

# “The Crime in Plain Sight”

*Human Trafficking and  
Prevention through Education*





# ABOUT BLUE CAMPAIGN



**National public awareness campaign** designed to educate the public, law enforcement, and other industry partners to **recognize the indicators of human trafficking**, and how to **appropriately respond to possible cases**.



Works closely with DHS Components to **develop general awareness trainings**, as well as **specific educational resources** to help reduce victimization within vulnerable populations.



Leverages **partnerships** with the private sector, nongovernmental organizations (NGO), law enforcement, and state/local authorities to **maximize national public engagement on anti-human trafficking efforts**.



Educational awareness objectives consist of **two foundational elements: prevention** of human trafficking and **protection** of exploited persons.

# DHS CENTER FOR COUNTERING HUMAN TRAFFICKING (CCHT)





# Cross-Department Collaboration

**Victim Assistance Program – Introduction (video for training purposes only, not available online)**

# T/U Visas – USCIS Collaboration



## T VISA LAW ENFORCEMENT RESOURCE GUIDE

For Federal, State, Local, Tribal and Territorial Law Enforcement, Prosecutors, Judges and other Government Agencies

## BEST PRACTICES FOR CERTIFYING AGENCIES AND OFFICIALS



### PROVIDE SPECIFIC DETAILS

USCIS seriously considers the information you provide on Form I-914B. Please be as specific and detailed as possible when completing the form.

**Note:** Completing Form I-914B does not automatically confer a T visa. USCIS will assess the applicant's eligibility by evaluating the evidence provided by the victim, including the information you provide on Form I-914B as well as supplemental evidence provided by the victim.

### VERIFY ALL INFORMATION ON THE FORM PRIOR TO SIGNING

Your agency should fully complete the declaration. Prior to signing, please ensure that all information is accurate.

### ATTACH ADDITIONAL RELEVANT DOCUMENTS – AND NOTE THIS ON FORM I-914 B

If available, provide additional relevant documents (for example statements, photos, etc.) along with the declaration. Please note on Form I-914B if your agency has attached additional documents in case the documents are accidentally separated from Form I-914B.

### ESTABLISH AND PERIODICALLY UPDATE LOCAL PROCEDURES AND POLICIES

Certifying agencies are not required to have an internal policy or procedure before they can sign a T visa declaration. However, USCIS encourages certifying agencies to develop a policy and to train relevant personnel on the policy to promote consistency and transparency and to improve the quality of the declaration. Some suggested topics to cover in your internal policy include:

- Developing a mechanism to track declaration requests and create a historical record of declarations provided; and
- Outlining expectations regarding attaching relevant police reports and other documentation regarding the victimization and the victim to Form I-914B.



# Survivor Inclusion



# Survivor Inclusion Roundtable



# Human Trafficking on College Campus

[Human Trafficking on College Campuses |  
Homeland Security \(dhs.gov\)](#)



# INDICATOR CHALLENGE

Blue Lightning Initiative  
Course Conclusion



**BLUE  
CAMPAIGN**  
One Voice. One Mission. End Human Trafficking.



# BLUE CAMPAIGN LONG-TERM STRATEGIC OUTCOMES

## Protection



**Outcome 1:** Increase law enforcement use of trauma-informed approaches.

**Outcome 2:** Educate the public and industries on how to recognize and report human trafficking.

## Prevention



**Outcome 1:** Decrease victimization within vulnerable communities.

# VICTIM-CENTERED APPROACH

A victim-centered approach **places a victim's priorities, needs, and interests at the center** of law enforcement's work with the individual.

# INTERACTING WITH A POTENTIAL VICTIM

When encountering a potential human trafficking victim, it is important to remember that they may not be comfortable working with law enforcement.



## Trafficking victims may:

- Fear law enforcement
- Not identify themselves as a victim
- Not tell a complete story or use a rehearsed response
- Identify with the traffickers or express romantic feelings for them
- Fear judgement from those in authority

# EFFECTS OF TRAUMA

It is important to understand how **trauma can impact brain function and result in behaviors that may not seem to match the situation**, like:



- Telling a fragmented story when recalling a traumatic event
- Impaired memory
- Inability to recall events in sequence and context
- Lack of emotion
- Non-responsiveness or lack of involvement with the external world
- Laughing or joking inappropriately
- Erratic behavior
- Irritability or outbursts of anger
- Feelings of detachment or estrangement of others

# WHAT IS HUMAN TRAFFICKING?

**Human trafficking** is defined as:

- **Sex trafficking**, in which a commercial sex act is induced by *force, fraud, or coercion*, or in which the person induced to perform such an act has not attained 18 years of age, or;
- The recruitment, harboring, transportation, provision, or obtaining of a person for labor or services through *force, fraud, or coercion* for the purpose of subjection to **involuntary servitude, peonage, debt bondage, or slavery**.

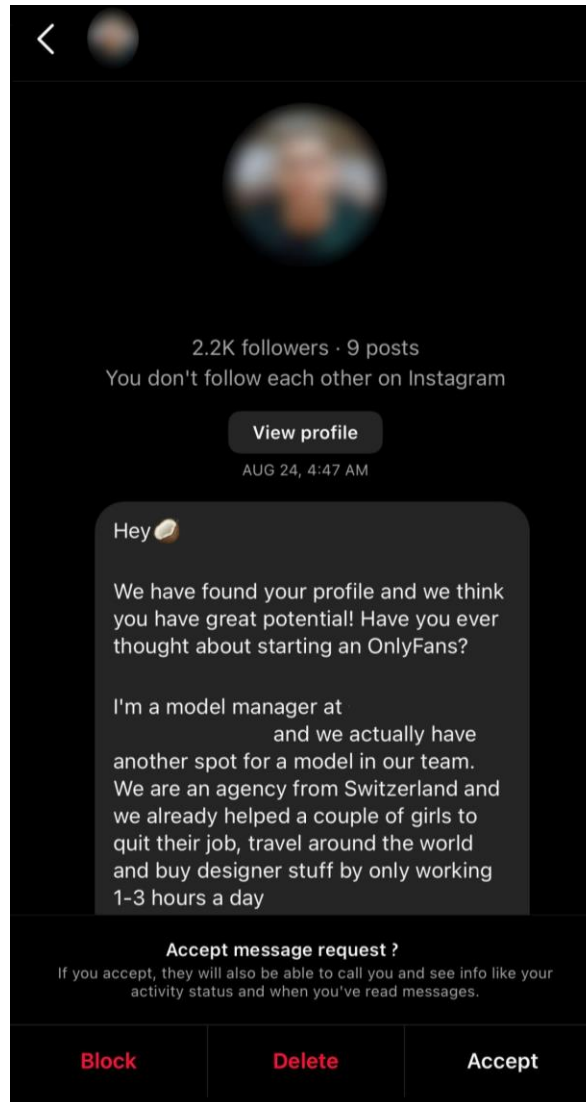




# Combating Misinformation

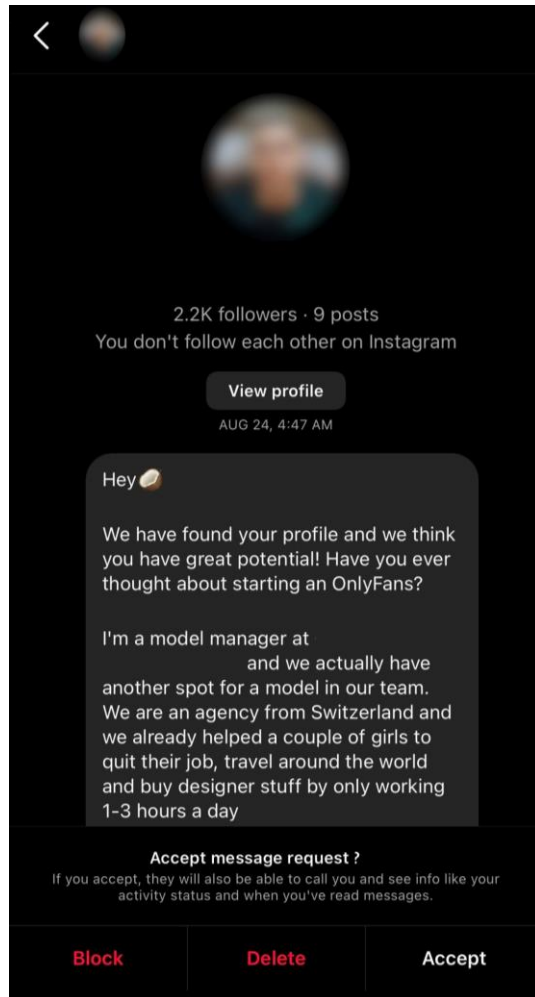
Smuggling	Trafficking
Crime Against a Border	Crime Against a Person
Transportation Based	Exploitation Based
Requires Border Crossing	No Border Crossing Required
Voluntary	Involuntary

# SOCIAL MEDIA SAFETY





# SOCIAL MEDIA SAFETY



🚩 Promise of a job in a field typically hard to break into.

🚩 Job perks do not match the level of effort. Ex. Travel and designer items for only 1-3 hours a day.

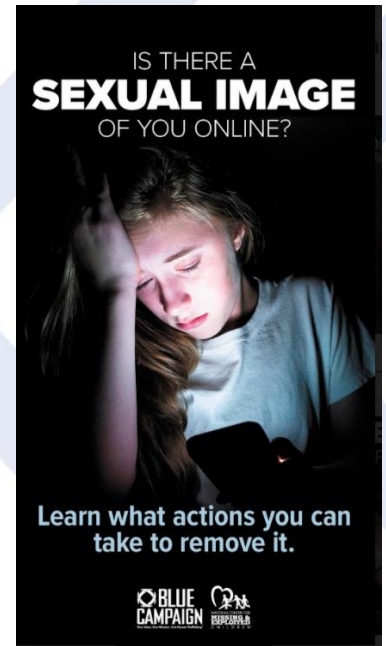
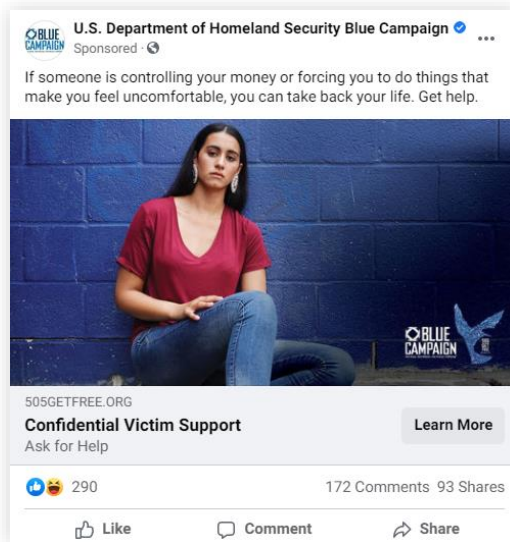
🚩 No work experience is required.

🚩 Company is in a foreign country.

# DIGITAL ADVERTISING EFFORTS

## FY21 Digital Advertising Efforts

- **956 calls** to national human trafficking hotlines
- **304M+ impressions** on Blue Campaign ads
- **1.5M engagements** on social media ads
- Conducted collaborative campaigns with The National Center for Missing and Exploited Children, federal law enforcement, victim service providers, and state government entities



# PRODUCT OVERVIEW SLIDES



# BLUE CAMPAIGN PUBLIC AWARENESS MATERIALS

## THERE ARE DIFFERENT TYPES OF HUMAN TRAFFICKING

### SEX TRAFFICKING

Sex trafficking victims are manipulated or forced against their will to engage in sex acts for money.

Sex traffickers might use violence, threats, manipulation or the promise of love and affection to lure victims.

Work shops, hotel rooms, rest areas, street corners, clubs, and private residences are just some of the places where victims are forced to sell sex.

### FORCED LABOR

Through force, threat, or coercion, victims are made to work for little or no pay.

Very often victims are forced to manufacture or grow products that we use and consume every day.

Victims of forced labor could be found in factories, on farms, doing construction work, and more.

### DOMESTIC SERVITUDE

Victims of domestic servitude are hidden in plain sight, forced to work in homes across the United States.

They are prisoners working as nannies, maids, or domestic help.

Traffickers sometimes take a victim's identification papers and travel documents in order to limit their freedom.

EVERY YEAR IN THE UNITED STATES **THOUSANDS** OF HUMAN TRAFFICKING CASES ARE REPORTED, BUT **MANY MORE GO UNNOTICED**

**HUMAN TRAFFICKING IS A HIDDEN CRIME**  
VICTIMS MIGHT BE HEARD TO COME FORWARD, OR WE MAY NOT RECOGNIZE THE SIGNS.

**EVEN IF IT IS HAPPENING RIGHT IN FRONT OF US.**  
WE NEED TO BRING THIS CRIME **OUT OF THE SHADOWS**

## WHEN YOU CAN'T WALK AWAY

If you are controlled and do not have the freedom to leave, you may be a victim of human trafficking.

To report suspected human trafficking, call the U.S. Department of Homeland Security (DHS) tip line: **1-866-DHS-2-ICE (347-2423)**

If you are a victim and need help, call the National Human Trafficking Hotline: **1-888-373-7888**

**BLUE CAMPAIGN**

- Posters
- Toolkits
- Infographics
- Indicator Cards
- Shoe Cards
- Pamphlets

## INDICATORS OF HUMAN TRAFFICKING

Recognizing human trafficking is the first step in contacting the Department of Homeland Security and reporting the crime or crime in progress.

This indicator card helps you recognize human trafficking, but you can also use it as a reminder of human trafficking.

**CONTACT THE BLUE CAMPAIGN**

[BlueCampaign@hq.dhs.gov](mailto:BlueCampaign@hq.dhs.gov)

[facebook.com/bluecampaign](https://www.facebook.com/bluecampaign)

[dhs.gov/bluecampaign](http://www.dhs.gov/bluecampaign)

**PHYSICAL:**  
Does the person...

- Have signs of physical health issues (physical trauma, bruising, scars, etc.)
- Appear to be afraid of their employer?
- Not get along with their employer?

**SOCIAL:**  
Does the person...

- Not know where they are being taken?
- Not know how to contact family or friends?
- Not know how to contact anyone else?
- Not know how to leave?
- Not know how to get home?
- Not know how to get to work?
- Not know how to get to school?
- Not know how to get to the doctor?
- Not know how to get to the bank?
- Not know how to get to the post office?
- Not know how to get to the library?
- Not know how to get to the grocery store?
- Not know how to get to the pharmacy?
- Not know how to get to the dentist?
- Not know how to get to the hair salon?
- Not know how to get to the dry cleaner?
- Not know how to get to the car wash?
- Not know how to get to the gas station?
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**ONE VOICE. ONE MISSION.**  
End Human Trafficking.

# PREVENTION POSTER SERIES

YOU CAN SAY  
**NO...**

WHEN YOU  
**KNOW** WHAT  
EXPLOITATION  
LOOKS LIKE.

Learn how to protect yourself and others:  
[dhs.gov/bluecampaign/protect-yourself](https://dhs.gov/bluecampaign/protect-yourself)

BLUE CAMPAIGN

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BLUE CAMPAIGN

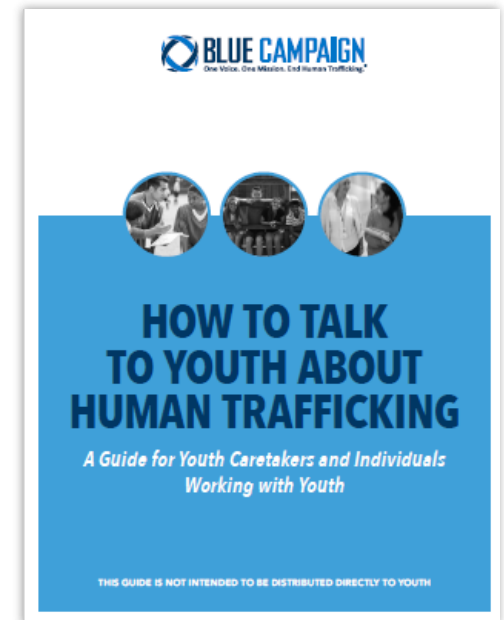
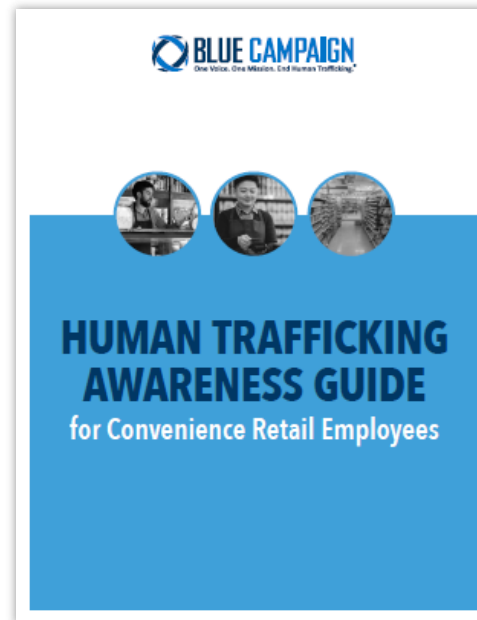
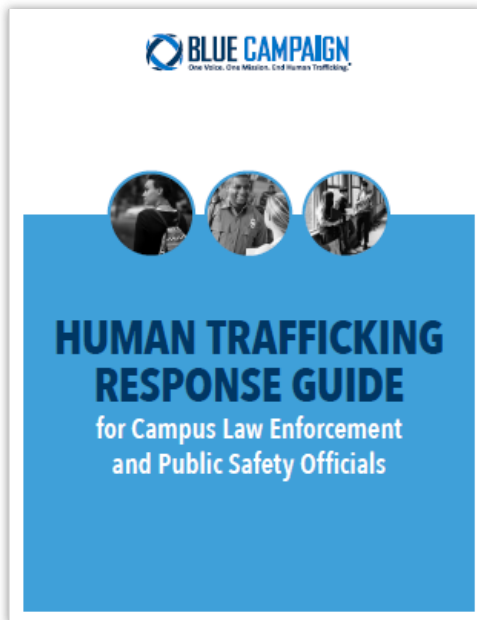
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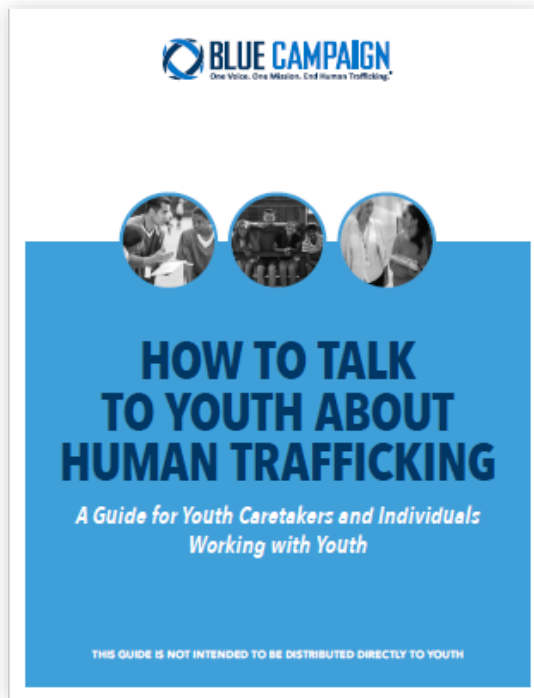
BLUE CAMPAIGN

# TOOLKITS & GUIDES



# HOW TO TALK TO YOUTH ABOUT HUMAN TRAFFICKING

Blue Campaign developed a **guide** for adults who work with or care for youth with guidance on how to talk about human trafficking.



The guide includes information about:

- How traffickers operate and reach potential victims
- Myths and realities of human trafficking
- Youth vulnerabilities
- Indicators of human trafficking specific to youth
- Do's and don'ts of talking to youth about human trafficking
- Lifestyle factors that may help prevent exploitation
- Reporting options

# AWARENESS VIDEOS



**Animated Infographic Video**  
(English, Spanish)



**Youth Awareness Video**  
(English)



**College Awareness Video**  
(English)



**General Public Indicator Challenge**  
(English, Spanish)



# Mia's Story

[Youth Human Trafficking Scenario Animated Series\(4\) | Homeland Security \(dhs.gov\)](#)

# SPECIAL INITIATIVE RESOURCES: OPERATION ALLIES WELCOME, UNITING FOR UKRAINE

**هنگامی که  
نمی‌توانید  
فرار کنید**

اگر شما تحت کنترل هستید و حق ترک منزل را ندارید، ممکن است قربانی قاچاق انسان باشید.

اگر شما یک قربانی هستید و نیاز به کمک دارید به خط تماس ملی اداره مهاجرت یا آژانس انسان به تماس کنید.  
1-888-373-7888

BLUE CAMPAIGN  
One Voice. One Mission. End Human Trafficking.

**Коли  
ви не можете  
піти**

Якщо Ви перебуваєте під контролем і не маєте свободи піти, Ви можете бути жертвою торгівлі людьми.

Якщо Ви стали жертвою і потребуєте допомоги, зв'яжіться на Національну службу безпеки з захисту торгівлі людьми.  
1-888-373-7888

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## قاچاق و استفاده نامشروع در مقایسه به انتقال غیر قانونی

انتقال غیر قانونی شامل استفاده از زور، قریب، یا اجبار برای به دست آوردن نوعی کار یا عمل جنسی تجاری است، یا اینکه در آن فردی که عمل جنسی تجاری را انجام می دهد کمتر از 18 سال سن داشته باشد.

انتقال غیر قانونی به ایالات متحده و حمل و نقل و پناه دادن غیر قانونی به افراد بدون اسناد و غیر شهروندی که قبلاً در ایالات متحده مستقر هستند.

**اینها اصطلاحات قابل تعویض شدن نیستند**  
قاچاق بر اساس حمل و نقل است و جرم علیه مرز است  
انتقال غیر قانونی (قاچاق) مبنی بر استفاده غیر مشروع بوده و جرم در برابر فرد است



بر باره قاچاق انسانی را بیوردهید: 1-888-373-7888  
[www.dhs.gov/bluecampaign](http://www.dhs.gov/bluecampaign)

## ТОРГІВЛЯ ЛЮДЬМИ, ПРОТИ КОНТРАБАНДИ ЛЮДЬМИ

**Торгівля людьми** передбачає застосування примусу для отримання певного виду трудової діяльності чи сексу за гроші, або якщо особа, яка надає сексуальні послуги на комерційній основі, не досягла 18 років.

**Контрабанда людей** – це навмисне ухилення від імміграційного законодавства шляхом ввезення в США нелегальних осіб, а також незаконне перевезення та укріття громадян інших країн, які вже знаходяться в США нелегально.

**Не взаємозамінні терміни**  
**Контрабанда** – це транспортування, та є порушенням кордону  
**Торгівля людьми** – це експлуатація, та є злочином проти особи



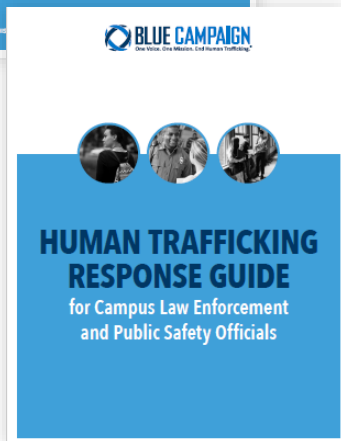
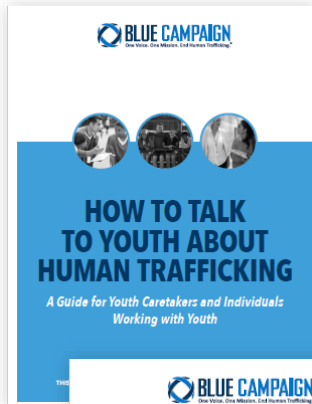
Повідомте про торгівлю людьми: 1-888-373-7888  
[www.dhs.gov/bluecampaign](http://www.dhs.gov/bluecampaign)



# RESOURCES

All the resources shared today, plus more, are available for free download at:

[dhs.gov/blue-campaign/library](https://dhs.gov/blue-campaign/library)



### INDICATORS OF HUMAN TRAFFICKING

Does the student...

- Suddenly have more material possessions?
- Defer to another person to speak for them?
- Suddenly become extremely quiet, reclusive, and avoid eye contact?
- Appear to be deprived of food, water, sleep, medical care, or other necessities?
- Have bruises or other signs of physical trauma?
- Have a romantic partner who is noticeably older?
- Engage in unhealthy coping behaviors (i.e. increase in use of drugs or alcohol, etc.)?
- Seem restricted from contacting family or friends?
- Not seem to be on their own money?
- Lack control over or identification

**VICTIM-CENTERED APPROACH**

Make victims feel safe and develop trust and rapport by:

- Explaining who you are, answer their questions, and address their fears and urgent needs.
- Being sensitive to cultural differences and language barriers and use an interpreter when needed.
- Conducting interviews in a neutral location, after urgent needs have been assessed.
- Being patient and give the victim time to stabilize and recover.
- Engaging a victim specialist who can connect victims to support services.

**REPORTING AND ADDITIONAL SUPPORT**

Homeland Security Investigations Tip Line:  
**1-866-347-2423**

National Human Trafficking Hotline:  
**1-888-373-7888**

**BLUE CAMPAIGN**  
One Voice. One Mission. End Human Trafficking.



# BLUE CAMPAIGN ENGAGEMENTS



Throughout the year, Blue Campaign team members participate in:

- Conference presentations
- Trainings
- Exhibitor booths
- Webinars
- Social media events (Facebook Live/Twitter Chats)
- Congressional briefings



# CONTACT US



[www.dhs.gov/bluecampaign](http://www.dhs.gov/bluecampaign)



[bluecampaign@hq.dhs.gov](mailto:bluecampaign@hq.dhs.gov)



[@DHSBlueCampaign](https://www.instagram.com/DHSBlueCampaign)