



## Fighting Back Institute

Headquartered in Central Arkansas, the Fighting Back Institute is a pro-active family focused non-profit organization that is dedicated to protecting those who are most vulnerable in our society.

Through its Kid-Safe Communities program, FBI works with local law enforcement, civic, school, church and other community leaders to help prevent child abuse, bullying, molestation and the abduction of children.

Through its sister Women-Safe Communities program, FBI works law enforcement, civic, school, church and community leaders to raise the awareness of women to help minimize their risk of becoming a victim of assault or rape.

FBI is a 501(c)3 non-profit organization that is supported through the generosity of both individual and corporate donations. We receive no local, state or federal funding. Gifts to support the education and safety efforts of the Fighting Back Institute are income tax deductible to the extent permitted by law.

For more information on our organization and programs, visit our two websites at:

[www.KidSafeCommuniites.com](http://www.KidSafeCommuniites.com)

[www.WomenSafeCommunities.com](http://www.WomenSafeCommunities.com)

## John L. Terry, III Executive Director

John Terry is the F.B.I.'s executive director and oversees the Kid-Safe Communities program. He is a martial arts instructor and has served both as a law enforcement and martial arts chaplain.

John has conducted hundreds of "kid-safe" and "women-safe" events, and has contributed to radio, print and digital media on "kid-safe" and "women-safe" issues. He is a 2008 inductee into the United States Martial Arts Hall of Fame for his Kid-Safe advocacy work across the nation, and is a member of both the National Crime Prevention Association (NCPA) and Crime Prevention Council of America (CPCA).



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# Predator Lures

Identifying the top 16  
lures predators use to  
attract children

# Top 16 Predator Lures

Child molesters and abductors have many methods to lure a child. The most common 16 child lures are:

**Affection Lure:** Most child abuse happens at the hand of someone the child knows and trusts. Pedophiles exploit that trust to take advantage of tensions in the child or teen's family, like divorce, alcoholism or neglect.

**Pet Lure:** Children love animals. Many child predators will ask children to help look for their lost puppy or kitty. Parents must warn their children of this lure and let the kids know there is no lost animal.

**Assistance Lure:** Using an assistance lure predators will ask children for help with directions or help carrying something. Teach your children that adults usually ask adults for help, not children. The best defense against the assistance lure is for kids to pretend they do not hear the person and quickly leave the area.

**Authority Lure:** Pedophiles in a power position, coach, clergy, scout leader, relative, etc. take advantage of their positions. Make sure your children know it is illegal for adults to touch them in their bathing suit zone. Nor are adults use their position to create a

**Bribery Lure:** Pedophiles will use gifts, like candy, toys, electronics, drugs, money, to get a child to willingly go with them, or they will use the gifts as a reward to keep the abuse secret or to keep the child tolerating the abuse.

**Emergency Lure:** Predators will fake a crisis to trick kids and teens into willingly going with them. For example, they will tell the child, 'Your father has been hurt and is in the hospital. I've been sent to take you to him.'

**Fun and Games Lure:** Pedophiles will, at times, create games using restraints, such as handcuffs, ropes, duct tape, which can keep a child from protecting themselves or escaping their captor.

**Hero Lure:** Molesters will exploit a child by making them believe something bad will happen to someone they see as a hero, a parent, a teacher, coach, relative or celebrity. Children may endure repeated abuse to keep a hero out of trouble, or maintain a friendship.

**Name Recognition Lure:** Marking a child's clothing, backpacks and other belongings can be dangerous. Pedophiles can read the nametag and call out the child's name, creating a false sense of familiarity.

**Companion/Playmate Lure:** Child molesters often use their home as a lure, decorating it with party supplies, toys, sporting goods, etc. Many times, they will create an environment of anything goes, which can be appealing to children.

**Fame and Ego Lure:** Sex offenders will offer a child or teen an audition or private tryout to get them to keep the abuse secret.

**Online and Computer Lure:** Online predators lure children through chat rooms, emails and social websites. Through these avenues, a pedophile can learn a child's personal information and arrange a private meeting. Make sure your kids know to never post their personal information online. Like where they live, go to school or work.

**Threats and Weapons Lure:** Pedophiles may use violence and intimidation to force children and teens to cooperate with the abuse, or stay silent about the abuse. They'll use an 'it's my word against yours' approach.

**Job Lure:** The job lure is a danger to older teens, even college students. The young adults are lured by an offer of a high-paying, interesting job. The sex offender will typically set up fake interview in secluded places to abuse or abduct their subject. These fake jobs are typically advertised with only a P.O. Box.

**Pornography Lure:** Child predators often use pornography to set the stage for abuse. Adolescents are often curious about sex and it is not difficult to hold their attention with pornographic material.

**Drug Lure:** Sex offenders will at times use drugs and alcohol to lure and incapacitate a child into abuse.

Predators use them all, and often combine lures to get a child to comply and keep secrets.