

Hard Rock International and PACT Social Identity Quest

Organization

Hard Rock International and Seminole Gaming, operator and franchisor of 52 hotels and casinos, attempts to mitigate human trafficking through education.

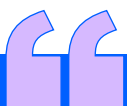
What problem is the organization trying to solve, and what metrics are being used?

Hard Rock International's Social Identity Quest (SIQ) educational program addresses online risks that high school students may encounter as they navigate online activities and equips them with the knowledge to make informed choices and reduce potential online dangers.

Hard Rock International tracks students in the U.S. and Mexico who have completed the SIQ program and U.S. teachers who have taught the curriculum in high school classrooms from 2022 to 2025. The company also tracks the percentage of growth in attitudes toward healthy decision making.

Why is this platform part of the solution, and how are the measures created and refined?

SIQ is designed to confront the challenges students face in navigating the online world. By encouraging them to think critically about their online identities and potential risks, the platform fosters awareness and critical thinking, helping keep children safe online.



The Social Identity Quest is one way that Hard Rock International can help combat human trafficking through education. Any hotel or casino property can be targeted by criminals who ply their despicable trade. If we can help young people make better decisions online, we can prevent risks of being lured.

—Paul Pellizzari, Vice President of Global Social Responsibility,
Hard Rock International and Seminole Gaming



Results of metrics

3 million

Over 3 million students engaged and completed SIQ throughout the U.S. and Mexico.

1.9 million+

1.9 million + students completed SIQ in 44 states.

959,750

From January 2023 to May 2025, 959,750 students completed SIQ in Mexico.

115,000

From 2022 to May 2025, 115,000 teachers taught the curriculum in U.S. high school classrooms.

A learning evaluation conducted across both the U.S. and Mexico highlights the program's impact.

24%

There was a 24% growth in attitudes toward healthy decision making.

48,576

48,576 students completed the evaluation survey.

SIQ evaluations demonstrated positive changes in attitudes toward making healthy decisions.

Students reported an average growth of the following:

25%

Healthy virtual identity

25%

Healthy relationships

11%

Text or not to text