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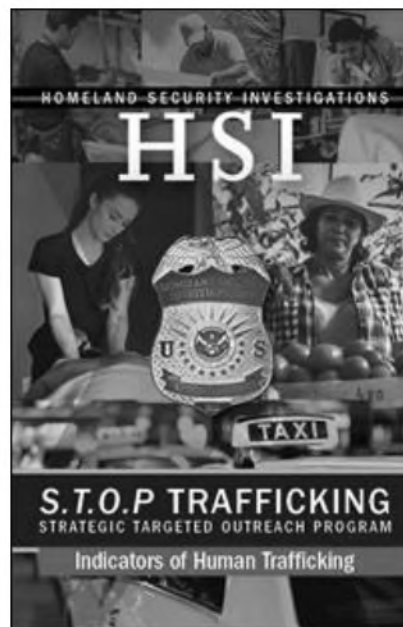
# HSI

HOMELAND SECURITY INVESTIGATIONS  
Message from the Executive Associate Director



## S.T.O.P. Trafficking

The HSI Human Trafficking Unit (HTU) has created a new outreach initiative called the Strategic Targeted Outreach Program (S.T.O.P.) Trafficking. The initiative is designed to address and mitigate human trafficking in a more focused and strategic manner by engaging key industries and raising public awareness to recognize and report trafficking. S.T.O.P. Trafficking will replace the current Trafficking in Persons (TIPs) outreach program and will utilize a multi-faceted approach to combat widespread exploitation seen across multiple sectors of industry.



Each SAC office will be required to conduct at least 40 S.T.O.P. Trafficking

outreach events per fiscal year. To prioritize and maximize this outreach effort, the HTU has utilized a data-driven approach to identify three industries – health care, hospitality, and transportation – that frequently encounter but fail to report potential instances and victims of human trafficking. Offices should initiate S.T.O.P. Trafficking outreach engagements with these sectors first, utilizing the specific outreach pamphlets for these industries created by the HTU. All outreach engagements with the public and private sector should be referred to as a S.T.O.P. Trafficking outreach event. Quarterly reporting and ICM documentation will remain the same. The outreach program code will also remain the same. (b)(7)(E)

Additional details on the S.T.O.P. Trafficking initiative can be found in the attached Concept of Operations, and any requests for presentation materials, including outreach pamphlets, should be sent to (b)(7)(E)@ice.dhs.gov. For further information or guidance, please contact HTU Unit Chief (b)(6); (b)(7)(C) via email at (b)(6); (b)(7)(C)@ice.dhs.gov.

(b)(6); (b)(7)(C)

*Acting Executive Associate Director  
Homeland Security Investigations*



U.S. Immigration  
and Customs  
Enforcement

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# Concept of Operations

## S.T.O.P. Trafficking

Strategic Targeted Outreach Program

*HSI-driven initiative to mitigate trafficking by engaging key industries & raising public awareness*

*January 16, 2020*

Human Trafficking Unit



Homeland  
Security

## **1.0 Overview**

In response to an increasing and distinct set of industry typologies associated with human trafficking, U.S. Immigration and Customs Enforcement (ICE), Homeland Security Investigations (HSI), proposes S.T.O.P. Trafficking. This is a Human Trafficking Unit (HTU) led initiative, designed to establish a methodology for a more focused, strategic outreach campaign. S.T.O.P. is an acronym for Strategic Targeted Outreach Program and is designed to mitigate trafficking by engaging key industries and raising public awareness to recognize and report trafficking.

## **2.0 Background**

To disrupt and dismantle human trafficking networks / cells, and help victims, HSI must be able to identify the manifestations of trafficking in our communities. Whether it is trafficking via commercial sex services or labor trafficking, the ways victims are exploited varies widely. Each typology requires different strategies for recruitment, victimization and concealing the crime. To date, our outreach programs have been overly generalized and too broad in concept. Currently we categorize trafficking into either sex or labor, however, data has identified 25 different types of trafficking, associated with both illicit and legitimate industries. Without a focused outreach strategy, HSI will potentially miss a significant portion of victim population, and lead generation. Based on analysis from Polaris and the Coalition to Abolish Sex Trafficking (CAST), up to 88% of trafficking victims accessed the health care system while they were being exploited. These portals not only include emergency rooms, but also urgent care clinics, primary care clinics, reproductive health clinics, medical sub-specialties, mental health, and substance use disorder treatment. Despite all this access, an overwhelming 96.7% of victims indicated they had never been provided with information and/or resources about trafficking while visiting a health care provider. Furthermore, 64.3% of victims indicated that they believed health care providers are in a position to help identify and refer trafficking victims for services.

Even though human trafficking does not require transportation as an element, almost all forms of trafficking have a nexus to transportation. This is seen either in the recruitment phase, or during the exploitation phase (transferring the victims to and from the location of the criminal activity). Data reveals that 63% of victims utilized some combination of mass transit such as public buses, subways, and publicly accessible transportation services including long-distance buses, taxis, and rideshares. An outreach campaign that is data driven and focuses on distinct typology is needed to mitigate trafficking.

## **3.0 Objectives**

HTU intends to revise its human trafficking outreach program by creating S.T.O.P. Trafficking. The Strategic Targeted Outreach Program is an HSI-driven initiative to mitigate trafficking by engaging key industries and raising public awareness to recognize and report trafficking. The key industries identified are not random but identified by data collected over 10 years and analyzing over 32,000 cases reported through the National Human Trafficking Hotline. S.T.O.P. Trafficking utilizes a multi-faceted approach to combat the widespread exploitation seen across 25 distinct typologies of industry. HTU has prioritized which industries to engage first, and has

determined, based on data that the health care industry and transportation industries require immediate action.

S.T.O.P. Trafficking will utilize an awareness informational pamphlet that is concise, effective, and will deliver consistent messaging of HSI's two-fold human trafficking mission:

1. Identify, disrupt and dismantle cross-border human trafficking organizations and minimize the risk they pose to national security and public safety.
2. Employ a victim centered approach, whereby equal value is placed on the identification rescue, and stabilization of victims and on the deterrence, investigation, and prosecution of traffickers.

The focus of the brochure will be an action plan that emphasizes three R's: Recognize, Report and HSI will Respond to the call to action. The human trafficking indicators of the S.T.O.P. Trafficking pamphlet will change according to the industry targeted. For example, indicators in the health care setting are distinct and different from transportation industries or hospitality industries. The images on the pamphlet will also change to represent the distinct industry engaged. The pamphlet is designed to have longevity by being able to address any of the 25 typologies currently associated with trafficking, or any emerging industries yet to be identified.

This outreach initiative is also designed to not compete with already existing awareness campaigns. DHS's Blue Campaign is broader in focus and raises awareness through general human trafficking indicators. S.T.O.P. Trafficking in contrast goes beyond what Blue Campaign is delivering by being more focused, targets key industries, and highlights relevant industry trafficking indicators. The Blue Lightening Initiative (BLI) is specific to the aviation industry and airline stakeholders. The S.T.O.P. Trafficking initiative will not duplicate BLI efforts and will engage all other relevant transportation stakeholders to include but not limited to, over the road trucking, rail, motor coach, ridesharing, and taxis.

Blue Campaign has been consulted and is willing to collaborate in delivering S.T.O.P. Trafficking material and incorporate it into their public awareness campaign. Blue Campaign has expressed a willingness to utilize "out of home advertising" funding from its budget to promote S.T.O.P. Trafficking through billboard advertising. In addition, Blue Campaign is willing to collaborate in promoting S.T.O.P. Trafficking in various media campaigns in conjunction with significant events, such as the Superbowl.

#### **4.0 Update Product Development**

To date, HTU has created and currently has 2000 copies each of the general awareness, healthcare, and industry pamphlets in inventory. In addition, the complimentary poster has been designed and an order for printing has been requested. Anticipated delivery of the posters is imminent. HTU is currently in the product development for a S.T.O.P Trafficking (Hospitality) pamphlet and poster. HTU is in the process of selecting the appropriate indicators and images relevant to this industry.

### **5.0 Testing Phase**

On April 29, 2019, HTU soft tested the S.T.O.P. Trafficking outreach presentation at Woodbridge University. The target audience was a graduating class of nursing students and university Staff. The outreach presentation was well received and HTU received an invite for future presentations to graduating classes.

On October 2 and 3, 2019, HTU more thoroughly tested the S.T.O.P. Trafficking (Healthcare) presentation in Oneida, NY. The venue location was the Oneida Healthcare Hospital and the target audience consisted of hospital staff and administration. In addition, HTU delivered S.T.O.P. Trafficking at the American Nurses Association (ANA) New York Conference on October 23, 2019 in Clayton, NY. The target audience consisted of 150 nurses from multi disciplines. These two presentations were also well received. Based on this positive interaction, the HTU has been invited to present again at an American Nurses Association (ANA) Conference in Albany, NY on April 30, 2020. HTU anticipates that the PowerPoint presentation created for these venues will be the template for future S.T.O.P. outreach delivered to the field.

### **6.0 Operational Stage**

The HTU proposes implementing the S.T.O.P. Trafficking initiative with four pamphlets: (1) General Public Awareness, (2) Health Care Professionals, (3) Hospitality, and (4) Transportation Industry. In addition, there is a poster that compliments each pamphlet that emphasizes the three R action plan of Recognize, Report and HSI will Respond. Field offices can submit a material request through HTU initially. These resources will also be available in electronic format that can be accessed on the HTU page on (b)(7)(E) under (b)(7)(E) tab. The HTU is ready to deploy this initiative in the beginning of 2020. In order to maximize results when deploying this initiative, it is required that each SAC office use the S.T.O.P. Trafficking portfolio to conduct an average of 40 outreach presentations per fiscal year within their respective area of responsibility, commencing in fiscal year 2020. HTU is working with OPA to develop an official lunge of the initiative. HTU will provide S.T.O.P. Trafficking material to Miami for the upcoming Super Bowl.

### **7.0 Operational Reporting**

It is anticipated that the S.T.O.P. Trafficking outreach initiative will create lead development. To capture data associated with this initiative, field offices will use already established program code (b)(7)(E) in the Investigative Case Management (ICM) system to easily collect, track, and report outreach presentations and leads/cases resulting from those presentations. The HTU will employ real-time statistical measures to monitor and quantify the activities related to this effort. Additionally, Criminal Analysts may use this data to prepare statistical reports and/or intelligence reports as necessary to identify new and emerging trends.