



WWW.SHARETHESIGNALS.ORG

GROOMING PREVENTION

**THE FIRST LINE OF DEFENSE
AGAINST TRAFFICKING**



A close-up profile shot of a woman with long, wavy blonde hair. She is wearing a dark-colored beanie and a red garment with a green patterned collar. Her gaze is directed towards the right side of the frame, and her expression is somber. The background is dark and out of focus.

THE PROBLEM

**80% OF TRAFFICKING STARTS WITH
GROOMING**

WHERE DOES GROOMING HAPPEN?

**55% OF GROOMING IS INITIATED THROUGH
SOCIAL MEDIA PLATFORMS**





WHO IS AT RISK?

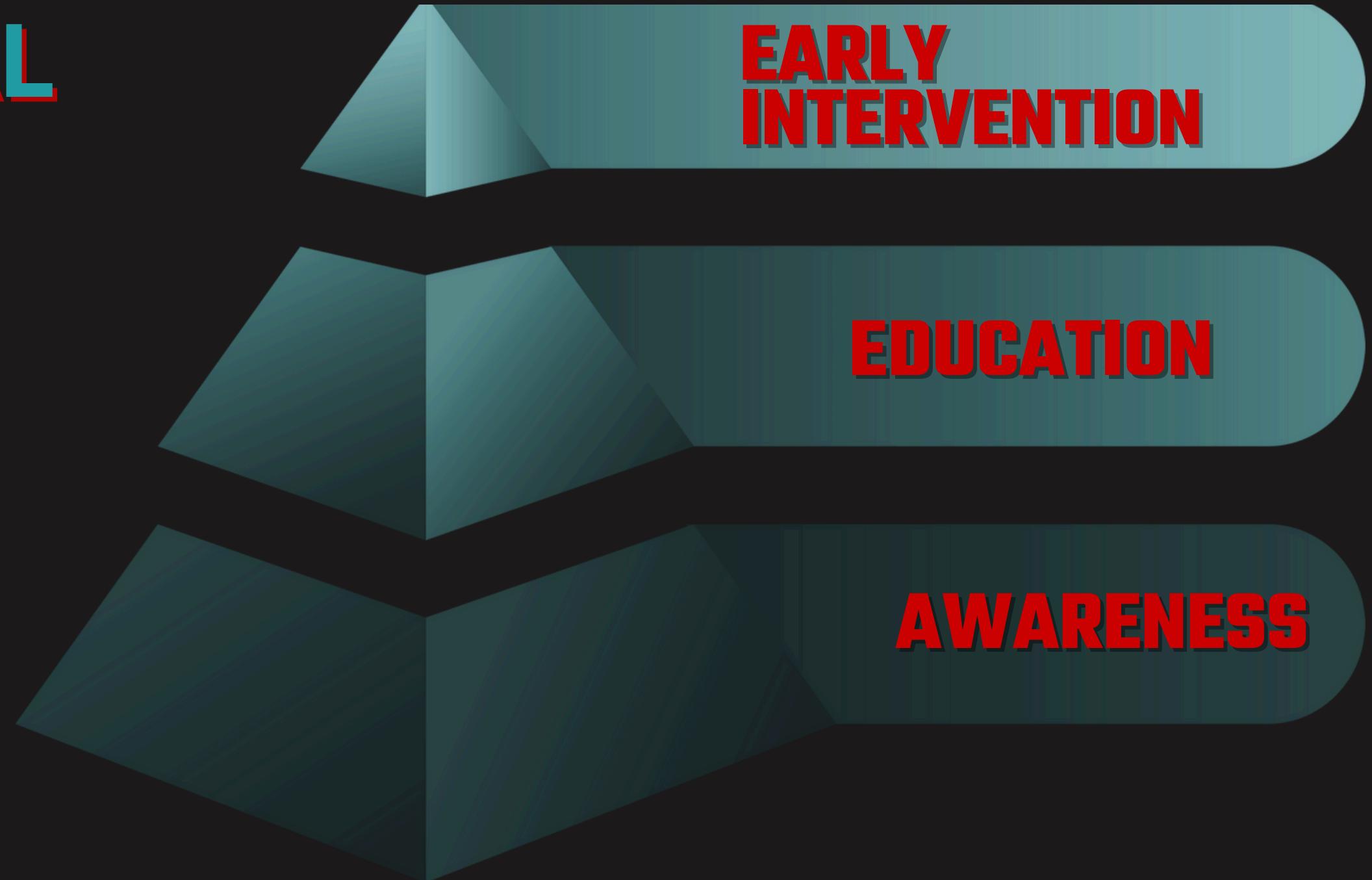
NO ONE IS IMMUNE.

No one is immune to grooming—**children, teens, families, and entire communities** can be manipulated by perpetrators of human trafficking. Groomers exploit **trust, authority, and vulnerabilities**, often targeting victims across *all backgrounds, ages, and socioeconomic levels*.

Awareness and education are key to prevention.

WHY DOES **SHARE THE SIGNAL** EXIST?

Awareness builds education, which leads to early intervention - creating a strong defense against grooming and exploitation.



STOPPING GROOMING STOPS TRAFFICKING.



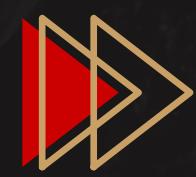
RECOGNIZE THE SIGNS

No one is immune to grooming—children, teens, families, and entire communities can be manipulated by perpetrators of human trafficking. Groomers exploit **trust, authority, and vulnerabilities**, often targeting victims across *all backgrounds, ages, and socioeconomic levels*.

78% of grooming begins ONLINE.



ATTENTION



ISOLATION



CONTROL

THE STAGES OF GROOMING

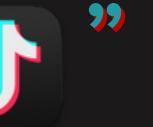




GROOMING CAN ALSO LOOK LIKE

Using gifts, secrecy, flattery, and boundary-testing to exploit victims, often for trafficking. Online platforms increase the risk by letting predators hide identities, normalize abuse, and isolate victims through private communication.

“**78% of grooming begins on apps like**





50+ WORKSHOPS

**1,000,000+
SOCIAL CAMPAIGN
VIEWS**

15+ AMBASSADORS

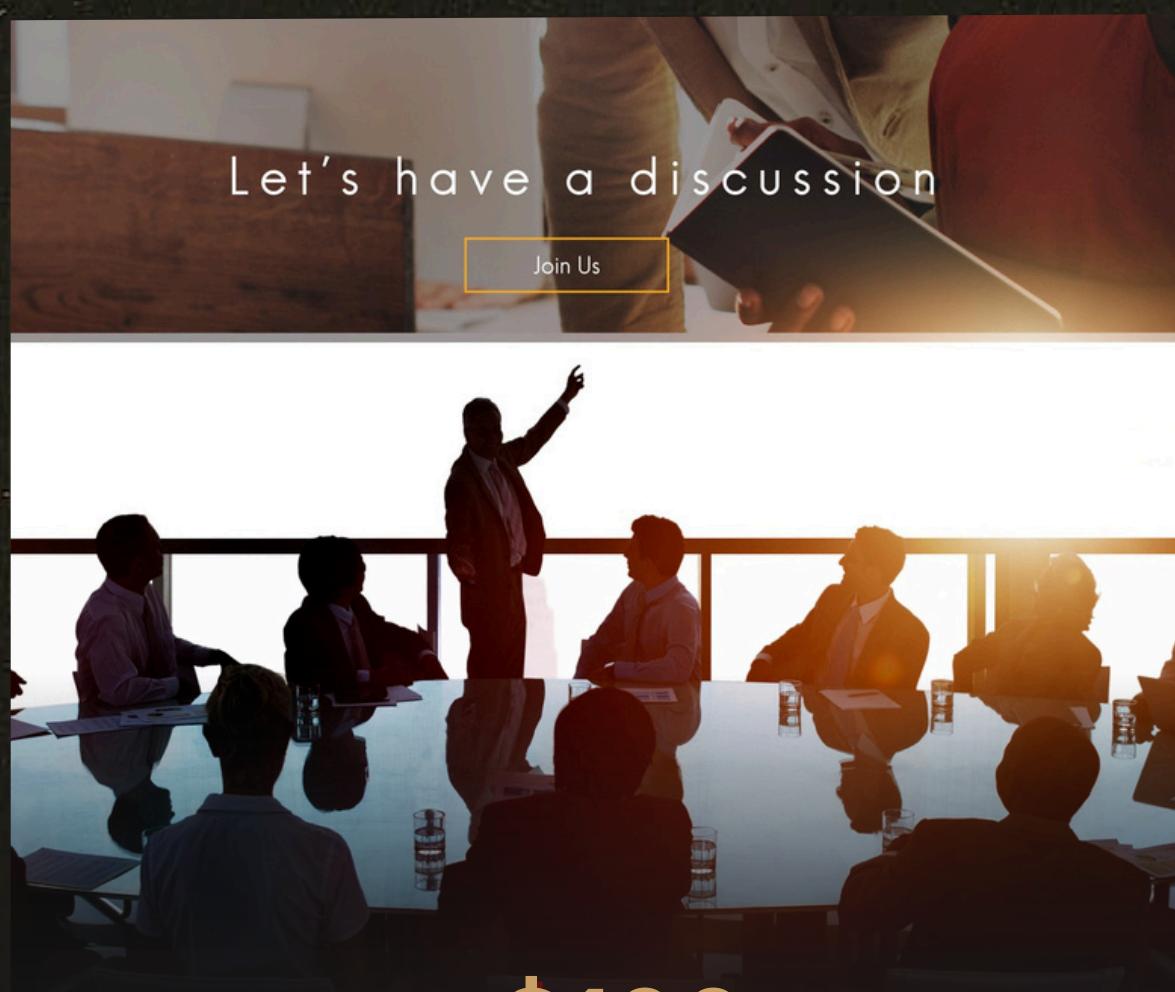
OUR **2025-2026** GOALS

**SLOW THE TREND OF
TRAFFICKING**



**\$25
FAMILY TOOLKIT**

THE IMPACT OF YOUR SUPPORT



**\$100
30-STUDENT WORKSHOP**



**\$1,000
COMMUNITY TRAININGS**

Every Contribution Makes a Difference!

No matter the amount, your support **helps us empower communities**.

**Together, we can amplify awareness and create
lasting change – every dollar counts!**



WHAT **SUCCESS** LOOKS LIKE

INCREASED AWARENESS & EDUCATION
EARLY DETECTION & PREVENTION
EMPOWERING VICTIMS & SURVIVORS
POLICY ADVOCACY & IMPACT
COMMUNITY VIGILANCE
DIGITAL & ONLINE SAFETY
RESILIENT & INFORMED YOUTH
POSITIVE COMMUNITY CULTURE



DECREASE
TRAFFICKING CASES



SUCCESS METRICS

Through **outreach growth** and **education**, we strive to **decrease grooming cases** by **enhancing prevention** and **early intervention strategies**.

Saving lives, one **signal** at a time.

HOW CAN YOU HELP?

Donate now to support our mission in **combating** human trafficking and grooming, or **join our team of brand ambassadors** to help **raise awareness** and **educate others**.

Be the Signal.
JOIN THE MOVEMENT TODAY!



DONATE NOW



**BECOME A
BRAND AMBASSADOR**



SHARE AWARENESS



TOGETHER
WE CAN MAKE
A DIFFERENCE

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