



December 2017

**ChildproofAmerica.org**

Volume 1, Issue 4

**Make sure to check out:**

- Our Executive Director making Katy Magazine's People of the Year list
- Our National Fundraiser keychains make excellent stocking stuffers
- Our Christmas message video from Kelly
- The 6 - Step Recruiting Process - full details of each step on our website

## A textbook case of sex trafficking

As parents living in the Houston area, we sat in complete shock and horror as our Facebook newsfeed and local television stations told the story of 13-year old Ashlee leaving her school to head for the Mexican border to meet a 29 year-old man who had been grooming her online for the past year.

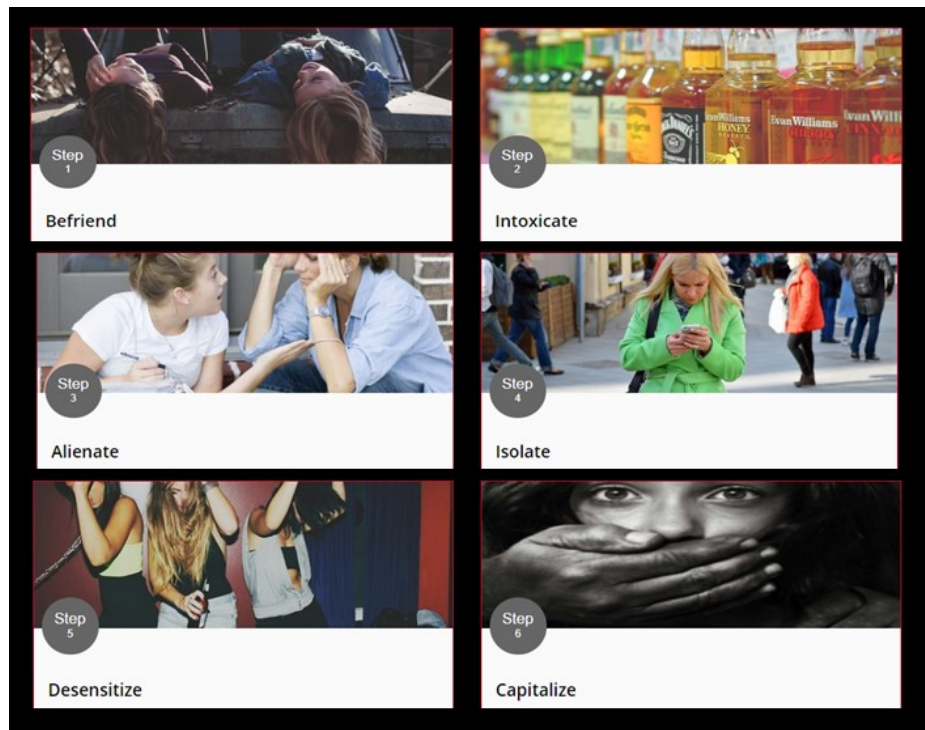
Parents might accept an elephant sprouting wings and taking flight off a Houston high rise before thinking an 8th-grader would willingly board a bus with the intention of leaving the country to meet with an unknown adult male. **How can a stranger gain so much control over a child through a cell phone screen?**



## The 6 - Step Recruiting Process

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John Clark is the author of the 6 - Step Recruiting Process and the father of a victim. Please visit our site to see the full description and details of each step. Clickable link at bottom of newsletter.

KELLY LITVAK: A Mother's Mission to End Human Trafficking

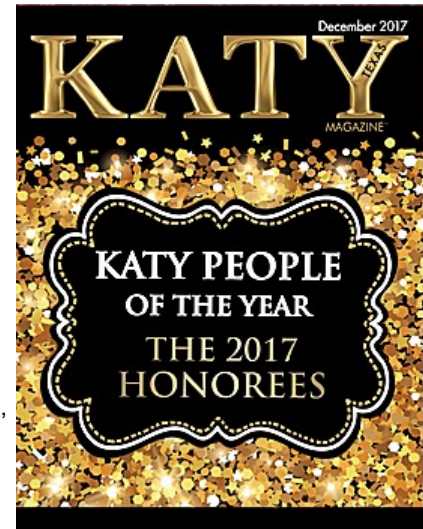
KATY PEOPLE OF THE YEAR 2017 HONOREE



Katy Magazine is proud to honor Kelly Litvak as one of our People of the Year for her dedication to educating families about the realities of sex trafficking.

Executive Director and Founder of Childproof America, Kelly Litvak, is named to Katy Magazine's People of the Year 2017

KATY MAGAZINE | December 2017  
By Ashley Lancaster



### The perfect place to raise a family

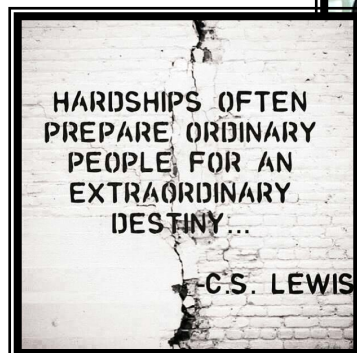
Alan and Kelly first became acquainted with Houston, Texas in 1996, when Alan was asked to interview for a job at Channel 39 news. After seeing the city, the Litvak's knew that they had found a home where they could raise their future children, and moved from New Orleans to plant roots in Katy. Over the next 10 years, they had two beautiful children that they raised in Katy ISD, with all of the advantages that an upper-middle class community has to offer - safe neighborhoods, a strong church presence, great education, and a close-knit community lifestyle.

Kelly, who had always had a heart for hurting and vulnerable youth since her college days, released a faith-based book in 2007 titled, "Tools 4 Teens", which focused on teen issues and used scripture to help them navigate one of the most challenging seasons of life. In 2008, the book was translated into a classroom curriculum, and the nonprofit Tools 4 Life was formed, and helped countless juveniles in partnership with Harris County Juvenile Probation. Kelly's life mission and her ministry were flourishing. But hard times were soon to come to her very front door, and spur a call to action like nothing she had ever expected.

### Using personal tragedy to help others

"When my own daughter became a target for trafficking within her high school, I found myself on the receiving end of the population I served for so many years. Tools 4 Life became the launch pad for what would become the greatest calling of my life - Childproof America," says Litvak. Using her past expertise, and motivated by first-hand experience of a concerned, loving parent, Kelly knew that something must be done to shed light on the reality of sex trafficking even in the "safest" communities.

(con't on next page)



"No family is immune. Unfortunately too many parents, myself included, believe a good school district, upscale neighborhoods, monitored social media and Christian upbringing protects them from such evil," warns Litvak. "The reality is, sex trafficking is organized crime where recruiters and groomers blend in to our community. They can be coaches, soccer moms, peers, soldiers and teachers. All teens naturally experience some level of trauma during junior high and high school years. That event can be a break-up, sexual assault, divorce, parental conflict, peer fallout or loss of a friend or family member to death. Recruiters patiently and methodically target vulnerable teens and play upon their weaknesses. Recruiters are known to monitor counseling offices and church camps where vulnerabilities are exposed and targets are easily identified."

### **Katy parents need to be aware and informed**

Making parents and families informed and aware is the primary goal of Childproof America. Litvak wants Katy parents to know that the demand for sex trafficking is high, (fastest growing criminal industry in the world today and is currently tied with the illegal arms trade as the second largest criminal industry, according to the U.S. Department of Health and Human Services) and that services are easily accessible through Backpage, CraigsList, Instagram, Snapchat, and other social media platforms our children use everyday.

### **Hope for change**

But there is much hope for the future. With the support of Governor Abbott's Sex Trafficking Task Force, State Senators Joan Huffman and Lois Kolkhorst, and State Representatives John Zerwas and Mike Schofield, with others, Childproof America is gaining traction with political leaders close to the White House. And it's got local backing too - a crucial point. "A while back, I was introduced to Monty and Robin Ballard of the Katy-based Ballard Foundation. The very next day I was sitting in their home sharing a meal and the mission of Childproof America. Before I left, they fully understood what Childproof America would provide to the Katy community and committed to funding the seed capital needed to launch Childproof America. The Ballard's are selfless investors in our community. I would also like to thank Kevin Malone, former GM of the Los Angeles Dodgers and Founder of United States Institute Against Human Trafficking. Mr. Malone helped fund Childproof America initiatives and joined the Board of Directors in June. A very special thank you to The Republican Women's Club of Katy and The Marriott Energy Corridor for their consistent and ongoing support of the mission," says Litvak.

### **Future plans, national reach**

Soon, Childproof America will produce a high-quality eLearning Parent Curriculum film with 5-7 minute lessons on how traffickers and groomers lure children into the world of domestic sex trafficking. The plan is to pitch the film to national distributors like Netflix, Hulu, Apple TV, and Amazon for maximum impact.

### **Parents need to be informed**

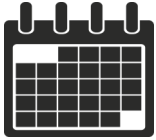
"Childproof America is completely parent-driven. There are an abundance of organizations serving victims of sex trafficking which is a necessity for those needing immediate emergency care, rescue and restoration. However, prevention and support for parents across the United States is nearly non-existent. We must take a pro-active approach to empower parents against this evil that can destroy families and futures," says Litvak.

To learn more about Childproof America and get involved, visit [childproofamerica.org](http://childproofamerica.org).



*Litvak at the Anti-Sex Trafficking Symposium hosted by Childproof America. Litvak was able to get the support of various politicians and community leaders. Left to right: John Clark, Texas State Senator Joan Huffman, Kelly Litvak, and State Representative Mike Schofield.*





## Mark your calendars! Upcoming events

### Save the Dates!

**National Keychain Fundraiser—**  
**Now through December 31, 2017** - Visit our website or our Facebook shop to purchase. 100% of the proceeds go to natural disaster victims in Texas, Florida and Montana. We are also supporting anti-sex trafficking organizations in those areas as well. Visit our Facebook shop item description to see the exact charities we are supporting. Shop link at bottom of email.

**Junior League of Houston Luncheon benefiting**  
**Childproof America - February 22, 2018** - Please see flyer below for information.



**SAVE THE DATE**  
 Junior League of Houston Luncheon  
 benefiting  
**Childproof America**  
 Safeguarding Families Against Sex Trafficking  
 Your sponsorship will directly support Houston-area parents facing the tragedy of having their child lured into the world of trafficking.  
 Thursday February 22, 2018  
 Junior League of Houston Tea Room, 1811 Briar Oaks Ln

*If you have a passion for this cause and want to participate as a volunteer or sponsor please contact [ChildproofAmerica@gmail.com](mailto:ChildproofAmerica@gmail.com)*

*Childproof America empowers families in the battle against sex trafficking. Our mission is to educate, equip and support America's parents in the protection and defense of their children, and improve the quality of aid to impacted families. As advocates, we provide legislative pathways for concerned Americans to enforce harsh penalties to those violating the innocence of our children.*



Visit our YouTube channel to see our Merry Christmas greeting video from our Executive Director, Kelly Litvak.



Direct link to video at end of newsletter.



**ChildproofAmerica.org**

**Safeguarding Families Against Sex Trafficking**

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**Current Needs: How you can help right now!**

- ◆ BUY your KEYCHAINS today! 100% of the proceeds go to help natural disaster and human-trafficking victims in Texas, Florida and Montana. See our site or Facebook shop to purchase.
- ◆ Follow us on social media to see our App of the Week articles, great information and current events!
- ◆ Junior League of Houston Luncheon benefiting Childproof America on February 22,2018. To volunteer or sponsor please contact ChildproofAmerica@gmail.com.

