

# GROOMING 101

**Definition:** The process in which an individual builds a relationship, trust, and emotional connection with a young person to exploit them sexually, for labor, or other forms of abuse (Stop It Now, 2023).

Groomers often use the following tactics (NetSmartz, 2021):

## 1 BUILDING TRUST

GROOMERS ACT AS A TRUSTED FIGURE, SUCH AS A TEACHER, COACH, FAMILY FRIEND, OR ONLINE ACQUAINTANCE.

## 2 FLATTERY & GIFTS

PREDATORS MAY SHOWER THEIR TARGET WITH GIFTS OR COMPLIMENTS TO CREATE A BOND.

## 3 ISOLATION

GROOMERS OFTEN WORK TO ISOLATE THE CHILD FROM FAMILY AND FRIENDS, CREATING SECRECY AROUND THEIR RELATIONSHIP.

## 4 DESENSITIZATION

THEY GRADUALLY INTRODUCE INAPPROPRIATE CONTENT OR BEHAVIORS TO LOWER THE CHILD'S INHIBITIONS.

## 5 MANIPULATION & THREATS

GROOMERS MAY USE THREATS OR GUILT TO CONTROL THE VICTIM AND PREVENT THEM FROM SEEKING HELP.

