



## **Making the Internet Safer for Children and Families**

Since 1992, Enough Is Enough (EIE) has been a leading national authority on parental awareness and education with the singular focus of protecting children and families from Internet pornography and sexual predation. Under the direction of its President Donna Rice Hughes, EIE, a non-partisan, non-profit organization, has tirelessly pursued its mission to *Make the Internet Safer for Children and Families*. Key to this mission is EIE's principle that parents and adult-caregivers are the first line defense in the protection of children from sexual predators and the intrusion of unwanted sexual material.

To meet its mission, EIE follows a three-pronged, preventative strategy to create and sustain a safe and informative Internet environment for children:

1. Raise **public** awareness of the threat of pornography and predation on the Internet to empower and equip parents and other child caregivers to implement safety measures.
2. Encourage the **technology** industry to implement viable technological solutions and family-friendly corporate policy to reduce this threat; and
3. Promote **legal** solutions by calling for aggressive enforcement of existing laws and enactment of new laws to stop the sexual exploitation and victimization of children using the Internet.

Recognizing that the majority of parents are unaware of the online risks facing their children and lack information about how to protect them, EIE's has directed much of its energies to help parents and adult caregivers safeguard the children in their care. In September 2005 with support from the U.S. Department of Justice (OJJDP) and other partners, EIE launched *The National Internet Safety Awareness and Parental Empowerment Program*. The *Program* educates and empowers parents to protect their children from Internet pornography and predators, and implements the Child Online Protection Act Commission recommendation "to promote public awareness of technologies and methods available to protect children online."

In its initial phase, the *Program* is serving parents by:

- Expanding the capacity of EIE's ongoing parental prevention and awareness campaign through paid and free media, its website, and training activities,
- Providing Rules 'N Tools™ resource kits to parent and adult caregivers, and
- Leveraging EIE's partnerships with The U.S. Department of Justice, child advocacy groups, the media, industry, law enforcement and the faith-based community.

EIE and its partners are working with the private sector and others to enhance the *Program's* value and impact on parents and families through the expanded use of training and communications technologies. This campaign benefits and complements other Internet safety programs and organizations. EIE is deeply concerned those children between the ages of 12 and 17 are now the largest audience for Internet pornography and that the rapidly growing problem of sexual predators' gaining easy and anonymous access to children threatens the safety of American families. EIE's significant parental empowerment *Program* serves an ideal platform and model "to educate parents and other adults about the need for Internet safety and about the dangers of the Internet," (National Research Council Recommendations).

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