

Models

Against Trafficking

MISSION

Models Against Trafficking is a movement created by Humans Against Trafficking, a 501(c)(3) non-profit. The movement uses the power of influencers and online role models to educate and empower teens, steering them away from predatory danger.

OVERVIEW

Young teens often struggle with their identity and self-esteem and look to social media for validation. Traffickers exploit this desire for validation by approaching teens they perceive as vulnerable with compliments, offers of friendship, and even promises of fame and success. For example, a common tactic for traffickers is to pose as photographers and talent agents scouting for new talent, providing a false sense of validation.

Models Against Trafficking is a viral social media movement, launched by celebrity models and influencers, encouraging teens to form a protective community, and providing them with content to educate and empower them and their friends and followers to recognize and fight traffickers' tactics. In addition to spreading virally, the movement uses our AI software to identify at-risk teens and encourage them to join the movement, ensuring that the most vulnerable are reached and included.

CURRENT STATUS

Models Against Trafficking launched in Jan 2020 with 60 launch models having a combined following of 3.2 million. In a single launch weekend, we reached over 150,000 teens with educational content, and the movement is ongoing. Additional campaigns are being rolled out to engage our followers to reach out and educate their own followers, leveraging the reach and voice of both influencers and peer relationships.



@modelsagainstrafficking



modelsagainstrafficking.org