

Blue Campaign Presentation

FY2022





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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



#WEARBLUEDAY

National Human Trafficking Awareness Day, or #WearBlueDay, is recognized each year on January 11th. In recognition of this important day, and throughout the month of January, Blue Campaign hosts several special events and educational activities.



Los Angeles International Airport
(LAX)



2020 Highlights*

- Twitter: 72.5M impressions
- Twitter: 11.6K tweets from 8.2K users
- Instagram: 3.2K posts

**All metrics reflect hashtag usage from 1/4 - 1/11*

RESOURCES FOR THE MEDICAL COMMUNITY

- [Labor Trafficking Awareness Videos - Medical Clinic | Homeland Security \(dhs.gov\)](#)

Victims of human trafficking may look like many of the people you help.

Classic presentations found in trafficking victims:

- Bruises in various stages of healing caused by physical abuse
- Scars, mutilations, or infections due to improper medical care
- Urinary difficulties, pelvic pain, pregnancy, or rectal trauma caused from working in the sex industry
- Chronic back, hearing, cardiovascular, or respiratory problems as a result of forced manual labor in unsafe conditions
- Poor eyesight and/or eye problems due to dimly lit work sites
- Malnourishment and/or serious dental problems
- Disorientation, confusion, phobias, or panic attacks caused by daily mental abuse, torture, and culture shock

Report suspicious activity to local law enforcement, or call 1.866.347.2423



www.dhs.gov/bluecampaign

First Responder Card Front

Recognizing the combined signs will help you accurately alert local or federal authorities for investigation. For a victim of trafficking, this may save a life.

Look for the following indicators:

- Is the patient accompanied by another person who seems controlling?
- Does person accompanying the patient insist on giving information/talking?
- Does the patient have trouble communicating due to language/cultural barrier?
- Are the patient's identification documents (e.g. passport, drivers license) being held or controlled by someone else?
- Does the patient appear submissive or fearful?
- Is the patient inadequately dressed for the situation/work they do?
- Are there security measures designed to keep the patient on the premises?
- Does the patient live in a degraded, unsuitable place/share sleeping quarters?
- Is the patient suffering from classical presentations found in trafficking victims?

Human trafficking is the use of force, fraud, or coercion to exploit someone for labor or commercial sex. Any minor exploited for commercial sex is a victim of human trafficking.

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First Responder Card Back

BLUE CAMPAIGN PUBLIC AWARENESS MATERIALS

- Posters
- Toolkits
- Infographics
- Indicator Cards
- Shoe Cards
- Pamphlets
- [Request Blue Campaign Materials | Homeland Security \(dhs.gov\)](https://www.dhs.gov/bluecampaign)



INDICATORS OF HUMAN TRAFFICKING

Recognizing human trafficking is the first step in combating the hidden crime. Identifying the indicators and warning signs helps law enforcement, already trained and concerned with the law, find victims.

The indicators listed below may help law enforcement identify human trafficking, but are not intended as a comprehensive list of human trafficking.

PHYSICAL:
Does the person...

- Show signs of physical abuse or neglect, such as physical marks, bruising, or scars?
- Appear to be afraid of their employer, along, landlord, or an other individual?
- Lack personal possessions?


SOCIAL:
Does the person...

- Work excessively long hours without pay?
- Show conditions that make it difficult to be free?
- All travel expenses, transportation, and other costs are covered by the employer?
- Receive no or very little pay for their work?
- Appear to be intimidated or what they say?
- Report discrimination, family, friends, community organizations, or other individuals?
- Do they have the ability to travel home when they want?

CONTACT THE BLUE CAMPAIGN

- BlueCampaign@hq.dhs.gov
- facebook.com/bluecampaign
- dhs.gov/bluecampaign

ONE VOICE. ONE MISSION.
End Human Trafficking.



THERE ARE DIFFERENT TYPES OF HUMAN TRAFFICKING

SEX TRAFFICKING

Sex trafficking victims are recruited 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.

Truck stops, 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, fraud, 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 maids, cooks, 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 AFRAID 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.



REPORTING OPTIONS

To report suspected human trafficking, call the **U.S. Department of Homeland Security (DHS) tip line:**

1-866-347-2423

If you are a victim and need help, call the **National Human Trafficking Hotline:**

1-888-373-7888

Do not attempt to confront a suspected trafficker directly or alert a victim to your suspicions.

Your safety as well as the victim's safety is extremely important.



CONTACT US



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