



***Project Safe Childhood
Online Child Safety Awareness and Prevention Campaign***

November 2008

The Challenge:

Online sexual exploitation is growing at a rapid rate along with the widespread use of internet-based technology through computers and mobile phones.

- One in seven children are approached with sexual messages online
- One in fourteen children receive a solicitation for a nude photo of themselves

The problem is compounded within the Hispanic community by issues in certain segments of the population because of the lack of familiarity with the technology, language obstacles and lack of public awareness information. HCN was tasked with managing the entire campaign in English and Spanish with a particular focus on the production and distribution of original campaign elements in Spanish.

The Solution:

The campaign equated real-life perilous settings to online dangers to make clear to parents the potential consequences of not supervising their children's online use.

To educate potential predators the campaign depicted healthy, "normal-looking" young men who made the wrong decision, leading to life-changing, negative consequences.

Elements of our PSC Multimedia Campaign:

- TV
 - Four TV spots produced focusing on: 1) Parents, 2) Potential predators, and 3) Hispanic parents (Spanish) 4) Potential predators (Spanish)
- Radio
 - Eight radio spots
- Print
 - Three print ads
- Online
 - Short film webisode
 - Six varieties of online ads (banners, pop-ups, pop-unders, etc)
 - Websites
- Events



- Columbus, Ohio PSC Conference (a sneak preview into the various campaign pieces with booth presence and presentation of media components of campaign)
 - Large-scale sports events to be held prior to January 2009 with potential celebrity spokesperson, PSA roll-outs and promotional pieces.
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- Media Launch Events
 - National press efforts including launch event, related press materials and media tours for project spokespersons or potential celebrity spokesperson.
 - Six local media events directly following national launch. The local markets have been chosen based on multiple factors including – size of market, prevalence of related crimes, population density, media strength, and coalition partner relationships. The markets are:
 - Washington D.C.
 - Miami FL
 - Los Angeles, CA
 - St. Louis MI
 - Chicago, IL
 - Seattle WA
 - Corporate Partners
 - Development of Parent education materials through corporate HR departments and the U.S. Attorneys offices.