



Conferences, Concerts, Conventions & Sporting Events

Leading a Human Trafficking
Awareness Campaign

A Guide and Checklist for Attorneys General Offices
A Resource from the NAAG Human Trafficking Committee

2015-2016 NAAG HUMAN TRAFFICKING COMMITTEE

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Controversy has swirled around whether high profile events, such as sporting, conference, and concert events, increase the incidence of human trafficking near the venues where those events are taking place.¹ Nonetheless, just as one will find more Internet advertisements for sexual services in major cities with large populations, any event that attracts a large influx, especially of non-residents, into the state increases the market for prostitution. A state's attorney general is in a position to lead and champion anti-trafficking efforts that will occur at these venues. AGs have the experience and trust of members of their community and are experts in pulling together community resources, including non-profits, law enforcement, local prosecutors, and other community groups in addressing issues in their states. Therefore, AG

1 See, e.g., Michelle Ye Hee Lee, *A Bipartisan Fail Over Claims There Was a 300 Percent Increase in "Escort" Ads During the Dallas Super Bowl*, WASH. POST, Jan. 29, 2015, available at <http://www.washingtonpost.com/blogs/fact-checker/wp/2015/01/29/a-bipartisan-fail-over-claims- there-was-a-300-percent-increase-in-escort-ads-during-the-dallas-super-bowl> (last accessed on May 29, 2015). Most recently, the University of Arizona concluded a two-year study of ads posted in cities hosting the Super Bowl. Researchers noted that, while there was no significant increase in online escort ads on the actual day of the game, the volume of ads jumped in both areas (New Jersey/New York and Phoenix) hosting the Super Bowl. However, since there has been an overall increase in Internet sex advertising, it was unclear whether the Super Bowl was the primary impetus for the market change. See <https://www.mccaininstitute.org/newsroom/press-releases/asu-study-on-sex-trafficking-during-super-bowl-2015> (last accessed on May 29, 2015). But see Kristin Clark, *Sex Trafficking Up During March Madness*, COURIER J. MAR. 20, 2015, available at <http://www.courier-journal.com/story/news/local/2015/03/20/study-sex-trafficking-march-madness/25104579/> (last accessed on July 9, 2015), and Miranda Combs, *Sex Trafficking, the Dirty Side of the Kentucky Derby*, May 1, 2015 (reporting that Dr. Theresa Hayden, University of Louisville, noted a 125% increase in ads on Backpage on Derby Day), available at <http://www.wkyt.com/home/headlines/WKYT-Investigates—The-dirty-side-of-the-Derby-sex-trafficking-increases-301983841.html> (last accessed July 9, 2015). At a meeting concerning Boston's bid to hold the Summer Olympics in 2024, one participant queried how the city would guard against a surge in sex trafficking if it was chosen as the venue for the Olympics. See *Olympic Games Must Spur Steps to Tackle Human Trafficking*, BOS. GLOBE, June 8, 2015, available at <https://www.bostonglobe.com/opinion/editorials/2015/06/07/games-must-spur-steps-tackle-trafficking/631qu0qJn2tCud6rT058pL/story.html> (last accessed on July 9, 2015).

offices are uniquely qualified to take the lead in countering human trafficking at major events, whether those events cause an increase in trafficking or whether, with the media coverage that comes with major events, they provide an opportunity to address trafficking and raise community awareness of this crime.

This checklist is intended to draw primarily from the experiences of the Georgia, Indiana, and New Jersey AG offices which took the lead in addressing the potential for increased sex trafficking prior to hosting major sports events. Although the checklist focuses on sex trafficking, an AG office should be aware that large events could also increase the demand for cheap labor. Offices may want to involve their local Departments of Labor in ensuring that an increased demand for workers at hotels and venue sites does not bring victims of labor trafficking into the state.

Attorneys general offices which already have set up task forces can use this structure as the primary mechanism to lead an anti-human trafficking effort. However, it is not necessary to have an already in-place human trafficking task force to organize anti-trafficking efforts around a major event.

If the AG office decides to hold a human trafficking awareness campaign in connection with a major event occurring in the state, planning should begin immediately upon the announcement of the event.

INITIATING THE PLANNING PROCESS

- Identify the person or persons in your office who will take the lead in organizing and leading the community outreach effort.
- Determine the extent and number of activities you wish to pursue considering the size of the event and the number of people expected to attend.
- Hold an initial meeting with the people in your office who will be part of this outreach effort, assigning roles and responsibilities on the basis of the decision made concerning activities that will be undertaken.
 - Assign someone to track the trainings given, materials distributed, and organizations contacted throughout the outreach effort. Careful tracking will assist in writing an after-action report with successes and ideas for improvement for the next campaign.
- Plan an initial budget and determine how the campaign will be funded.
- Identify resources, including partners that your office already has and others outside your office, who will be invited to the organizing meeting. At a minimum, this will include NGOs, victim assistance folks from your office and local law enforcement, and prosecutors and law enforcement from the vicinity where the event will take place.
 - Determine whether you will include your federal partners in an initial meeting. You may prefer to wait to invite them to a law enforcement only meeting but you will want to inform them of your plans as soon as possible so that they will be ready to assist and attend when it is appropriate to do so. These partners include representatives from the FBI, HSI, and USAO.

- Begin the dialogue with the host committee and local sports team (if a sporting event) or the management agency and others arranging the event to advise them of the awareness campaign and ask them to be participants in the campaign with you.
- Establish, at the beginning, what the protocol will be for reporting suspected cases. Alternatives are to report to the National Human Trafficking Hotline, a local police contact, an AG-established hotline, or a contact with a federal partner.
- Start thinking about and planning training initiatives (see below).
- Start thinking about the materials you will wish to develop or obtain, such as the materials available through HSI's Blue Campaign. If you are going to develop special public service announcements using local sports heroes or celebrities, planning should begin immediately regarding filming these.
- Consider becoming involved in the “Not Buying It” initiative; this will bring additional media resources to your office.
- Consider the “Gift Box” campaign
- Consider the Truckers against Trafficking campaign

INITIAL MEETING WITH PARTNERS

- At the initial meeting, map out preliminary plans as to what steps the AG office will be taking and what you will ask community organizations to assist with.
- Draw up a list of community groups and outside NGOs with experience in anti-human trafficking activities that you will want to involve in your outreach efforts. The size of the event and the number of people coming to attend it will dictate the number of NGOs asked to participate.
 - Plan a methodology for engaging the youth in your community to assist with handing out materials and helping with general outreach. Not only will this assist in your anti-human trafficking efforts, it will provide a method to educate community youth on the issue. School assemblies, meeting with specific classes, and reaching out to local college anti-trafficking groups are effective ways to get the youth of the community engaged in the effort.

SUBSEQUENT MEETINGS

- Subsequent meetings should be held with law enforcement only, NGOs, and community groups to identify strategies and the best methods to coordinate efforts so that maximum use is made of skills and strengths with minimum of overlap.
 - Law enforcement only meetings, held with federal partners and local and state police, are essential to identify areas where each agency will have primary responsibility. For instance, federal partners may wish to take the lead on identifying potential child victims with assist from local law enforcement. Local law enforcement may wish to take the lead on addressing the demand side. Decisions should be made based on the best use of talent and resources among the law enforcement partners.
 - Resident NGOs meeting together with AG staff will be able identify how each group might be able to assist with victims who may be recovered during the outreach effort.
 - If out of state NGOs are participating, they need to be included in meetings, either in-person or via conference calls, to ensure that there is effective coordination of all NGO efforts and so that there is an understanding as to the types and numbers of local volunteers that will be needed to assist those groups in fulfilling their missions.
 - Community members who are interested in assisting should be included in one or two meetings so that there can be assignment of jobs regarding community awareness. Reaching out to faith-based organization who can also train congregants will then provide more “eyes and ears” of the community. **It is vital that all community members actively assisting with the outreach effort attend training.**

- A meeting of the media coordinators in the AG's office, the local law enforcement office, and in the various federal partners' office is helpful in crafting a unified media message and in identifying who should be contacted when there is a media request regarding the campaign.

TRAINING

- **One** of the primary undertakings will be to ensure that appropriate training is delivered. Consider the advisability of holding a “train the trainer” event so that all groups which are providing training to volunteers will be delivering the same unified message. **All trainings should train on the protocol developed for reporting suspected cases. Emphasis should also be given on training regarding contacts with the media** (see below).
 - Ensure that all local law enforcement involved in the effort has had appropriate red flag training and that they are aware of their responsibilities vis a vis their federal partners
 - Consider giving red flag training to airline personnel, airports, taxi services (including Uber and limousine services), hotels, restaurants, bars, beauty and nail salons, and resort management so that they can be partners in the anti-trafficking efforts.
 - Offices can look to the ECPAT model, offered by the American Hotel and Lodging Association Education Institute, for assistance in training hotels and other places of lodging.
 - Depending on the event, stadium/venue management, managers of sports teams, sportsmen, performers, and conference and sales meeting conveners might also be appropriate recipients of such red flag trainings.

- If outside NGOs or others are to deliver some of this training, it is important for the office to continue to oversee and coordinate these efforts to ensure that the training is welcome by the trainees, the message is accurate, and that overlap is avoided.

PUBLIC INFORMATION/MEDIA

- Coordinating and controlling the public relations message is, perhaps, the most important service the AG office performs during this outreach campaign. It is vital that everyone involved in the anti-human trafficking effort take a victim-centered approach when making statements to the press or other media. Although an office will not and cannot restrict campaign partners from talking to the media, a coordinated message is vital. Ensure all involved in community outreach knows how to reach the media contact in the AG office for assistance in answering media inquiries.
 - Consider developing and issuing a “talking points” paper to community volunteers and NGOs assisting in the outreach. It must be emphasized that **no law enforcement sensitive information or victim-specific information** should ever be made public.
 - Contact local media outlets to carry public service announcements.
 - Consider asking owners of billboards to donate space for the awareness campaign.

CONTACT INFORMATION

Call to Freedom

<http://www.tapestrymovements.com/>

Central Oregonians Against Trafficking Humans

<http://www.cooath.org/>

ECPAT

<http://www.ecpat.net/>

FREE International

<http://freeinternational.org/>

Gift Box Campaign

<http://www.stopthetraffik.org/campaign/giftbox>

KlassKIDS Foundation

<http://klaaskids.org/>

National Center for Missing and Exploited Children

<http://www.missingkids.com>

Not Buying It Campaign

<http://www.streetgrace.org/state-not-buying-it/>

Not for Sale

<https://notforsalecampaign.org/>

Polaris Project

www.polarisproject.org/

Shared Hope

<http://sharedhope.org/>

S.O.A.P. Project

<https://www.traffickfree.com/soap/>

Traffick 911

<http://www.traffick911.com/our-work/>

Truckers Against Trafficking

<http://www.truckersagainsttrafficking.org/>



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