. Impact and Outcomes

User feedback from 265 global users indicates that the program contributes to meaningful behavioural change:

- **75%** of feedback givers reported reducing or completely stopping their use of CSAM since starting the ReDirection program
- **48%** reported that they had completely stopped using CSAM
- **59%** reported feeling very confident in maintaining long term behavioural change
- **78%** indicated they would not change anything about the program

These findings suggest that the program is both effective and well received among users who engage with it. The program has also undergone multiple evaluations demonstrating its effectiveness, scalability, and potential as a prevention tool.

4. Scaling and Reach

Offender-focused prevention remains a critical but underdeveloped area in addressing child sexual abuse. ReDirection aims to fill this gap by providing accessible, evidence-based support to individuals seeking to stop harmful behaviour.

As of June 2026, the program is available in seven languages, including Latvian, supporting wider international reach and accessibility.

5. Launch in Latvia

ReDirection Latvia was developed in close collaboration with **Centrs Dardedze**.

Development of the Latvian platform began in May 2025 and followed a structured implementation process over six months, including:

- Translation of program content
- Cultural and contextual adaptation
- Website development and content integration
- Local site creation
- Content review and feedback
- Analytics setup

The program officially launched on 24 November 2025 and remains live and accessible to users across Latvia.

ReDirection

ReDirection pašpalīdzības programma

**Vai jūs sevī cīnāties ar tieksmi
skatīties bērnu seksuālas
izmantošanas materiālus?**

Sāciet ReDirection pašpalīdzības programmu jau šodien, lai iemācītos kontrolēt savu uzvedību.

**Sāciet ReDirection
programmu jau šodien**

Sākt programmu

Figure 1: Homepage of ReDirection Latvia website (<https://www.redirectionprogram.com/lv/>)

6. Reach and Engagement

Since the launch of ReDirection Latvia, the global ReDirection homepage in Latvian¹ has been visited by 1,082 unique visitors. This homepage provides information and invites users to begin the ReDirection program.

Users who choose to start the program are redirected to the separate ReDirection Latvia program website.² Since launch, this program website has been visited by 389 unique visitors, generating a total of 483 visits and 2,584 pageviews. On average, users viewed 5.35 pages per visit and spent 5 minutes and 31 seconds on the website.

¹ Global ReDirection homepage in Latvia: <https://www.redirectionprogram.com/lv/>

² ReDirection Latvia program website: <https://latvia.redirectionprogram.com/>

Most visits to the program website originated from Latvia (266 visitors, 68.4%).

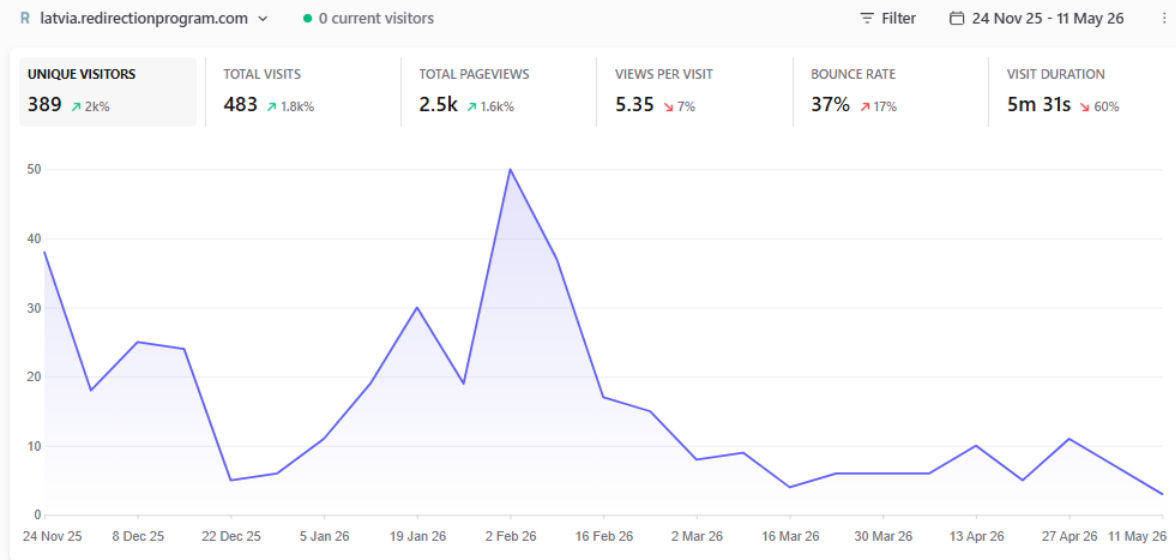


Figure 2: Website analytics of ReDirection Latvia program website from 24 November 2025 to 11 May 2026. Source: Plausible.

User feedback collection is ongoing to better understand the program's impact in the Latvian context. Since its launch, 2 users have submitted responses to the Latvian feedback survey.

Among respondents:

- 100% reported receiving the help they needed through the ReDirection program.
- 100% felt fully understood and respected when using the program.
- 100% reported that they have stopped using CSAM since starting the program.
- 100% stated they would not change anything about the program.

Users reported finding the program through several channels:

- 50% through social media
- 50% through a therapist or clinician

7. Implementation Activities

Implementation activities in Latvia focused on strengthening awareness, professional engagement, and institutional cooperation to support the successful launch and dissemination of the program.

Resources:

- Information posted on Dardedze's website, Q&A, printable QR code
- Information on the «Stop page» of listed porn sites
- Information on Center for Disease Control and Prevention webpage
- Printed materials: stickers & «business cards»
 - Offer to put stickers in WC of public places – agreed by central bus station, shopping center and a movie theatre.
 - Offer to distribute small business cards – agreed by a couple psychologists and State police.




The screenshot shows the SPORTAKLUBI website. The main headline reads: "Epstins mūsos. Kur vērsties pēc palīdzības, ja rodas pedofiliskas dziņas?". Below the headline is a photo of a person covering their face with their hands. To the left, there is a calendar for November 2025 and a list of months. The article text mentions: "Pieejama pašpalīdzības programma pret tieksmi skatīties bērnu seksuālas izmantošanas materiālus". It also states: "Centrs Dardedze" sadarbībā ar Somijas organizāciju "Protect Children" Latvijā sācis piedāvāt anonīmu tiešsaistes pašpalīdzības programmu "ReDirection", kuras mērķis ir palīdzēt specifiskai cilvēku grupai mazināt tieksmi meklēt un skatīties bērnu seksuālas izmantošanas materiālus.

Social media:

- Information on Dardedze's social network
- Mention through influencer Elviss Strazdiņš

Direct communication:

- Email to psychologists, psychotherapists, sexologists, youth centers – some interest
- Question about cooperation with internet providers: Bite, Tet, Tele2, LMT – no response

Meetings:

- Drošinternets.lv, Cert.lv, VP, VPD, BAC, information sent

Presentations:

- Online presentation to the State Probation Service professionals, the Prison Administration (about 70 participants) and State police (about 60 participants) – very interested

Media:

- Mentions in media in total – 29
- In-depth articles on Delfi.lv (interview) and Tvnet.lv
 - «Self-help program available to combat child sexual abuse»
 - «The situation is dramatic. Latvia introduces program to reduce sexual attraction to children»
 - «More than 200 people have visited the website "ReDirection" to reduce the desire for child pornography»
 - «Epstein in us. Where to turn for help if you have pedophilia?»
- Press release

Vietni bērnu seksuālas izmantošanas materiālu tieksmes mazināšanai apmeklējuši 211 lietotāji

Ziņu aģentūra LETA 4. feb

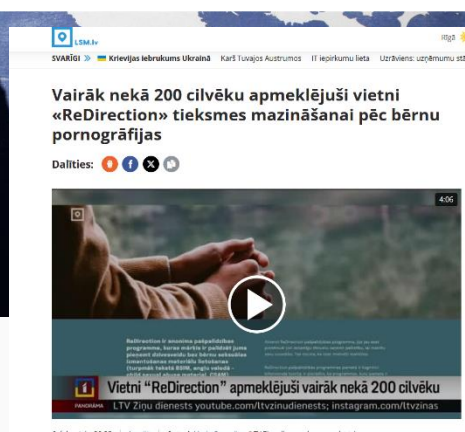


Situācija – dramatiska. Latvijā ievieš programmu seksuālās tieksmes pret bērniem mazināšanai (20)

— Kāds ir dzimumnoziegēja profils? Ne jau onkulis gados!



Aija Rutka
"Delfi Life" žurnāliste
ajia.rutka@delfi.lv



Media coverage contributed to increased public awareness, professional recognition, and institutional credibility of the program.

8. Looking Ahead

Future priorities for ReDirection in Latvia include:

- Increasing reach and visibility of the program
- Continuing collaboration with national partners
- Expanding professional and institutional engagement to support prevention efforts in Latvia