Empowering parents and caregivers to protect kids online

CAMPAIGN OVERVIEW
As the world shifted to a virtual setting in early 2020, the National Center for Missing and Exploited Children (NCMEC) began reporting a spike in online abuse cases.

NCMEC CYBERTIPLINE EXPERIENCING A 28% INCREASE IN REPORTS BETWEEN JANUARY AND DECEMBER OF 2020 COMPARED TO THE SAME PERIOD IN 2019.

A TOTAL OF OVER 21.7 MILLION REPORTS IN A ONE-YEAR PERIOD.
Keeping children safe online and away from potentially dangerous content or from connecting with individuals looking to exploit a young person.
#REAL FRIENDS DON'T
Our kids are growing up in a digital world. Children and teens are on their phones and laptops nonstop. But all that screen time could be putting any child at risk. Online, it’s harder to tell if people are really who they say they are. It’s our job to help kids recognize who their real friends are – and aren’t.

We all know the internet can be an awesome place. But, just like IRL, there can be some creeps out there who can make it a very dangerous place for kids and teens. It’s important to be educated and empowered so you know how to protect yourself and your friends.
WHAT
Developed by the McCain Institute & Ketchum, R.E.A.L. Friends Don’t increases awareness while educating parents and caregivers about online safety. The program has evolved to empower parents to protect their children from harmful content, grooming or online exploitation and inform kids about what to do if they find themselves needing help.

HOW
Reaching over two million internet users around the world since its launch in December 2020, the campaign, offered in both Spanish and English, continues to provide caregivers and kids with comprehensive resources and actionable support.
Raise the topic of online safety with your kids.

realfriendsdont.org
ADOPTE UNA ESTRATEGIA
R.E.A.L.
PARA PROTEGER A SUS HIJOS EN INTERNET
realfriendsdont.org
A PUBLIC SERVICE MESSAGE OF THE OUTDOOR ADVERTISING ASSOCIATION OF TEXAS
Building trust through relatable Design

Specific symbols and language help us empower both parents and caregivers on their terms.

Color, imagery, language choice are critical to creating art that connects with the right audiences in the right ways. Through our community art program we aim to empower prevention through engaging parents/caregivers and teens to develop art that takes our messaging and makes it most meaningful to them.

These can be portrayed through traditional murals, augmented with technology and deployed where audiences gather in a portable way.
Communications Toolkit

Accessible Digital Toolkit

It’s time to get R.E.A.L. about protecting kids online. Our kids are growing up in a digital world. But all that screen time could be putting any child at risk. Online, it’s harder to tell if people are really who they say they are. It’s our job to help kids recognize who their real friends are – and aren’t.
Supporting partners
Who we are

The McCain Institute is working to make a difference in people’s lives across a range of critical areas including combatting human trafficking and exploitation.

Online exploitation of children and teens is one entry point for human trafficking. That’s why we’re helping parents and caregivers recognize the risks and the steps to take to keep their kids safe. It’s part of our Combatting Human Trafficking program, aiming to educate, raise awareness and implement action-based solutions to end modern slavery in the U.S. and abroad.
We’re stronger with your support.
Sex Trafficking Awareness For Individual Strength and Hope (STARFISH)

School Prevention Project

Interested in teaching about sex trafficking prevention in your classroom or school? We've created specific lesson plans for several areas of study, as well as guides for class and school-wide awareness activities. Here's how to get started.

Get Started →
How It Works

Get Certified → Download Lesson Plans → Teach
HOW WE CAN PARTNER

- Continue to collaborate to support multi-sector buy-in
- Additional in-person & advanced training for staff
- In-person training for students on labor and sex trafficking
- Training of Trainers
- Response Protocol by region and for school communities
  - Continue to support Collaborative teams
HOW WE CAN PARTNER

What might this project look like for your community?

What training have you received?

What is the structure of annual, on-boarding or other required training?

Are you currently working with a MDT in your community?

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