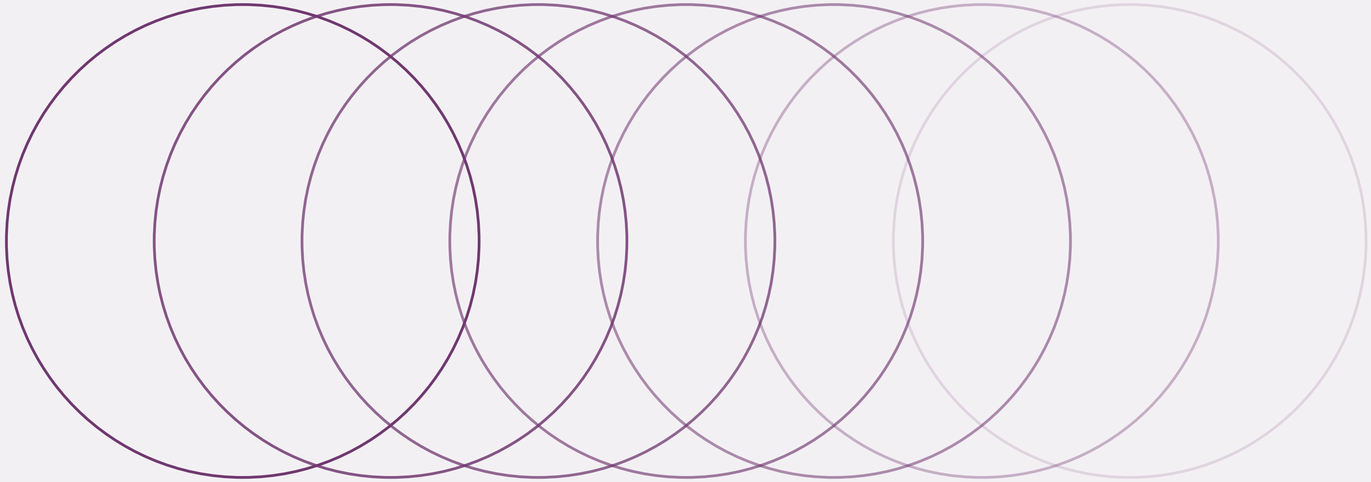
McCain Institute
ARIZONA STATE UNIVERSITY

Empowering parents and caregivers to protect kids online

CAMPAIGN OVERVIEW

By the numbers



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.

28%

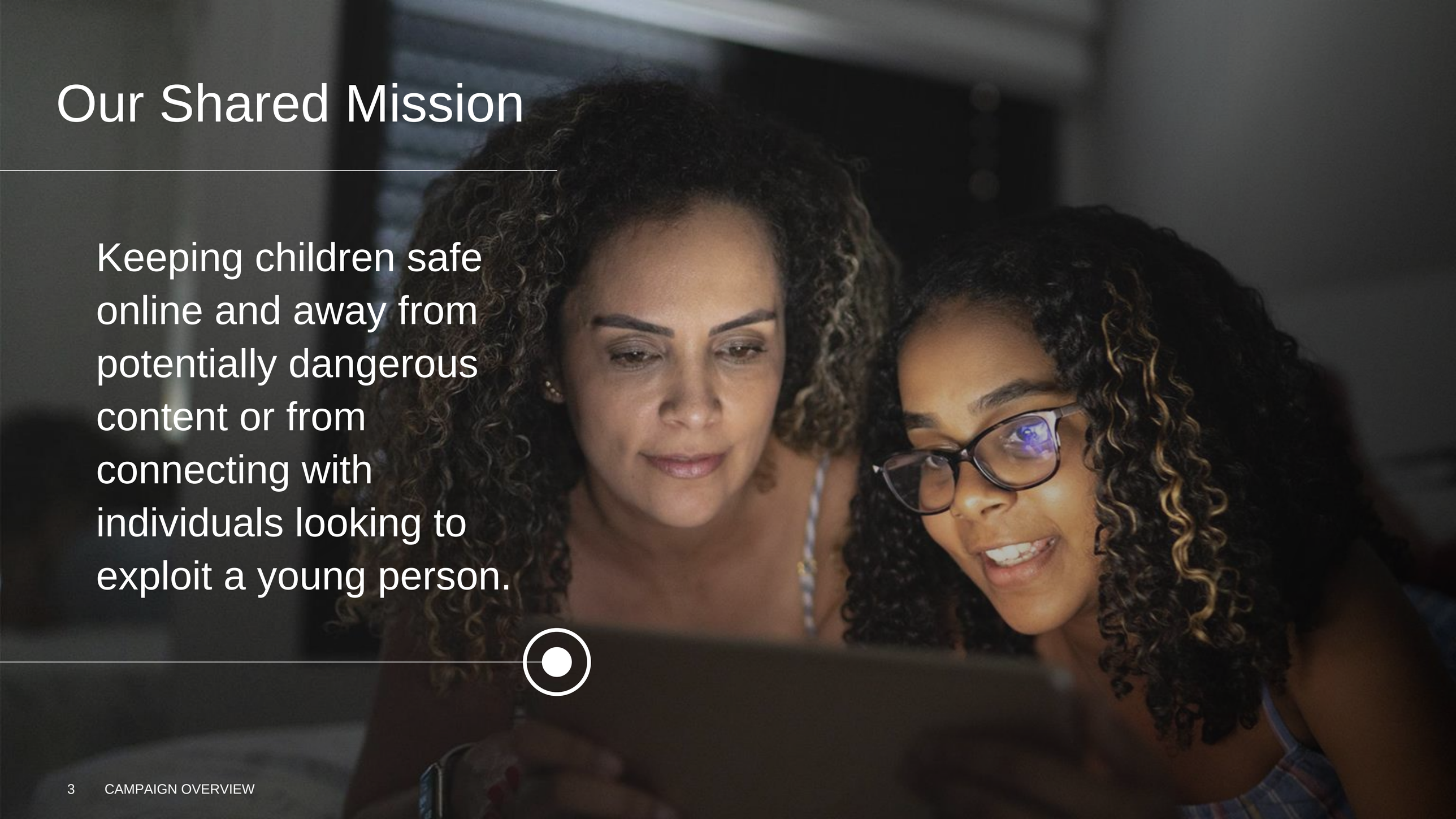
NCMEC CYBERTIPLINE EXPERIENCING
A 28% INCREASE IN REPORTS BETWEEN JANUARY AND DECEMBER OF 2020 COMPARED TO THE SAME PERIOD IN 2019.

21.7m

A TOTAL OF OVER 21.7 MILLION REPORTS
IN A ONE-YEAR PERIOD.

Our Shared Mission

Keeping children safe online and away from potentially dangerous content or from connecting with individuals looking to exploit a young person.



#R.E.A.L
FRIENDS
DON'T

For parents/caregivers

IT'S TIME TO GET R.E.A.L.

ABOUT PROTECTING KIDS ONLINE

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.

For teens

IT'S TIME TO GET R.E.A.L.

ABOUT WHAT YOU DO ONLINE

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.

R.E.A.L.
FRIENDS
DON'T
McCain
Institute
Raise the topic
of online safety
with your kids.
realfriendsdont.org
A PUBLIC SERVICE MESSAGE OF THE OUTDOOR ADVERTISING ASSOCIATION OF TEXAS

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
R.E.A.L. FRIENDS DON'T
MCCAIN INSTITUTE

View on YouTube

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.

Modern Warriors
Little Village, Chicago

Communications Toolkit

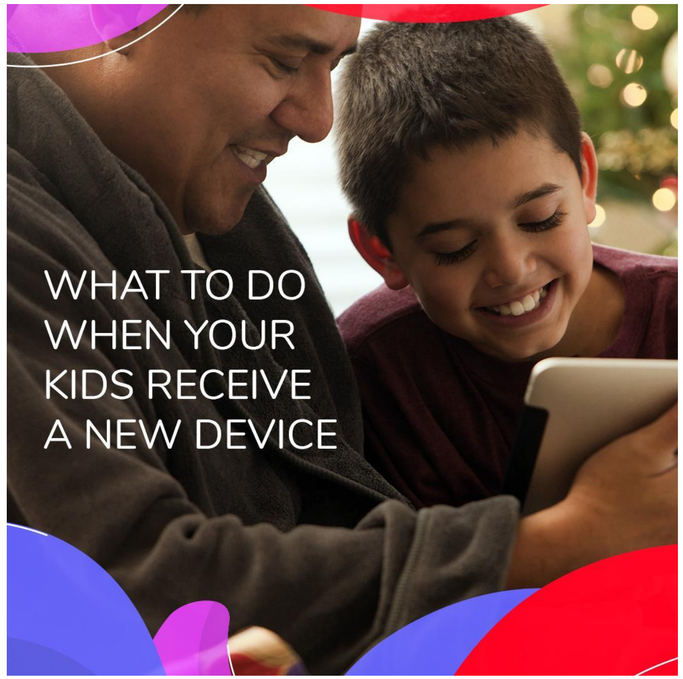
[Accessible Digital Toolkit]

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.

TWITTER

INSTAGRAM

FACEBOOK



Supporting partners

Governor's Office of Youth, Faith and Family

Polaris Freedom happens now.

THORN

The Marilyn and Glen Nelson Family Foundation

ASU Office of Sex Trafficking Intervention Research
Arizona State University

JPMorgan Chase & Co.

UNIVISION CONTIGO

NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN®

the Advocates
Saving Lives. Changing Futures.

United Way
United Way of Southern Cameron County

oneMCSO SHERIFF MARICOPA COUNTY

Office of the Texas Governor
Child Sex Trafficking Team

TIDES FOUNDATION
WITH SUPPORT FROM
THE OAK FOUNDATION

3 strands GLOBAL FOUNDATION

CASSIOPEIA

OAAT Outdoor Advertising Association of Texas

YOUTH CENTER OF TEXAS
Crisis Intervention & Integrated Services

CPAG CHICAGO PUBLIC ART GROUP

THE ANTI-SLAVERY COLLECTIVE

Ketchum
empathy + intelligence

ECPAT USA

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.

R.E.A.L. FRIENDS DON'T

These materials are for editorial or learning purposes. They must not be manipulated/edited or distorted it in any way. I will also reference @realfriendsdont and/or realfriendsdont.org when using these materials.

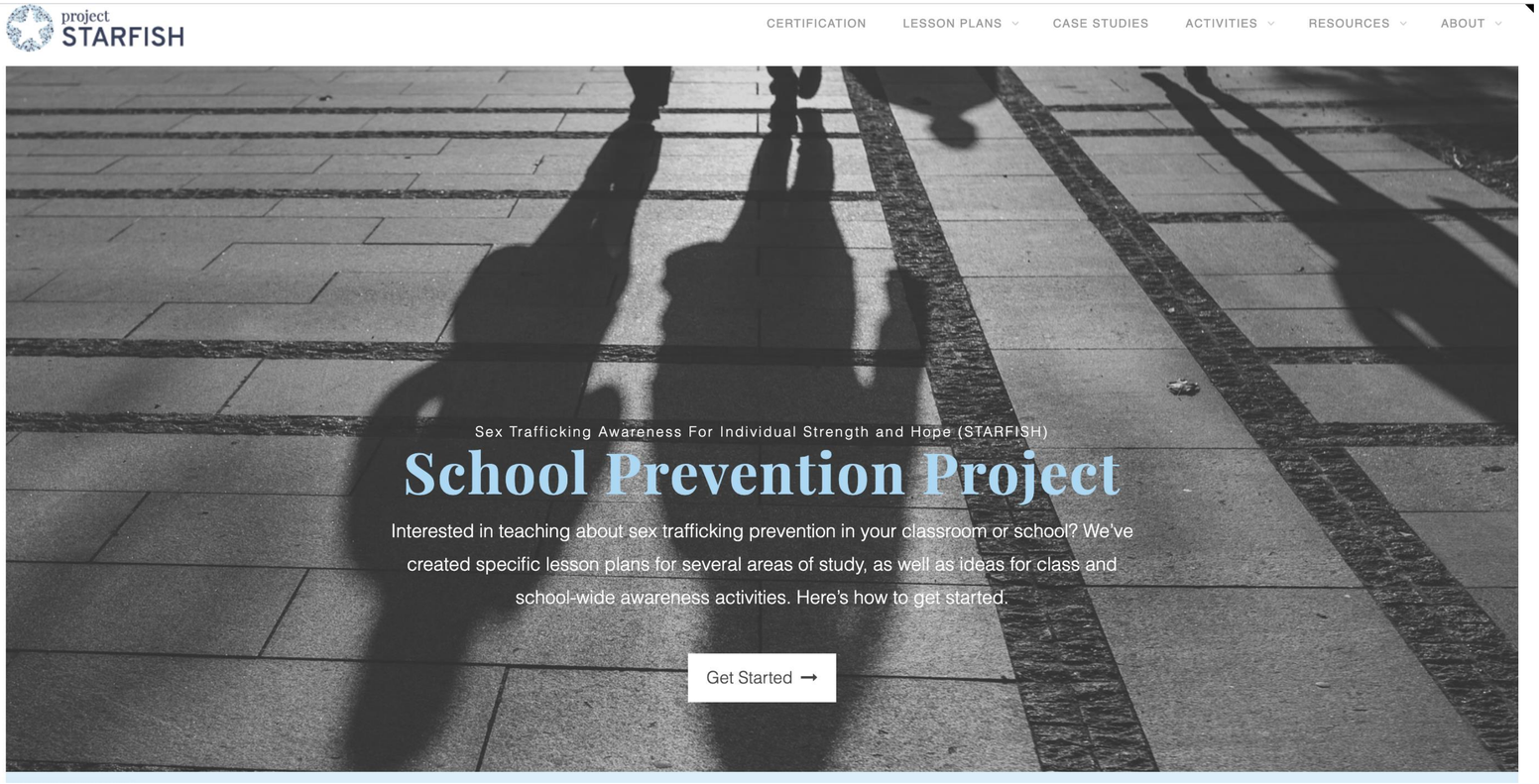
GET HELP AT ANY TIME:
NCMEC HOTLINE

1-800-843-5678

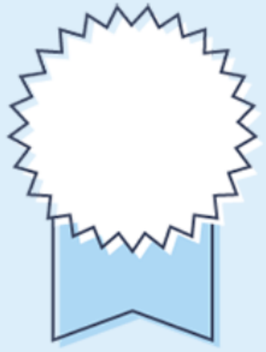
We’re stronger with your support.

McCain Institute
ARIZONA STATE UNIVERSITY

PROJECT STARFISH



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?

This Photo by Unknown Author is licensed under CC BY-NC