

# WHAT IS KNOW2PROTECT?

Together We Can Stop Online Child Exploitation™

*Know2Protect™ is a forthcoming Department of Homeland Security (DHS) national public awareness campaign to educate and empower children, teens, parents, trusted adults, and policymakers to prevent and combat online child sexual exploitation and abuse (CSEA).*



## KNOW2PROTECT.GOV

Provide resources and information to key audiences such as discussion guides, reporting guidance, preventative measures and a dedicated portal for children and teens.

## PARTNERSHIPS

Collaborate with community, nonprofit, government, and private sector organizations to amplify important messaging and achieve campaign goals.

## SOCIAL MEDIA

Deliver tailored messaging to targeted audiences with owned channels across Facebook, Instagram, Twitter, and YouTube.

## PAID MEDIA

Amplify Know2Protect messaging and creative ads across social media, digital platforms, and traditional media to increase awareness of this crime and our campaign.

## PROJECT IGUARDIAN

The official in-person educational arm of the Know2Protect campaign to inform the public about the ongoing threats children and teens face from online predators.

To schedule an iGuardian presentation, please visit: [www.dhs.gov/know2protect](http://www.dhs.gov/know2protect)



## KNOW THE THREATS

Online CSEA is a horrific crime that targets some of the most vulnerable people in our communities – our children and teens. It includes a broad range of criminal acts that involve the victimization of a minor for sexual gratification or some other personal or financial gain.

DHS' Homeland Security Investigations (HSI) is a global leader in combating online CSEA. Despite the collaborative work with key partners, online CSEA is growing at an alarming rate and HSI cannot investigate and arrest its way out of this crisis.

In the last decade, this crime has increased exponentially and is now a global epidemic. The lack of understanding of online CSEA and increased technology use among children and teens has created space for these crimes to flourish. For too long, our communities have been left on their own when it comes to understanding the online dangers that exist and how to prevent them.

Know2Protect will shine a spotlight on this horrific crime. It will rely on the expertise and authority of HSI special agents tasked with finding online predators and bringing them to justice. It will spread awareness about these global threats, share preventative strategies to stop future victimization, empower the public to report suspected abuse, and support survivors of online CSEA.

To learn more, email us at:

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