

THE WHITE VAN PSA

LEARNING KIT



PSA AND KIT DEVELOPED BY



PSA FILMED BY





EACH KIT CONTAINS:

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- **Recommended Audiences**
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HOW TO USE THE WHITE VAN PSA

This is a 90 second PSA meant to shift the mindset of the stereotypical “white van” that has become affiliated with human trafficking. At Shared Hope International, we want to drive home the importance of preventing the sexual exploitation of children and it must be understood that children are more vulnerable than ever online.

This is where “white vans” are driving by, and this is what the PSA is meant to convey.

RECOMMENDED AUDIENCES FOR THE PSA

- PTA meetings
- Parent nights in the community or at faith related events
- Any community civic club meetings
- School board meetings
- Professional training days for teachers, social workers, counselors, etc.
- Internet safety and human trafficking awareness events
- Public access channels

CONTINUING THE CONVERSATION

We have developed a discussion guide to help you continue the conversation beyond the PSA. Adults and caregivers of young people must understand that human trafficking can happen behind closed doors without children ever being physically moved.

We can prevent this from happening in our communities by talking about the realities of online exploitation and shifting our preconceived ideas surrounding the topic of human trafficking.



DISCUSSION GUIDE

TOPIC: THE “WHITE VAN” STEREOTYPE

REFLECTION QUESTIONS

- What were you taught about White Vans growing up?
- How does our culture perpetuate this stereotype?
- Have you ever warned kids in your life to “stay away from white vans”?

TOPIC: HUMAN TRAFFICKING & ONLINE EXPLOITATION

REFLECTION QUESTIONS

- Before watching this PSA, did you understand that kids could be groomed and trafficked through their devices without ever leaving their room?
- What do you believe human trafficking looks like in America?
- Who is most vulnerable to online exploitation?
- Have you ever had conversations about online exploitation or human trafficking with kids in your life? Why or why not?
- Do you believe human trafficking can happen in your community? Your school? Your faith community? Your home?
- Why are kids open to talking to strangers online?



DISCUSSION GUIDE

TOPIC: PSA REACTIONS & MEANING*

REFLECTION QUESTIONS

- What stood out to you the most while watching the PSA?
- Has your perception of the “white van” change at all?
- Who needs to see this PSA most in your community?
- Discuss the presence of the white van driver and the devices being used to talk to the kids.
- Discuss how the white van driver did not stop when driving past the playgrounds. Why was he not looking for kids in public?
- Did the white van driver seem confident or sneaky when entering the homes? Why would he be so confident walking into a child's home?
- Do you feel further prepared to discuss the realities of online exploitation after watching this PSA? Why or why not?

*IF TIME ALLOWS, IT IS RECOMMENDED THAT YOU WATCH THE PSA AGAIN BEFORE ANSWERING THE QUESTIONS IN THIS SECTION.

Caregiver Tips

Does this sound like your kid?

They want to feel...

- loved
- understood
- accepted
- heard
- secure
- attractive
- popular
- independent
- nurtured
- smart



Predators know kids have these emotions. They prey on these vulnerabilities through tech, apps, and gaming to develop relationships.

1. Affirm your child's emotions when they come to you for help. Stay calm and avoid judgment.
2. Have safe, ongoing conversations in addition to monitoring online activity.
3. Ask your child to explain which apps they are using and understand their functions (ex. chat features, location sharing).
4. Understand **WHY** and **HOW** your child is using technology.

Cultural Norms & Youth

These are **generalized** norms that may not apply to everyone, but they capture what some adults may have experienced growing up compared to what **most** kids will be exposed to today...

Your Exposure

- Little or no social media interaction
- Traditional career aspirations (teacher, nurse, etc.)
- Found community in person (school, sports, church, etc.)
- Binary gender and sexuality

VS

Their Exposure

- Social media influences every day life
- Non-traditional career aspirations (influencer, gamer, etc.)
- Finding community online through apps and gaming
- Fluid gender and sexuality

Mantéense Seguro en línea

Sugerencias para cuidadores

¿Esto suena como tu hijo/a?

Ellos quieren sentirse...

- amados
- entendidos
- aceptados
- escuchados
- cuidados
- atractivos
- populares
- independientes
- seguros
- inteligentes



Los depredadores saben que los niños tienen estas emociones. Se aprovechan de estas vulnerabilidades a través de la tecnología, las aplicaciones y los juegos para desarrollar relaciones.

1. Afirme las emociones de su hijo/a cuando acuda a ti en busca de ayuda. Mantén la calma y evita juzgar.
2. Tengan conversaciones seguras en adición a monitorear las actividades en línea.
3. Pregúntale a su hijo/a que explique cuáles aplicaciones está usando y cuáles son sus funciones (por ejemplo, funciones de chat, compartiendo ubicación).
4. Entiende **POR QUÉ** y **COMO** tu hijo/a está usando la tecnología.

Normas Culturales y Juventud

Estas son normas **generalizadas** que pueden no aplicarse a todos, pero capturan lo que algunos adultos pueden haber experimentado al crecer en comparación con lo que la mayoría de los niños estarán expuestos al día de hoy.

Tu Experiencia

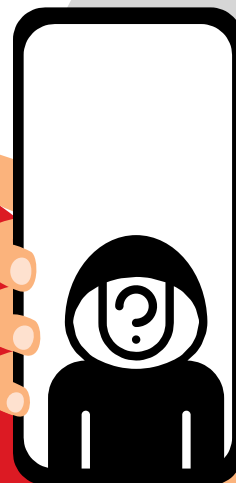
- Poca o ninguna interacción en las redes sociales
- Aspiraciones profesionales tradicionales (maestro, enfermera, etc.)
- Encontrando comunidad en personas (escuela, deportes, iglesia, etc.)
- Género binario y sexualidad

VS

Su Experiencia

- Las redes sociales influyen en la vida cotidiana
- Aspiraciones profesionales no tradicionales (influencer, jugador de videojuegos, etc.)
- Encontrar una comunidad en línea a través de aplicaciones y juegos
- Género fluido y sexualidad

Phone Gaming Exploitation



Online Exploitation = When someone online takes advantage of others for their own benefit

Do you use a Phone, Tablet, Xbox, PlayStation, VR...?

YES!

Then these questions are meant to help you understand the possibilities of being exploited while on these devices:



Which apps or games can be dangerous?

- Any app or game with a chat feature
- Any app or game that shares your location
- Any app or game that encourages you to meet strangers online



How will I know when someone is a predator?

- They will try to appear familiar & friendly
- They will start to develop trust with you online
- They will try to establish secrecy and control
- They will attempt to push and lift your boundaries
- They will use direct intimidation & forceful demands

It only takes **ONE** of these signs to set off a red flag



Myth

- Sex trafficking only happens overseas
- Sex trafficking only happens in person
- Traffickers are usually strangers



Fact

- Sex trafficking can happen to **ANYONE** in your town, your school, or even to someone in your friend circles.
- Social media is becoming one of the most common places for sex trafficking and exploitation in America.
- Most traffickers will develop a relationship with you over time. They could even be people you know including friends, family, and romantic partners.



Protect Yourself

- Turn your location setting **OFF** on apps where you chat
- Set all of your accounts to **private** and only accept requests from people you know in real life
- Don't accept digital money, tips, or gifts in exchange for pictures or videos
- Regularly monitor your followers and delete anyone who makes you feel uncomfortable
- Don't send nudes- You never know who will see it.
- Keep your personal information personal (location, school, address, phone number, etc.)

IF YOU OR SOMEONE YOU KNOW IS BEING EXPLOITED ONLINE CALL OR MAKE A REPORT ON THE NATIONAL CENTER FOR MISSING AND EXPLOITED CHILDREN (NCMEC) CYBER TIPLINE

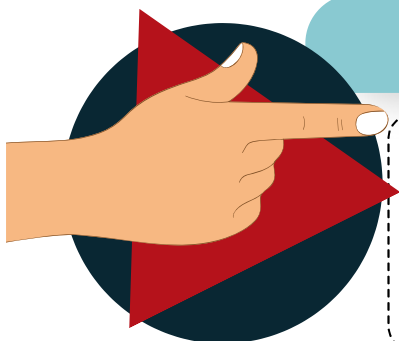


1-800-THE-LOST (1-800-843-5678)



missingkids.org

Rules for the Digital World

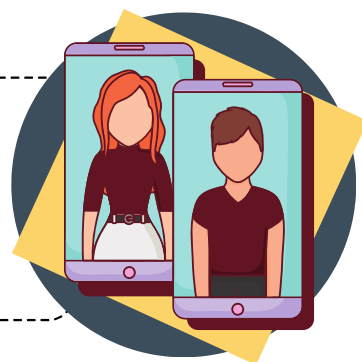


RULE #1: YOU ARE IN CONTROL

You are in control of the content you watch and create. Always be mindful of how you use online platforms. Practice healthy boundaries through privacy settings and blocking followers that make you feel uncomfortable.

RULE #2: YOU CAN SAY "NO"

When someone online makes you feel uncomfortable remember you have the power to say "No." You don't owe anyone anything. Go with your gut and trust your instincts.



RULE #3: YOU ARE NOT ALONE



Don't let anyone make you feel isolated. If you have experienced a situation that made you feel uncomfortable online, chances are someone else has experienced it too. Don't be afraid to ask for help from a safe person in your life.

RULE #4: YOU NEED A SAFETY PLAN!

Think of 3-5 safe people in your life that you can go to if you start to feel uncomfortable online. These safe people can be parents, mentors, friends, and teachers. Telling someone you trust is always the first step to safety.



Identifying a Safe Adult

We all want to keep the kids we know safe. We teach them to steer clear of unmarked vans and free candy. We call ahead to talk with the parents before dropping them off at a playdate or a sleepover with a new friend. We might even study our local sex offender registry map to see which nearby houses our children need to avoid.

Although these are all great practices for keeping youth safe from strangers, the tough reality is that 93% of children who experience childhood sexual abuse are victimized by someone they know.¹ In fact, many of those preying on vulnerable youth are people we'd never expect — people we trust to be caregivers, not predators:

- A beloved coach of a youth sports team.
- An attentive teacher.
- A caring scout leader.
- A charismatic youth pastor.
- Even a dear family member.

Unfortunately, children and parents alike feel as if they can trust the adults in these important, privileged roles. Many times, predators and traffickers will pretend to be exactly the type of caring adult with which you want your child to spend time. They use the trust they've built with you and with children to create a climate of isolation, control, and exploitation.

But if predators are so good at posing as someone who truly cares for children, **how can we tell who is who?**

First, let's look at some characteristics of a Safe Adult.

WHAT IS A SAFE ADULT? SOMEONE WHO:

- ➔ Genuinely cares for the well-being of a child.
- ➔ Does kind things for a child without the need or expectation that the child will reward them with attention for their kindness.
- ➔ Encourages a child to maintain and grow healthy relationships with friends, family, and peers.
- ➔ Motivates a child to achieve their goals, without being overbearing or forceful with advice.
- ➔ Makes a child feel safe and comfortable, respecting their boundaries.
- ➔ Will alert the proper authorities or seek outside help if a child needs help or is suffering in any way.

Child Sexual Abuse Statistics. (2015). Rape Abuse and Incest National Network (RAINN). <https://www.rainn.org/articles/child-sexual-abuse>



But how can you tell if someone is truly a Safe Adult? Here are some subtle but vital differences in behaviors that can be observed to differentiate between a **Safe Adult** and a **Sexual Predator**:

What does a Safe Adult look like?	What does a Sexual Predator look like?
Shows physical affection only when appropriate and/or initiated by the child.	Demonstrates excessive or unusual touching — especially near the legs, chest, stomach, or genital region.
Treats all of the children close to them equally. Although they might be closer to a certain child due to the child's personality or their relationship with the parent, they will not neglect other children present in order to pay attention to any one child in particular.	Singles out one "favorite" child with whom they spend significant time, giving them special attention or even gifts. This behavior can be especially evident while other children (including siblings) are present.
Spends time with the child around a parent, other adults, or in public. They won't seek out alone time with the child but might agree to do so if requested by a parent.	Searches for reasons to be alone with the child. This could include enthusiastically offering to babysit, give the child a ride, or host a sleepover.
Respects a child's right to privacy — especially concerning nudity.	Lacks modesty around children, sometimes undressing in front of them or walking in while a child is using the restroom or changing.
Contact on social media will be minimal and public, if at all. Any private conversations will be conducted with the knowledge and consent of a parent or guardian.	Privately contacts the child on social media. Conversation will be personal, frequent, and, in most cases, secret.
Avoids inappropriate conversation and keeps discussion centered on child-friendly content while children are present.	Discusses or mentions sex, sexual acts, or private body parts while a child is present.
Respects parents' rules and boundaries concerning their child's safety.	Questions parents' rules and decisions, accusing them of being overly protective — especially when those rules restrict the amount of time the child spends with the predator.

If you observe someone in your child's life displaying predatory behavior, immediately:

- ➔ Remove your child from this person's presence or care if possible.
- ➔ In a non-confrontational manner, gently ask your child about their relationship with this individual:
 - Has this person ever done something or asked you to do something that made you feel uncomfortable or unsafe?
 - Has this person ever touched or talked about your private parts? How about their private parts?
 - Has this person ever contacted you over text or social media without my knowledge?
 - Has this person ever asked you to keep a secret from me or other adults in your life?
- ➔ Consult Shared Hope's Warning Signs Poster for more information on how children might act if they're being groomed or trafficked.
- ➔ If you are still feeling unsure about whether or not this person is a predator, reach out to the RAINN hotline (1-800-656-4673) or NCMEC hotline (1-800-843-5678) to speak with industry professionals for advice about your particular situation.
- ➔ If this person has clearly demonstrated predatory behavior, report their actions to the NCMEC hotline (1-800-843-5678), local law enforcement, and all other relevant authorities (like guidance counselors, head pastors, or supervisors).

Consulted Sources:
<https://www.d2l.org/how-to-be-a-safe-adult/>
<https://www.wikihow.com/Determine-if-Someone-Is-a-Child-Molester>
<https://themamabeareffect.org/red-flags-of-child-predators/>



RESOURCES & REPORTING GUIDE

Please make sure to review all handouts included in this kit. In addition to these handouts we would also recommend visiting the following websites to further explore the topic of internet safety and online exploitation prevention.

National Center for Missing and Exploited Children (NCMEC)
missingkids.org

Protect Young Eyes
protectyoungeyes.com

National Center on Sexual Exploitation
endsexualexploitation.org

To report suspicious activity that could potentially lead to the exploitation of a minor, please contact the NCMEC tip line at report.cybertip.org

Call in an anonymous report to the National HT Hotline at 1-888-373-7888 or Text BeFree to 233733



QR CODE SURVEY



SCAN THIS QR CODE TO FILL OUT A BRIEF SURVEY ABOUT
THE PSA AND THE TOOLKIT.

WE APPRECIATE YOUR FEEDBACK!