

DHS Blue Campaign & CCHT

Homeland Security Investigations
Center for Countering Human Trafficking



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 Department of Homeland Security (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 (NGOs), 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.



Center for Countering Human Trafficking (CCHT)



Continued Collaborations within DHS

I HAVEN'T HAD A DAY OFF IN MONTHS, AND I WAS PROMISED PAYMENT.

A person forced to work long hours with little or no pay may be a victim of human trafficking.

You deserve help. Call 1-888-373-7888.

REPORT TRAFFICKING: National Human Trafficking Hotline

BLUE CAMPAIGN

HINDI KO KONTROLADO ANG AKING MGA SARILING ARI-ARIAN.

Ang mga trafficker ay kadalasang kumukuha ng mga dokumento ng pagkakakilanlan ng kanilang biktima.

Ibalik ang kontrol. Tumawag sa 1-888-373-7888 para sa tulong.

IULAT ANG TRAFFICKING: Pambansang trafficking ng tao Hotline

BLUE CAMPAIGN

(Burmese)

Beneficios de Inmigración de EE. UU. para NO CIUDADANOS VÍCTIMAS DE DELITOS™

CONSIDERACIONES PARA LA VISA T

- Deben estar en los EE.UU. debido a la falta de presencia
- Deben haber sido víctimas de violencia doméstica o abuso
- Deben haber sido víctimas de violencia doméstica o abuso
- Deben haber sido víctimas de violencia doméstica o abuso

CONSIDERACIONES PARA LA VISA U

- Deben haber sido víctimas de violencia doméstica, agresión sexual, explotación comercial, fraude de pasaporte y otros delitos calificativos
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- Deben haber sido víctimas de violencia doméstica, agresión sexual, explotación comercial, fraude de pasaporte y otros delitos calificativos

CONSIDERACIONES PARA EL ASILO

- Deben tener la persecución por motivos de raza, religión, nacionalidad, opinión política o pertenencia a un grupo social particular
- Deben haber sido víctimas de violencia doméstica, agresión sexual, explotación comercial, fraude de pasaporte y otros delitos calificativos
- Deben haber sido víctimas de violencia doméstica, agresión sexual, explotación comercial, fraude de pasaporte y otros delitos calificativos

CONSIDERACIONES PARA LA VISA SIJ

- Deben haber sido víctimas de violencia doméstica, agresión sexual, explotación comercial, fraude de pasaporte y otros delitos calificativos
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CONSIDERACIONES PARA LA VISA VAWA

- Deben haber sido víctimas de violencia doméstica o abuso
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CONSIDERACIONES PARA LA VISA U VISA

- Deben haber sido víctimas de violencia doméstica, agresión sexual, explotación comercial, fraude de pasaporte y otros delitos calificativos
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BLUE CAMPAIGN Center for Countering Human Trafficking

(Spanish)

U.S. Immigration Benefits for NONCITIZEN CRIME VICTIMS™

T VISA

- Must be in the U.S. on account of human trafficking
- Law enforcement discretion not required
- Approved, benefit provided
- Victims have access to temporary emergency and state benefits
- Access to federal and state benefits and services
- Ability to apply for permanent residency status, including family members to receive derivative immigration benefits even if not already in the U.S.

U VISA

- Approved, benefit provided
- Qualifying crime must have occurred in the U.S. or violated U.S. law
- May apply from the U.S. or while abroad
- Must meet law enforcement certification

VAWA

- Approved, benefit provided
- Have suffered battery or extreme cruelty perpetrated by your U.S. citizen or Lawful Permanent Resident spouse or parent or your U.S. citizen adult son or daughter
- Persecutors and perpetrators may be of any race or gender

U VISA CONSIDERATIONS

- Approved, benefit provided
- Qualifying crime must have occurred in the U.S. or violated U.S. law
- May apply from the U.S. or while abroad
- Must meet law enforcement certification

SIJ CONSIDERATIONS

- Approved, benefit provided
- Must be a victim of abuse, debilitation, neglect, or a similar basis under state law by one or both parents
- Must have a credible fear of persecution
- Must be a juvenile immigrant for child victims under 21 years of age

ASYLUM CONSIDERATIONS

- Approved, benefit provided
- Must fear persecution on account of race, religion, nationality, political opinion, or membership in a particular social group
- If in removal proceedings, may need the Form I-589 with the immigration judge

BLUE CAMPAIGN Center for Countering Human Trafficking



2024 CCHT Anti-Trafficking Symposium

The CCHT Anti-Trafficking Symposium: Educate, Empower, Equip, & Engage was hosted January 25-26, 2024 in Washington, DC.

- 330+ in person attendees
- 16+ breakout rooms
- 7 lived experience experts engaged
- Attended by federal, state, local, tribal, and community organizations, law enforcement experts, and business professionals





Raising Awareness



Blue Campaign Engagements

Throughout the year, Blue Campaign team members participate in:

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



FY24 Super Bowl

In 2024, Blue Campaign ran Super Bowl human trafficking awareness efforts in Las Vegas through digital advertisements, Out-of-Home placements including door hangers.

**TOGETHER, WE CAN
TACKLE HUMAN
TRAFFICKING**

Victims of sex trafficking
and forced labor are
often hidden in plain sight.



Learn how to spot the signs at
DHS.gov/TackleTrafficking

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

**WHEN IT COMES TO
HUMAN TRAFFICKING,
WE'RE ALL ON
THE SAME TEAM**

Learn more about sex trafficking,
forced labor, and domestic servitude –
and what you can do to stop it.




DHS.gov/TackleTrafficking

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

**SACK SEXUAL
EXPLOITATION**
STOP HUMAN TRAFFICKING

Forced or coerced commercial sex
is a form of human trafficking.



Learn what you can do to stop it at
DHS.gov/TackleTrafficking

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



FY24 Super Bowl OOH Campaign

- Blue Campaign implemented a Out-of-Home paid campaign for Super Bowl XVII in Las Vegas.
- 1,000 door hangers were hung across five hotels near the Super Bowl stadium. Hotels included, Marriot, Holiday Inn and Hilton.
 - The door hanger received favorable responses from management and staff.
- Exposed mobile retargeting (EMR) served digital ads to individuals whose mobile devices indicate they have been in areas where Blue Campaign DOOH are present.
- 1,458 Rideshare drivers received SMS text messages on 2/7 and 2/8.
 - Drivers responded to the texts with messages such as “How can I help?”



FY24 NCAA March Madness

Blue Campaign focused human trafficking awareness efforts on a **two-week digital advertising campaign** on live streaming TV and CBSsports.com. A social campaign ran on Facebook/Instagram and Twitter throughout the entire tournament.

Purpose: Deliver educational messages to basketball fans and drive awareness of human trafficking during the NCAA March Madness tournament.

Key Insights:

- Live TV ads served 6.4+ million impressions and yielded 391 clicks
- CBSsports.com homepage takeover yielded 19+ million impressions
- Social campaign drove more than 54,000 clicks and yielded 13+ million impressions

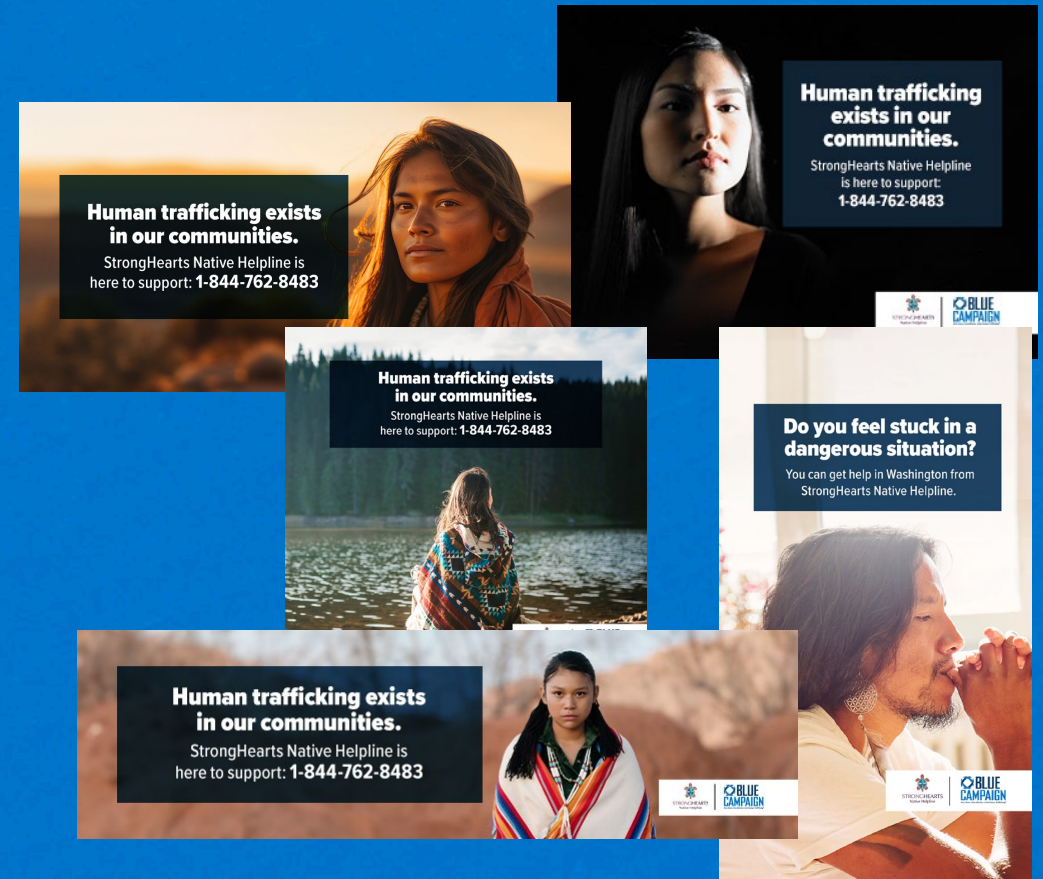


Advertising in Tribal Communities

In 2023 Blue Campaign partnered with **StrongHearts** Native National Helpline .

StrongHearts Native Helpline is a national Native program that connects victims and survivors to Native service providers throughout the country.

2023's campaign focused on Washington and Alaska for digital and out-of-home advertisement.



Lived Experience Expert Story

- [Labor Trafficking Subject Matter Expert Interview: Suleman | Homeland Security \(dhs.gov\)](https://www.dhs.gov)





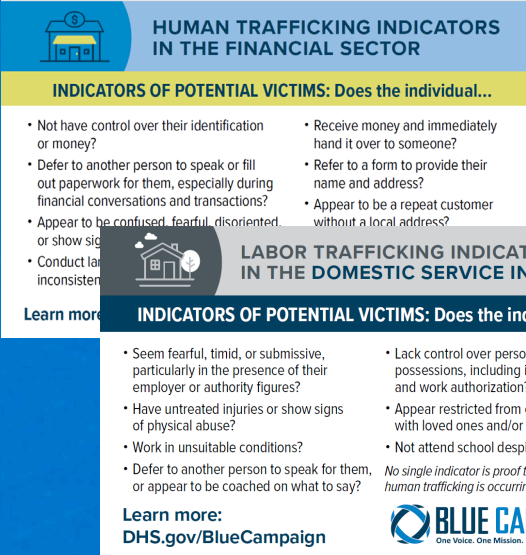
Awareness Resources



Indicator Cards

Indicator Cards provide indicators of potential victims and potential traffickers in the following industries:

- Agriculture
- Domestic Service
- Financial
- Hospitality
- Maritime
- Technology
- Transportation
- Working with Youth



HUMAN TRAFFICKING INDICATORS IN THE FINANCIAL SECTOR

INDICATORS OF POTENTIAL VICTIMS: Does the individual...

- Not have control over their identification or money?
- Defer to another person to speak or fill out paperwork for them, especially during financial conversations and transactions?
- Appear to be confused, fearful, disoriented, or show signs of physical abuse?
- Conduct late or inconsistent work hours?
- Receive money and immediately hand it over to someone?
- Refer to a form to provide their name and address?
- Appear to be a repeat customer without a local address?


LABOR TRAFFICKING INDICATORS IN THE DOMESTIC SERVICE INDUSTRY

INDICATORS OF POTENTIAL VICTIMS: Does the individual...

- Seem fearful, timid, or submissive, particularly in the presence of their employer or authority figures?
- Have untreated injuries or show signs of physical abuse?
- Work in unsuitable conditions?
- Defer to another person to speak for them, or appear to be coached on what to say?
- Lack control over personal possessions, including identification and work authorization?
- Appear restricted from communicating with loved ones and/or leaving?
- Not attend school despite being of age?

No single indicator is proof that human trafficking is occurring.

Learn more: DHS.gov/BlueCampaign



LABOR TRAFFICKING INDICATORS IN THE AGRICULTURE INDUSTRY

INDICATORS OF POTENTIAL VICTIMS: Does the individual...

- Seem fearful, timid, or submissive, particularly in the presence of their employer or authority figures?
- Lack appropriate clothing for the weather or personal protective equipment?
- Have untreated injuries or show signs of physical abuse?
- Consistently appear to be overworked or wear improper safety gear?
- Show signs of poor hygiene or maltreatment?
- Defer to another person to speak for them, or appear to be coached on what to say?
- Live in unsuitable conditions at their place of work (e.g., no electricity or plumbing)?
- Lack control over personal possessions.

LABOR TRAFFICKING INDICATORS IN THE MARITIME INDUSTRY

INDICATORS OF POTENTIAL VICTIMS: Does the individual...

- Seem fearful, timid, or submissive, particularly in the presence of their employer or authority figures?
- Defer to another person to speak for them, or appear to be coached on what to say?
- Appear to be disoriented or confused, or show signs of mental or physical abuse?
- Work in unsuitable conditions?
- Lack control over personal possessions, including identification?
- Appear restricted from communicating and/or leaving the vessel?

No single indicator is proof that human trafficking is occurring.

Learn more: DHS.gov/BlueCampaign



Indicator Cards

Indicator Cards provide indicators of potential victims and potential traffickers in the following industries:

- Agriculture
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- Financial
- Hospitality
- Maritime
- Technology
- Transportation
- Working with Youth



Carter's Story

This two-part animated video series raises awareness of how to keep young people safe while playing online video games and provide tips to parents and adults working with youth on how to recognize signs of human trafficking.



Carter's Story

Carter's Story: Blue Campaign Youth Animated Video Series | Homeland Security (dhs.gov)

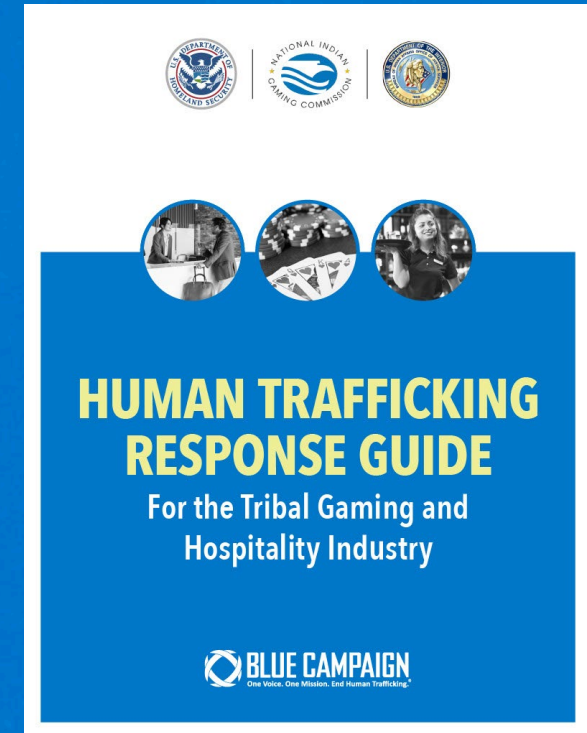


Native / Indigenous Photo Project



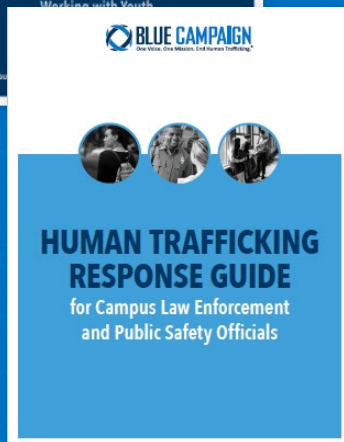
Tribal Gaming and Hospitality Toolkit

Blue Campaign developed a toolkit in collaboration with the National Indian Gaming Commission (NIGC), The Bureau of Indian Affairs (BIA), and the U.S. Department of Treasury to provide culturally appropriate, survivor informed tips and resources for first-line tribal gaming and hospitality employees at all levels.



Resources

All the resources shared today, plus more, are available for free download at: 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 reclusive or distant?
- Not seek out help?
- Lack contact with family or friends?

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

HUMAN TRAFFICKING AWARENESS

For Cook Enforcement Officers

As a state enforcement officer, your top priority is public safety. You see a unique position to recognize and report the signs of human trafficking due to your access behind the closed doors of both residential and commercial spaces often unseen by the public.

WHAT IS HUMAN TRAFFICKING AND WHO ARE VICTIMS?

The crime of human trafficking hinges on the exploitation of another person. Human trafficking victims can be any age, race, gender identity, sex, ethnicity, nationality, immigration status, and socioeconomic class. It can occur in several legitimate and illegitimate industries.

SEX TRAFFICKING VS. FORCED LABOR

Both sex trafficking and forced labor are types of human trafficking. Sex trafficking involves the use of force, fraud, or coercion to obtain some type of commercial sex act in exchange for something of value, or in which the person performing the commercial sex act is under 18 years of age. Forced labor occurs when individuals are compelled against their will to provide work or services through the use of force, fraud, or coercion. Indicators of sex trafficking can be present in forced labor and vice versa.

INDICATORS OF SEX TRAFFICKING AND FORCED LABOR

A potential victim of sex trafficking may:

- Appear to be discriminated or confined, or show signs of mental or physical abuse (e.g., bruises)
- Seem fearful, timid, or submissive.
- Defer to another person to speak for them.
- Appear to be coached on what to say.
- Show signs of being denied food, water, sleep, medical care, or other necessities.
- Appear to be engaged in commercial sex and under the age of 18.
- Live in unstable conditions or an otherwise unstable situation.
- Lack personal possessions, e.g. ID or travel documents.
- Exhibit restriction of movement.

A potential victim of forced labor may:

- Live in dangerous, overcrowded, or inhospitable lodging provided by an employer.
- Work under unsafe conditions.
- Have been deceived about the work they do.
- Have their identification documents held by their employer.
- Show signs of fatigue and/or untreated work-related injury or illness.
- Owe a significant debt to their employer or recruiter.
- Appear physically or culturally isolated.

HOW TO REPORT

Do not attempt to conduct an on-site investigation or contact the victim or local authorities.

- You can also report suspected sex trafficking or forced labor online to get victim support, contact the National Human Trafficking Hotline at 1-888-373-7888.

WHAT IS HUMAN TRAFFICKING?

HUMAN TRAFFICKING IS...

Exploiting a person through force, fraud, or coercion. A highly profitable crime.

THERE ARE DIFFERENT TYPES OF HUMAN TRAFFICKING

SEX TRAFFICKING

Forced commercial sex acts on a person through force, fraud, or coercion.

FORCED LABOR

Forcing a person to work through force, fraud, or coercion.

DOMESTIC SERVITUDE

Forcing a person to work through force, fraud, or coercion.

HUMAN TRAFFICKING IS HAPPENING IN THE UNITED STATES

SEX TRAFFICKING, FORCED LABOR, DOMESTIC SERVITUDE

IT CAN HAPPEN TO ANYONE

NO MATTER AGE, GENDER, IDENTITY, SEX, ETHNICITY, NATIONALITY, IMMIGRATION STATUS, AND SOCIOECONOMIC CLASS.

RECOGNIZE AND REPORT HUMAN TRAFFICKING

• Recognize signs of human trafficking in residential and commercial spaces.

• Report suspected human trafficking to the National Human Trafficking Hotline at 1-888-373-7888 or contact your local law enforcement.

• You can also report suspected sex trafficking or forced labor online to get victim support, contact the National Human Trafficking Hotline at 1-888-373-7888.

• Call 911 to report an immediate threat to life or limb.

WHAT YOU CAN DO

• Visit the Blue Campaign website to learn more about the indicators of human trafficking and how to report it.

• Contact your local law enforcement to report suspected human trafficking or forced labor.

• Public officials can help by supporting the Blue Campaign's efforts to combat human trafficking.



Contact Us



www.dhs.gov/bluecampaign



bluecampaign@hsi.dhs.gov



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

