Anti-Human Trafficking Strategic Plan

2018-2020

April 2018
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**What is Human Trafficking?**

The recruitment and/or movement of someone within or across borders, through the abuse of power/position with the intention of forced exploitation, commercial or otherwise.

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<thead>
<tr>
<th>Sex Trafficking</th>
<th>Labor Trafficking</th>
</tr>
</thead>
<tbody>
<tr>
<td>A form of modern-day slavery in which individuals* perform <strong>commercial sex</strong> through the use of force, fraud, or coercion.</td>
<td>A form of modern-day slavery in which individuals perform <strong>labor or services</strong> through the use of force, fraud, or coercion.</td>
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<table>
<thead>
<tr>
<th>Victims</th>
<th>Traffickers</th>
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<tbody>
<tr>
<td>Children under the age of 18 induced into commercial sex; <strong>OR</strong> Adults (age 18 or over) induced into commercial sex through force, fraud, or coercion; <strong>OR</strong> Children and adults induced to perform labor or services through force, fraud, or coercion</td>
<td>Individuals who exploit others for the profit gained from forced labor and commercial sex. They lure and ensnare people into forced labor and sex trafficking by manipulating and exploiting their vulnerabilities.</td>
</tr>
</tbody>
</table>

*Minors under the age of 18 engaging in commercial sex are considered to be victims of human trafficking, regardless of the use of force, fraud, or coercion.
Atlanta’s Growth Trends

Given the steadily increasing growth in residents and visitors, partners across Atlanta must come together to get a handle on our human trafficking problem.
Human Trafficking in Atlanta

A study done by The Urban Institute estimates the Atlanta underground sex industry generated $290M in income in 2007\(^1\)

In a given month, 7,200 men buy sex with an adolescent female in a given month in Georgia according to a 2010 youthSpark study.

In 2017, there were 276 cases of human trafficking in Georgia were reported to the National Human Trafficking Hotline—20% of which were for labor trafficking\(^3\)

Sources:
\(^1\) The Urban Institute.
\(^2\) youthSpark.
\(^3\) Polaris.
IHTI Focus Areas

The mission of the IHTI is to leverage the resources of the National Center for Civil and Human Rights, Inc. as a thought leader and convener to foster the collective efforts to dramatically reduce in human trafficking activities in the city of Atlanta, state of Georgia, and the Southeast region of the United States.

1. Traffick-proofing vulnerable people
   - Aligns existing metro-wide resources to address systemic conditions to improve social, educational and economic conditions for youth and their families
   - WHY: Vulnerable people are prime targets for trafficking due to poverty, frail families, and lack of positive adult relationships

2. Demand Prevention
   - Introduces effective strategies to increase public will to hold buyers accountable for their illegal and harmful acts
   - WHY: “Buyers” are allowed anonymity and minimal punishments, while most local, national, and global anti-trafficking efforts are focused mostly on victims and pimps

Technology and Training

Public Policy Agenda and Compliance

Outreach and Education
Most efforts to combat human trafficking focus solely on removing and restoring victims or stopping the traffickers.

However, to address the root of trafficking (money), we must understand:

- Where demand comes from
- How we can stop the buyers

Why Focus on Demand?
Role of the Center and IHTI

The International Human Trafficking Institute leads the Metro Atlanta Coalition to End Human Trafficking, serving primarily as a convener for the Coalition’s partners.

The IHTI owns the relationships with local governments, Atlanta Super Bowl LIII Host Committee, the FBI, and all other partners.

Utilizing the Center’s resources, the IHTI will own this strategic plan moving forward and execute action items to convene, train, and engage individuals and organizations across the metro Atlanta area, and other interested regions in efforts to dramatically reduce human trafficking.

The Center for Civil and Human Rights will support the re-establishment of the IHTI through staffing, advisory, and full leadership engagement.

The Center’s resources—i.e. event space, exhibit development capability, partnerships with media and private sector, funding opportunities, etc.—will be leveraged to ensure the success of the three-year roadmap for IHTI.
The development of this plan was a collaborative effort across many sectors in the metro Atlanta area.

The IHTI will continue to convene and collaborate with its partners throughout the execution of the plan.

Key partners will serve as a steering committee of IHTI efforts.

Advocacy Organizations
- Demand Abolition
- Wellspring Living
- Full Circle Living
- Out of Darkness
- YouthSpark
- ECPAT
- Tahiri Justice Center

Government & Law Enforcement
- Office of the DeKalb County District Attorney
- Fulton County

Private Sector
- The Coca-Cola Company
- Deloitte

Philanthropic & Non-Profit Organizations
- The Blank Family of Businesses
- SafeAmerica Foundation

Faith Community
- National Council of Jewish Women
- Interfaith Children's Movement
- Congregation Or Hadash

Center for Civil and Human Rights

International Human Trafficking Institute

Atlanta Eagle Soul Life
AtlantaEagleSoulLife.com

Accenture
Strategic Plan Development Overview

Accenture provided pro bono consulting services to develop a three-year strategic plan for the IHTI. The plan primarily addresses demand prevention support.

Key Assumptions:

1. The Center for Civil and Human Rights will:
   - hire at least one full-time staff person who will own the maintenance and execution of the strategic plan
   - maintain existing partner relationships
   - determine communications plan required to support the action items identified in this document
   - determine action items required for “Trafficking Proofing Vulnerable People”

2. Partners include:
   - law enforcement, advocacy organizations, faith-based organizations, civic and professional membership organizations, private sector corporations, city and county government agencies, event host committees and venues, and philanthropy organizations

3. This strategic plan is considered a working document—as IHTI staff and new partners come onboard, the plan should be re-evaluated and updated as needed

4. This plan will be piloted in Atlanta with intentions of being rolled out in different cities globally.
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## III. Appendix
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- Best Practices
IHTI Strategic Plan Guiding Principles

Prioritized recommendations for the Center for Civil and Human Rights and the International Human Trafficking Institute were developed based on the following guiding principles:

The strategic plan...

- identifies how the IHTI can lead efforts and support partners to dramatically reduce human trafficking across the metro Atlanta area
- aligns with the ITHI’s intended objective of demand reduction and approaches of technology, training, public policy agenda & compliance, and outreach & education
- encourages collaboration and ownership amongst partners
- includes inputs from all participating partners
- addresses everyday demand as well as targeted efforts to reduce demand at major events

Action items...

- are prioritized by impact on demand reduction in the Metro Atlanta area
- currently being executed by partners will be leveraged and shared across the Coalition as a best practice
- will help to build a community culture of intolerance for buyers
Recommendation Prioritization Criteria

Throughout our Ideation Workshops, participants prioritized recommendations by the following criteria:

1. The relative impact of ideas, measuring each idea against the others, regardless of difficulty
   - Impact on demand reduction
   - Alignment to IHTI mission
   - Ability to replicate
   - Value to Coalition partners

2. THEN, the relative difficulty to implement and execute ideas
   - Current capability and capacity of responsible party
   - Time to execute
   - Level of effort needed
   - Political influence required

<table>
<thead>
<tr>
<th>Importance</th>
<th>Difficulty</th>
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<tr>
<td>Quick Wins:</td>
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<tr>
<td>Peripheral:</td>
<td>Costly with little return</td>
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<td>Strategic:</td>
<td>Requires large investments for major results</td>
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<td>High Value:</td>
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1. The relative impact of ideas, measuring each idea against the others, regardless of difficulty
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Prioritized Recommendations

59 total action items for IHTI were determined through design thinking workshop activities and best practice research. On the following slides, recommendations are listed by type, then timing and priority.

Four Quadrants

A
High Value: Significantly impacts demand with minimal effort or cost

B
Strategic*: Requires large investments for significant impact

C
Quick Wins: Easy to execute for slight impact on demand reduction

D
Peripheral: Costly with minimal impact to demand reduction

*NOTE: Detailed strategic recommendations discussed during Ideation Workshops can be found in the Appendix
Year One: At A Glance

- Convene all partners to share IHTI updates
- Convene law enforcement to form committee, and to share resources and knowledge
- Encourage language shift for partners
- Develop a full media campaign
- Relaunch IHTI to the public and media
- Host fundraiser for campaign
- Communicate law enforcement’s authority to confiscate buyer vehicles
- Train local police departments to participate in National Johns Suppression Initiative

- Convene all partners to share IHTI updates
- Convene private sector partners to share best practices, funding opportunities
- Create liaison positions with local public schools to train staff
- Host marketing and media partners, identify cost efficient solutions
- Refine and roll out media campaign
- Enforce 99% compliance of HB141
- Add anti-human trafficking stipulations to the RFP process
- Encourage corporations to adopt zero tolerance organization culture
- Partner with universities and student organizations to engage students
- Host in-person trainings for event volunteers and vendors
- Identify survivors to join the Coalition
- Initiate current policy study committee
- Develop high school and college student awareness programs

- Convene all partners to share IHTI updates
- Convene Faith community
- Distribute master newsletter of partner events
- Host community viewing of simulated law enforcement reverse stings
- Host hackathons and case competitions
- Host youth voices
- Post IHTI greeters at airport
- Develop mobile pop-ups alerting stadium and venue visitors of human trafficking hotline
- Encourage corporate adoption of Demand Tracker
- Aggregate partner web resources on IHTI website
- Increase perception of risk with MADD-style approach
- Develop behavioral retargeting ads for Atlanta-area potential solicitors
- Partner with rideshare/taxi companies to capture user donations, develop pop-ups during major events
- Host bystander intervention training for public
- Identify public figures for media campaign
- Fund and publish research on Atlanta-area demand
- Demand harsher penalties for solicitation
- Influence foster care regulation improvements

- Convene other host cities of large events for knowledge sharing sessions
- Publish annual convening report
- Develop PSAs to be aired at major events
- Facilitate Day of Action to raise awareness on National HT Awareness Day
- Blast all buyers seeking to purchase victims on social media (run through 2020)
- Facilitate “Buyer Schools”
- Run digital/mobile awareness ads targeting everyone in the metro area during major events (through 2020)
- Create marketing swag
Components of the Strategic Plan

Action items for the IHTI over the next three years are categorized under the following six categories:

1. CONVENING PARTNERS AT THE CCHR

2. EDUCATING THE COMMUNITY

3. DEVELOPING PROGRAMMING

4. IMPROVING PUBLIC POLICY

5. ENABLING TECH SOLUTIONS

6. TRAINING PARTNERS
The primary role and mission of the IHTI is to convene partners across sectors—those already doing the work and those who can help push the metro Atlanta area to end human trafficking—to drive knowledge sharing and collaboration.
# Convening (1 of 2)

<table>
<thead>
<tr>
<th>#</th>
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<th>Responsible Parties</th>
<th>Timing</th>
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<tbody>
<tr>
<td></td>
<td><strong>Ongoing</strong></td>
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<tr>
<td>A16</td>
<td>Convene public and private partners regularly around anti-human trafficking updates, best practices, and local wins</td>
<td>• IHTI: host twice a year convenings with all partners</td>
<td>Semi-annually</td>
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<tr>
<td></td>
<td><strong>2018</strong></td>
<td></td>
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<tr>
<td>B19</td>
<td>Convene local law enforcement agencies to collaborate on ways to provide, share, or circumvent need for additional manpower, tech, and other resources to combat trafficking</td>
<td>• IHTI: Convene local agencies; Bring in law enforcement from other regions to train</td>
<td>Q2 2018</td>
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<tr>
<td></td>
<td></td>
<td>• Law enforcement: Encourage participation and collaboration</td>
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<tr>
<td></td>
<td></td>
<td>• Local government: Make this a priority for local law enforcement</td>
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<tr>
<td>C7</td>
<td>Form committee to rethink investigative practices for police to ID traffickers and buyers</td>
<td>• IHTI: Convene sessions; Manage relationship with metro area law enforcement agencies</td>
<td>Q2 2018</td>
</tr>
<tr>
<td>C4</td>
<td>Convene private sector partners (e.g. Coke, Cox, UPS) to share best practices and funding opportunities</td>
<td>• IHTI: Host session; Manage communications</td>
<td>Q3 2018</td>
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<tr>
<td></td>
<td></td>
<td>• Accenture: support hosting and planning</td>
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<tr>
<td>C8</td>
<td>Create liaison positions with local public schools to train on identifying at-risk youths</td>
<td>• IHTI: Convene public school officials and advocacy organizations</td>
<td>Q3 2018</td>
</tr>
<tr>
<td>C9</td>
<td>Host a marketing and media roundtable</td>
<td>• IHTI: Convene partners</td>
<td>Q3 2018</td>
</tr>
<tr>
<td>A14</td>
<td>Convene Faith community to establish their response and obligation to demand reduction of human trafficking</td>
<td>• IHTI: Convene sessions; Manage relationship with faith community</td>
<td>Q4 2018</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Faith organizations: Extend invitation to networks; Execute campaigns and other resulting action items</td>
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## Convening (2 of 2)

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<th>Responsible Parties</th>
<th>Timing</th>
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</table>
| A4  | Invite other host cities of large events for knowledge sharing sessions | • IHTI: host sessions  
• Local government: manage relationships with previous and future host cities  
• Super Bowl Host Committee: manage relationships with other host committees | Q1 2019  |
2. Educating the Community

Outreach and education throughout the community at large is required to create a culture of intolerance for human trafficking, and especially buyers.
## Outreach and Education (1 of 5)

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</table>
| B13| Shift language: from “prostitution” to “sexually exploited children”, from “John” to “buyer/perpetrator” | • IHTI: Convene partners to agree on common language, Create communication guide  
• Human Rights for Girls: Provide training services and sharable materials                                                                 | Q2 2018         |
| D3 | Host fundraiser for citywide awareness campaign that encourages reporting and deters buying | • CCHR / IHTI: host fundraiser event for potential funders, use social media and email as well                                                                                                                     | Q2 2018         |
| B15| Develop a full media campaign to change the conversation around human trafficking, deter demand, and unite the Atlanta area on intolerance for buyers—develop with shared slogan and hashtag that can be promoted with all partners | • IHTI: Facilitate slogan competition, Providing convening location for media and marketing partners  
• Local government: Help facilitate slogan competition  
• Partners: Publish ads on digital platforms; Fund advertising, place advertising on company vehicles                                                                 | Q2 – Q4 2018    |
| A9 | Encourage corporations to adopt zero-tolerance, and to issue prevention warnings letters | • IHTI: publish email campaign and draft warning letter templates                                                                                                                                                    | Q3 2018         |
| A12| Identify survivors willing to join the Coalition, provide input, and participate in outreach and education efforts to reduce demand | • IHTI: Provide a safe space for survivor stories; Partner with advocacy organizations to identify a variety of survivors  
• Advocacy organizations: Identify survivors with whom they have trusted relationships                                                                 | Q3 2018         |
## Outreach and Education (2 of 5)

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<th>Timing</th>
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</table>
| A15 | Require vendors for major conventions, festivals, and sporting events to sign anti-human trafficking pledge and explain actions taken to combat human trafficking in the RFP process                                           | • IHTI: convene Super Bowl Host Committee, Atlanta Convention & Visitors Bureau, and venue leaders  
• Coca-Cola: host session on supply chain responsibility                                                                                                                                                                                                                                       | Q3 2018         |
| B3  | Identify public figures (i.e. government officials, activists, celebrities) to amplify and participate media campaign                                                                                                   | • IHTI: Leverage partners for public figure outreach                                                                                                                                                                                                                                                                                                   | Q4 2018         |
| B7  | Community conference to view simulated law enforcement reverse stings and stream live on social media                                                                                                             | • IHTI: Host event and promote to partners and community  
• Law enforcement, youthSpark: plan conference                                                                                                                                                                                                                                                                                                          | Q4 2018         |
| C13 | Post anti-human trafficking greeters throughout airport                                                                                                                                                                                                                | • IHTI: find volunteers                                                                                                                                                                                                                                                                                                                                 | Q4 2018         |
| C14 | Develop, distribute MASTER newsletter for events in the city                                                                                                                                                                                                           | • IHTI: source, manage communications                                                                                                                                                                                                                                                                                                                | Q4 2018         |
| B1  | Fund and publish research on Atlanta area demand demographics and statistics, trafficking economic data, correlation between foster care and trafficking, labor trafficking statistics, etc.                                     | • IHTI: Partner with local research institutions, identify grants available  
• Local universities: Provide researchers and research tools                                                                                                                                                                                                                                                                                      | Q4 2018 – Q4 2020|
| B18 | Replicate MADD-style approach of increasing perception of risk of arrest/consequence                                                                                                                                                                                  | • IHTI: Identify local survivor testimonies of dangers of buyers; Advertise legislation against buyers  
• Law enforcement: Participation in communications, Provide names of arrested buyers                                                                                                                                                                                                                                                                   | Q4 2018 – Q4 2020|
# Outreach and Education (3 of 5)

<table>
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<tr>
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| B1  | Fund and publish research on Atlanta area demand demographics and statistics, trafficking economic data, correlation between foster care and trafficking, labor trafficking statistics, etc. | • IHTI: Partner with local research institutions, identify grants available  
  • Local universities: Provide researchers and research tools | Q4 2018 – Q4 2020 |
| B18 | Replicate MADD-style approach of increasing perception of risk of arrest/consequence | • IHTI: Identify local survivor testimonies of dangers of buyers; Advertise legislation against buyers | Q4 2018 – Q4 2020 |
| A1  | Publish annual convening report                                               | • IHTI: draft and publish                                                              | Q1 2019                      |
| A7  | Day of Action on National Human Trafficking Awareness Day                      | • IHTI: Promote; Invite all partners to participate  
  • Faith orgs: Plan and execute                                                   | Q1 2019                      |
| C3  | Develop marketing collateral and swag with campaign slogan and/or hashtag that can be shared with all partners and trainees, e.g. tip cards that can fit in a badge holder, cell phone wallets, cell phone popsockets, pens, etc | • IHTI: Identify vendor to create materials                                            | Q1 2019 |
| D2  | Develop PSAs with sports figures and celebrities to be aired at games and entertainment events | • IHTI: Leverage partners for celebrity outreach, develop PSA copy                     | Q1 2019                      |
| A3  | Social media blast of all buyers seeking to purchase victims with mugshots, full names, place of employment, social media handles, etc. | • IHTI: Source law enforcement posts  
  • Law enforcement: post buyers/mugshots                                             | Q1 2019 – Q4 2020 |

Note: **Bold** timings reflect when the action item should begin. *Italicized* timings are continuations. From a previous year.
# Outreach and Education (4 of 5)

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<tr>
<td>B14</td>
<td>Display digital ads during major events for anyone in Atlanta area denouncing human trafficking and buyers</td>
<td>• IHTI: Draft copy&lt;br&gt;• Partners: Publish ads on digital platforms</td>
<td>Q1 2019 – Q4 2020</td>
</tr>
<tr>
<td>B20</td>
<td>Develop statewide educational program on sexual health and its relation to abuse and trafficking to address negative implication of social norms concerning sex</td>
<td>• IHTI: Promote curriculum support with partners&lt;br&gt;• Statewide taskforce, Streetgrace: curriculum development&lt;br&gt;• Department of Parks and Recreation: Identify available after school and summer programs to target</td>
<td>Q2 2019 – Q3 2019</td>
</tr>
<tr>
<td>C15</td>
<td>Create podcast episode on trafficking in Atlanta, with data of “hobbyist” buyers, victim stories, and IHTI efforts</td>
<td>• CCHR: host podcast&lt;br&gt;• IHTI: develop and share story&lt;br&gt;• Local orgs: provide data</td>
<td>Q3 2019</td>
</tr>
<tr>
<td>D1</td>
<td>Bring back Dear John Campaign from Mayor Franklin’s tenure</td>
<td>• IHTI: manage relationship with Mayor Franklin</td>
<td>Q3 2019</td>
</tr>
<tr>
<td>D4</td>
<td>Host 5K Run through city with multiple partners as sponsors</td>
<td>• IHTI: Plan and host 5K&lt;br&gt;• Partners: sponsor 5K, encourage staff and volunteer teams</td>
<td>Q3 2019</td>
</tr>
<tr>
<td>D7</td>
<td>Athletes wear warm up outfits have ads/phrases, walking campaign</td>
<td>• IHTI: establish campaign hashtag&lt;br&gt;• Super Bowl Host Committee, Arthur Blank Family of Businesses: encourage team participation for local games</td>
<td>Q4 2019</td>
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## Outreach and Education (5 of 5)

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<td>A3</td>
<td>Social media blast of all buyers seeking to purchase victims with mugshots, full names, place of employment, social media handles, etc.</td>
<td>• IHTI: Source law enforcement posts&lt;br&gt;• Law enforcement: post buyers/mugshots</td>
<td>Q1 2019 – Q4 2020</td>
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<td>B9</td>
<td>Develop temporary exhibits on buyer mindsets, survivor testimonies, to display at the Center, or pop-up style at major events and the airport</td>
<td>• IHTI: Partner with CCHR exhibit staff to develop exhibit&lt;br&gt;• Partners: Provide input and funding, promote to networks</td>
<td>Q1 2020</td>
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3. Developing Programming

The Center for Civil and Human Rights provides IHTI with the unique position and capability to develop programming on a large scale for metro area partners.
# Recommendation | Responsible Parties | Timing
---|---|---
A13 Relaunch IHTI to the public/media: announce objectives and partners, present year one plan | • CCHR: coordinate logistics | Q2 2018
C12 Partner with university systems and student groups to host events, lectures, forums on importance of reducing demand | • IHTI: manage university relationships  • Partners: volunteer | Q3 2018
A5 Develop awareness programs for high school and college students, facilitate programming for school trips to the CCHR | • IHTI: Develop programming and materials  • Advocacy orgs: Provide materials and curriculum | Q3 2018 – Q2 2019
A10 Host inaugural hackathon to develop demand reduction apps, open to community, esp. students and local tech companies | • IHTI: host competition  • Partners: serve as coaches and judges, donate prizes | Q4 2018
C11 Host inaugural case competition for open to student teams from local high schools, universities, and graduate schools | • IHTI: develop case materials  • Partners: serve as coaches and judges, donate prizes | Q4 2018
C2 Host youth voices to create/support visible youth movement, support youth to engage with and educate peers | • IHTI: convene youth-based organizations  • Local orgs: nominate youth leaders | Q4 2018
# Programming (2 of 2)

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<th>Recommendation</th>
<th>Responsible Parties</th>
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<tr>
<td></td>
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<td></td>
<td>2019-20</td>
</tr>
<tr>
<td>A5</td>
<td>Develop awareness programs for high school and college students, facilitate</td>
<td>• IHTI: Develop programming and materials</td>
<td>Q3 2018 – Q2 2019</td>
</tr>
<tr>
<td></td>
<td>programming for school trips to the CCHR</td>
<td>• Advocacy orgs: Provide materials and curriculum</td>
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<tr>
<td>D5</td>
<td>Target messaging and programming for demographic of typical buyers before they</td>
<td>• IHTI: Convene school staff, mentors, coaches, etc.</td>
<td>Q2 2019</td>
</tr>
<tr>
<td></td>
<td>become adults</td>
<td>• Nonprofit Partners: develop programming and materials, facilitate sessions</td>
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<tr>
<td>A2</td>
<td>Host mentorship program for young men and women to deter potential buyers and</td>
<td>• IHTI: Determine criteria for mentors; Manage applications and matching; Host</td>
<td>Q2 2019 – Q2 2020</td>
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<tr>
<td></td>
<td>build resiliency within the youth participants</td>
<td>convening and events</td>
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<td></td>
<td></td>
<td>• Partners: nominate youth to participate, volunteer as mentors</td>
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</table>

Note: **Bold** timings reflect when the action item should begin. *Italicized* timings are continuations. From a previous year.
4. Improving Public Policy

For nearly 20 years, both the City Atlanta and the state of Georgia have rallied to increase efforts to combat human trafficking:

- 2000: Senate Bill 33: State law making pimping and exploitation of children a felony
- 2002: Opening of Angela’s House in South
- 2006: Atlanta’s “Dear John” campaign
- 2009: Georgia Cares
- 2011: House Bill 200: Georgia’s Human Trafficking Law
- 2013: “Georgia’s Not Buying It” campaign
- 2013: House Bill 141: Human Trafficking Notice Law
- 2015: Senate Bill 8: Rachel’s Law
- 2016: Safe Harbor Initiative Funding
- 2018: Fellowship Announced in Atlanta Mayor’s Office

Significant progress was made in the 2017-2018 GA Legislative Session!

Our best practice research has shown us that combatting demand via public policy agendas that enable harsh punishments, increases in arrests, and other judicial consequences will reduce recidivism and discourage potential new buyers.
### Public Policy Agenda & Compliance (1 of 2)

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<th>Responsible Parties</th>
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<td>2018</td>
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<tr>
<td>B12</td>
<td>Communicate and train on GA law that law enforcement can confiscate vehicles of buyers</td>
<td>• IHTI: Convene partners to help communicate this law as a warning to buyers</td>
<td>Q2 2018</td>
</tr>
</tbody>
</table>
| A6 | Initiate study committee with the Interfaith Children's Movement and the Barton Clinic at Emory Law School to review current policies and identify policy gaps | • IHTI: Coordinate convening of ICM and Barton Clinic representatives  
• ICM, Barton Clinic: Designate representatives for study committee | Q3 2018          |
| B02| Enforce 99% compliance rate of HB 141, human trafficking hotline notice bill in Atlanta area businesses and establishments by promoting text, phone, and web reporting capabilities | • IHTI: Maintain and promote IHTI app; Educate partners to look for signage; Manage relationship with Polaris | Q3 2018          |
| B17| Demand harsher court sentences for solicitation, require registration as offender for proven solicitation | • IHTI: Host community forums with law enforcement; Influence more funding and regulation to be added to public policy agenda | Q4 2018 - Q4 2020 |
| B21| Use research on the correlation of trafficking and foster care and recommendations from the current policy study committee to influence regulation improvements on the public policy agenda | • IHTI: Influence partners to provide more funding to and regulation of foster care services | Q4 2018 - Q4 2020 |
# Public Policy Agenda & Compliance (2 of 2)

<table>
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<tr>
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<td>B21</td>
<td>Use research on the correlation of trafficking and foster care and recommendations from the current policy study committee to influence regulation improvements for foster care on the public policy agenda</td>
<td>• IHTI: Influence partners to provide more funding to and regulation of foster care services</td>
<td>Q4 2018 - Q4 2020</td>
</tr>
</tbody>
</table>
| B16| Mandate "Buyer Schools"                                                       | • IHTI: Convene law enforcement agencies to discuss best practices and share resources; Help facilitate sessions  
                               |                                                                               | • Law enforcement: Partner with IHTI to host buyer schools, approve instructors | Q1 2019 – Q4 2020          |

Note: **Bold** timings reflect when the action item should begin. *Italicized* timings are continuations. From a previous year.
5. Enabling Tech Solutions

Most transactions for human trafficking occur online via the web and social media. These technologies can and should also be utilized to deter, prevent, and capture demand.
# Technology (1 of 2)

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<th>Timing</th>
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<tbody>
<tr>
<td>A8</td>
<td>Alert visitors to large stadiums and venues via mobile and digital pop-ups of national and GA human trafficking hotline numbers</td>
<td>• IHTI: Draft messaging, present to venue leaders, local network and service providers</td>
<td>Q4 2018</td>
</tr>
</tbody>
</table>
| B6 | Develop corporate policies and actions supported by Demand Tracker from youthSpark with consequences (arrests, fired by company, etc.)                                                                  | • IHTI: Convene corporate partners for best practice sharing  
• youthSpark: Provide access to and demonstration of Demand Tracker  
• Private sector: share policy templates, volunteer to use tracker tool for company-provided phone numbers                                                 | Q4 2018    |
| B10| Aggregate and create web-based resources and curriculums                                                                                                | • IHTI: Update Resources tab on website; source resources available                                                                                                                                            | Q4 2018    |
| B11| Personalized behavioral retargeting of Atlanta-located potential solicitors with ads, banners to test effectiveness of messages, e.g. “We See You”, law enforcement consequences, and victim sympathy | • IHTI: Partner with Demand Abolition for copy, ad campaign, lessons learned  
• Law enforcement: Publish ads                                                                                                                                                                                 | Q4 2018    |
| C5 | Partner with rideshare companies and taxi associations to capture rider donations, and to include pop-up ads when requesting/taking rides during major events                                                   | • IHTI: Manage relationships with Uber, Lyft, and taxi associations; Develop copy; Partner with NCMEC and Super Bowl Host Committee for data and promotion  
• Super Bowl Host Committee: promote partnerships for attendees                                                                                                                                             | Q4 2018    |
## Technology (2 of 2)

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<th>Recommendation</th>
<th>Responsible Parties</th>
<th>Timing</th>
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<td></td>
<td></td>
<td><strong>2019</strong></td>
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</tbody>
</table>
| C6 | Develop geotargeted mobile and digital pop up ads to learn more about the IHTI at events, utilizing public Wi-Fi login pages | • IHTI: hire media team to develop ads  
• Local internet providers: leverage | Q2 2019                   |
| C10| Create an app to be used in schools to raise awareness                        | • IHTI: Source or develop app; Build off high school and college awareness programming (A5) | Q2 2019                   |
|    |                                                                               |                                                                                     |                           |
|    |                                                                               | **2020**                                                                             |                           |
| B4 | Develop universal app that comes on all smart phones (e.g. calculator and health apps, amber alert warnings) to report buyers and incidences of trafficking | • IHTI: Build upon existing apps (i.e. IHTI, reportjohn.org, etc.)  
• Partners: Provide input and funding | Q1 2020–Q4 2020                 |
| B8 | Partner law enforcement with social media platforms to deter buyers           | • IHTI: Convene law enforcement with social media companies, local start ups, and tech gurus to regulate how these apps are used | Q1 2020–Q4 2020          |
6. Training Our Partners

In order for the metro Atlanta area to be a model for addressing the causes of human trafficking, our partners must be trained on the latest research, practices, tools, and technologies.
# Training

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<tr>
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<th>Responsible Parties</th>
<th>Timing</th>
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<tr>
<td></td>
<td><strong>2018</strong></td>
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<tr>
<td>C1</td>
<td>Bring in Cook County Sheriff's Office to train local police departments to participate in the National Johns Suppression Initiative</td>
<td>• IHTI: Convene local agencies; coordinate training with Cook County Sheriff's Office</td>
<td>Q2 2018</td>
</tr>
<tr>
<td>B5</td>
<td>Host in-person trainings for event volunteers and vendors, providing easy-to-carry materials with tips and human trafficking hotline numbers</td>
<td>• IHTI: Source existing training materials and facilitators, Host</td>
<td>Q3 2018</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Partners: Mandate training for volunteers, vendors and coordinate scheduling</td>
<td></td>
</tr>
<tr>
<td>A11</td>
<td>Bystander intervention training available to public, targeting families, coworkers of buyers</td>
<td>• IHTI: promote and host trainings</td>
<td>Q4 2018</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Demand Abolition, youthSpark: facilitate training</td>
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<tr>
<td></td>
<td><strong>2019</strong></td>
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<tr>
<td>D6</td>
<td>Host online trainings open to the public on the IHTI website</td>
<td>• IHTI: source existing trainings, develop trainings that fill the gaps relevant to IHTI objectives</td>
<td>Q2 2019</td>
</tr>
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</table>
### IHTI’s Journey to 2020

Evaluate progress thus far and determine which action items to institutionalize for the IHTI and which can be replicated in other cities; internally and with partners.

<table>
<thead>
<tr>
<th>Date</th>
<th>Key Partners</th>
<th>Educating the Community</th>
<th>Developing Programming</th>
<th>Improving Public Policy</th>
<th>Enabling Technology Solutions</th>
<th>Training Our Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>Convening Our Partners</td>
<td>Develop Full Media Campaign</td>
<td>Relaunch IHTI</td>
<td>Buyer Vehicle Impounding</td>
<td>National Johns Suppression Initiative</td>
<td></td>
</tr>
<tr>
<td>Q2</td>
<td>Key Partners</td>
<td>Health Care Providers</td>
<td>University Partnerships</td>
<td>Policy Study Committee</td>
<td>Event Volunteers and Vendors</td>
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<tr>
<td>Q3</td>
<td>All Partners</td>
<td>Airport Greeters</td>
<td>Host Hackathons</td>
<td>Impounding HB 141 Compliance</td>
<td>National Johns Suppression Initiative</td>
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<tr>
<td>Q4</td>
<td>Law Enforcement Investigative Committee</td>
<td>Corporate Prevention Letters</td>
<td>Host Hackathons</td>
<td>Event Volunteers and Vendors</td>
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<tr>
<td>2019</td>
<td>Educating the Community</td>
<td>Identify public figures</td>
<td>High School &amp; College Student Awareness Programming</td>
<td>Policy Study Committee</td>
<td>Quick Wins</td>
<td></td>
</tr>
<tr>
<td>Q1</td>
<td>Key Partners</td>
<td>Newsletter</td>
<td>Host Hackathons</td>
<td>Relaunch IHTI</td>
<td>Mobile pop-ups at public venues</td>
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<tr>
<td>Q2</td>
<td>All Partners</td>
<td>Reverse Sting Livestream</td>
<td>Host Hackathons</td>
<td>Relaunch IHTI</td>
<td>Corporate use of Demand Tracker</td>
<td></td>
</tr>
<tr>
<td>Q3</td>
<td>Other Host Cities</td>
<td>School Curriculum Dev.</td>
<td>Event PSAs</td>
<td>Relaunch IHTI</td>
<td>Aggregate web resources</td>
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<tr>
<td>Q4</td>
<td>All Partners</td>
<td>Social Media Blast of Buyer Names and Faces</td>
<td>Event PSAs</td>
<td>Relaunch IHTI</td>
<td>Behavior retargeting ads</td>
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</tr>
<tr>
<td>2020</td>
<td>Convening Our Partners</td>
<td>Day of Action</td>
<td>Mentorship Program</td>
<td>Relaunch IHTI</td>
<td>Partner Law Enforcement with Social Media Platforms</td>
<td></td>
</tr>
<tr>
<td>Q1</td>
<td>Key Partners</td>
<td>Annual Report</td>
<td>Host Hackathons</td>
<td>Relaunch IHTI</td>
<td>Develop School Awareness App</td>
<td></td>
</tr>
<tr>
<td>Q2</td>
<td>All Partners</td>
<td>Develop swag</td>
<td>Host Hackathons</td>
<td>Relaunch IHTI</td>
<td>Develop Universal Smart Phone App</td>
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<tr>
<td>Q3</td>
<td>All Partners</td>
<td>Event PSAs</td>
<td>Host Hackathons</td>
<td>Relaunch IHTI</td>
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<tr>
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<td>Event PSAs</td>
<td>Host Hackathons</td>
<td>Relaunch IHTI</td>
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**High Value**
- Hi Impact, Lo Effort
- Strategic
- Hi Impact, Hi Effort
- Quick Wins
- Lo Impact, Lo Effort
- Peripheral
- Lo Impact, Hi Effort

**Key Partners**
- Law Enforcement
- Investigative Committee
- Marketing & Media
- Public School Liaisons
- Private Sector
- Faith Community
- Other Host Cities
- All Partners
- All Partners
- All Partners

**Educating the Community**
- Develop Full Media Campaign
- Digital Ads across Atlanta during Major Events
- Replicate MADD approach
- Fund IRP-approved Research
- Social Media Blast of Buyer Names and Faces
- Athletic Uniforms
- Annual Report
- Temporary Exhibit

**Developing Programming**
- Relaunch IHTI
- High School & College Student Awareness Programming
- Mentorship Program
- Target Youth as Potential Buyers

**Improving Public Policy**
- Buyer Vehicle Impounding
- Policy Study Committee
- HB 141 Compliance
- Mandate Buyer Schools
- Push for harsher penalties for buyers
- Overhaul Foster Care System

**Enabling Technology Solutions**
- National Johns Suppression Initiative
- Event Volunteers and Vendors
- Bystander Intervention
- Geotargeted, Public WIFI Digital Pop-Ups
- Develop School Awareness App
- Develop Universal Smart Phone App
- Partner Law Enforcement with Social Media Platforms

**Training Our Partners**
- Host Online Trainings on IHTI Website
# Contents

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<th>III. Appendix</th>
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<td>• Guiding Principles</td>
<td>• Demand Prevention Approaches</td>
</tr>
<tr>
<td>• Role of Center &amp; IHTI</td>
<td>• Year One Summary</td>
<td>• Best Practices</td>
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<tr>
<td>• Strategic Plan Development</td>
<td>• Prioritized Recommendations</td>
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<td></td>
<td>• Three-Year Roadmap</td>
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The slide contains a list of sections within the document, categorized into three main parts: Overview, Strategic Plan, and Appendix. Each section is further divided into sub-points that outline the contents.
How can we tackle demand?

How do we combat human trafficking?

- How do we stop and punish the traffickers?
- How do we stop people from becoming victims?
- How do we eliminate demand for trafficked victims?

How do we combat human trafficking?

How might we teach young boys about the consequences of human trafficking?

How might we create a culture of intolerance for buyers around the metro area?

How might we identify buyers?

How might we increase the penalties for buyers?

How might we teach current buyers about the consequences of human trafficking?

How might we reduce recidivism?
What can demand prevention look like?

According to the director of Arizona State University’s Office of Sex Trafficking Intervention Research, it’s been hard to prove what tactics are most effective.

For example, when detectives in Phoenix used fake ads to surprise people looking to buy sex, nearly half of callers who were contacted by a cop later called another spoof ad.

Therefore, a holistic approach to demand prevention will best help the IHTI and its metro area partners to reach its goal in significantly reducing demand, making steps towards ending human trafficking.

### Common Demand Interventions for Buyers:
- Reverse stings
- Public shaming
- Buyer schools
- Surveillance cameras
- Buyer vehicle seizure
- Neighborhood actions
- Geographic restraining orders
- Public education and awareness
- Required community service

### Additional Models and Tools:
- Nordic Model
- Demand Tracker
- Project Intercept
Types of Demand Interventions

In 2012, Abt Associates conducted research on anti-demand interventions used across the United States. Their research suggests that most communities that targeted demand did so because they did not see positive results from their efforts to address prostitution or sex trafficking by focusing on supply (arresting victims) or distribution (arresting pimps).

Intervention Types Listed in Order of Prevalence:

<table>
<thead>
<tr>
<th>Intervention Type</th>
<th>Description</th>
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| Reverse stings (web, street, and brothels) | • Police officers pose as women engaged in street-level prostitution, sometimes at venues or events that draw large numbers of men  
• Police post decoy advertisements online, set up sting at hotel or apartment  
• Police investigate brothels, make arrests, replace brothel staff with decoys, and continue fielding calls and walk-ins from buyers in order to make arrests. | 1125 |
| Public shaming    | • Publicizing identities of arrested buyers, via news outlets, police websites, billboards.                                                                                                                   | 484 |
| Seizing vehicles used to solicit sex    | • Autos used in commission of crime are seized. o To retrieve autos, buyer must pay an impound fee, tow fee, and/or fines ranging collectively from about $500 to $2000.  
• Some communities allow for seized vehicles to be forfeited and sold at auction as part of the penalty for the offense, or as the result of failure to pay the fees and fines necessary to reclaim vehicles. | 120 |
| Neighborhood actions | • Some programs involve forwarding tips to police; citizen patrols; citizen-led blogs; billboard campaigns; participating in community impact panels or making presentations in buyer schools.                                                                             | 115 |
| Geographic restraining orders | • buyers prohibited from visiting areas with known prostitution activity, and/or the vicinity of their arrest.                                                                                                                                               | 83  |

*Note: n = # of US cities and counties that have used this tactic
Source: A National Overview of Prostitution and Sex Trafficking Demand Reduction Efforts (Shively et al, 2012)
### Types of Demand Interventions (cont.)

<table>
<thead>
<tr>
<th>Intervention Type</th>
<th>Description</th>
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| **Public education and awareness programs**   | • Proactive efforts to educate men and boys about prostitution and sex trafficking, encouraging them not to contribute to sex trafficking and sexual exploitation by purchasing sex.  
  • Can also include targeting audiences in addition to actual and potential buyers, attempting to indirectly affect demand by lower social tolerance or encouragement of buying sex and enlisting community member support in efforts to combat demand. | 67   |
| **Surveillance cameras**                       | • Cameras can be used to detect buyer or used as a deterrent, with signs posted that alert buyers to their presence.  
  • Some cameras are used covertly as a tool for gathering evidence for prosecutors.                                                                 | 67   |
| **“Buyer school” education or treatment programs for arrestees** | • 44% have been structured as part of a sentence and are neither voluntary nor result in dismissal of charges  
  • Can be structured as one-day classes versus multiple-session counseling models.  
  • Average fee or fine is about $400. This income normally fully covers program costs and often produces excess revenue used to fund survivor recovery programs.  
  • A typical curriculum includes presentations on: health consequences, impact on communities, impact on survivors (survivor testimony), victimization risks and other negative outcomes for buyers, legal consequences. Class content can include many other topics, including anger management, domestic violence, STI testing, sexual addiction, healthy relationships, substance abuse, human trafficking. | 51   |
| **Community service programs for arrestees**  | • Like community service programs for any offenders, arrested buyers can be ordered to perform community service to meet conditions of a diversion protocol or a sentence.  
  • Arrested buyers often ordered to clean streets where prostitution is known to occur.  
  • For most buyers, community service obligations range from four to 40 hours, and are coupled with other sanctions such as fines, fees, and/or buyer schools. | 50   |
| **“Dear John” letters**                       | • Letter sent to address of registered car owner or arrestee’s home address, alerting owner that car was seen in area known for prostitution. Content may also include warnings about health risks, detrimentals of commercial sex to communities and survivors. Letters sometimes sent to arrestee’s home address. | 40   |
| **Suspending driver’s license**               | • In some jurisdictions arrestees may have their driver’s license suspended if they used a vehicle in the commission of a crime                                                                                      | 19   |

*Note: n = # of US cities and counties that have used this tactic
Source: [A National Overview of Prostitution and Sex Trafficking Demand Reduction Efforts (Shively et al, 2012)](https://www.centerforhumanrights.org/)

Appendix: Best Practices
Current Technology Interventions for Demand

**Project Intercept**

The chatbot lurks behind fake online ads for sex posted by nonprofits working to combat human trafficking, and responds to text messages sent to the number listed. The software:

- Pretends to be the person in the ad
- Converses about its purported age, body, fetish services, and pricing
- Pivots sharply into a stern message when a buyer signals an intent to purchase sex

Project Intercept’s lead partner, Seattle Against Slavery, works with counterparts in 21 other U.S. cities, including Boston and Houston, to deploy the bot more widely.

As of August 2017, the chatbot exchanged 14,000 messages with nearly 1,000 people who responded to the planted ads.

**Demand Tracker**

An employee posts decoy ads offering juveniles up for sex on websites known to be frequented by predators. When a prospective buyer calls or texts the number in the ad:

- His or her number is recorded in a public, searchable, database
- He or she receives a deterrence text message warning them that the number has been flagged and made available to law enforcement

Demand Tracker can be used by various organizations. Law enforcement hasn’t yet determined the best uses for the information yet, but they do see it as a value-add. Companies can check company-owned phone numbers against the database to identify potential predators in their ranks.

As of February 2017, Demand Tracker collected 12,000 total number of unique phone numbers within four months of its launch.
Nordic Model for Demand Reduction

Criminal legislation has the primary purpose of making it clear what we as a society consider unacceptable and discouraging people from doing those things. The Nordic Model makes it clear that buying people for sex is wrong and has sanctions that discourage people from doing it.

PROBLEM
In 1999, research revealed the extent of prostituted women’s suffering and the buyers’ lack of understanding of the consequences of their actions in Sweden.

APPROACH
• Training for police and officials
• Public education campaign
• Investing in policing buyers
• Investing in services for the women
• Addressing poverty and inequality
• Changing society values and behavior

SOLUTION
In order to reduce the demand that drives sex trafficking, the model:
• Decriminalizes and provides exit and support services for all those who are prostituted
• Makes buying people for sex a criminal offence

IMPACT
The new laws gained widespread support, Sweden is seen as a hostile destination for international sex trafficking, and there has been a reduction in harm from buyers.

This model has since been adopted in other countries, including Norway, Iceland, Canada, France, and Ireland.
Reducing Human Trafficking Best Practices

The anti-human trafficking project team completed hours of online research and interviews with non-profit organizations and city representatives (seen here) since January 2018.

The common themes pulled from successful anti-human trafficking efforts can included law enforcement prioritizing demand penalization, private sector involvement, coalition building, and technology utilization.
# Best Practices Summary (1 of 2)

## Convening & Partnerships
- State and city anti-human trafficking taskforces are led by law enforcement, showing that crimes will be taken seriously
- Partnerships on research studies with local universities build credibility for Coalition efforts and identify issues and trends specific to the local community
- Survivor inclusion is key in developing and adopting policies that work to reduce trafficking
- Companies donate funds and human capital to support solutions

## Outreach & Education
- Public exposure and shaming of buyers in local media
- Effective commercials and signage via media, arenas, and transportation hubs against demand
- Corporations establish and enforce HR, Finance, and Supply Chain policies addressing intolerance for trafficking solicitation and human rights violations

## Programming
- Organizations and campaigns using local men to speak out and deter demand
- Local business civic organizations include demand reduction as a cause to support
- Companies display public show of support for national and global anti-human trafficking efforts and codes of ethics
Best Practices Summary (2 of 2)

Public Policy

• City and State officials are aligned, established, and enforced criminal provisions and ordinances for demand and facilitators
• City police departments participate in the National Johns Suppression Initiative
• Law enforcement agencies are open to knowledge sharing and training for demand-centric policing
• Law enforcement agencies have units and roles dedicated to human trafficking
• Effective criminal justice tools are in place for investigation and prosecution

Technology

• Social media as a platform to publicly shame arrested buyers, build awareness
• Digital and social media ads can target potential buyers for prevention campaigns
• Artificial Intelligence bots are used to create fake ads, distract buyers, and refer buyers to education campaigns
• Mobile apps and SMS systems are being utilized for crowdsourcing data, e.g. reporting suspicious activity, uploading hotel room pictures to databases, tracking policy compliance
• Tracking systems are available to identify solicitation via phone number databases

Trainings

• Volunteer trainings for major events are held in-person (preferred) or virtually
• Mobile and on-demand training courses are currently available and can be developed for the public
• Employee training opportunities are provided for front line and corporate staff