



Governor's Office  
of Youth, Faith  
and Family

+



Arizona Human  
Trafficking Council

# Human Trafficking Prevention

Promoting public awareness and victim support

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The LAVIDGE logo, consisting of the word "LAVIDGE" in a bold, sans-serif font, centered within a white, horizontally-oriented arrow shape. The background of the entire slide is a monochromatic orange with a detailed line-art illustration of a group of women, some of whom appear to be in distress or being restrained, symbolizing the issue of human trafficking.

**LAVIDGE**

# Arizona DOES NOT tolerate human trafficking

The State of Arizona is committed to stopping and preventing trafficking activity in the state and providing victims with the support they need

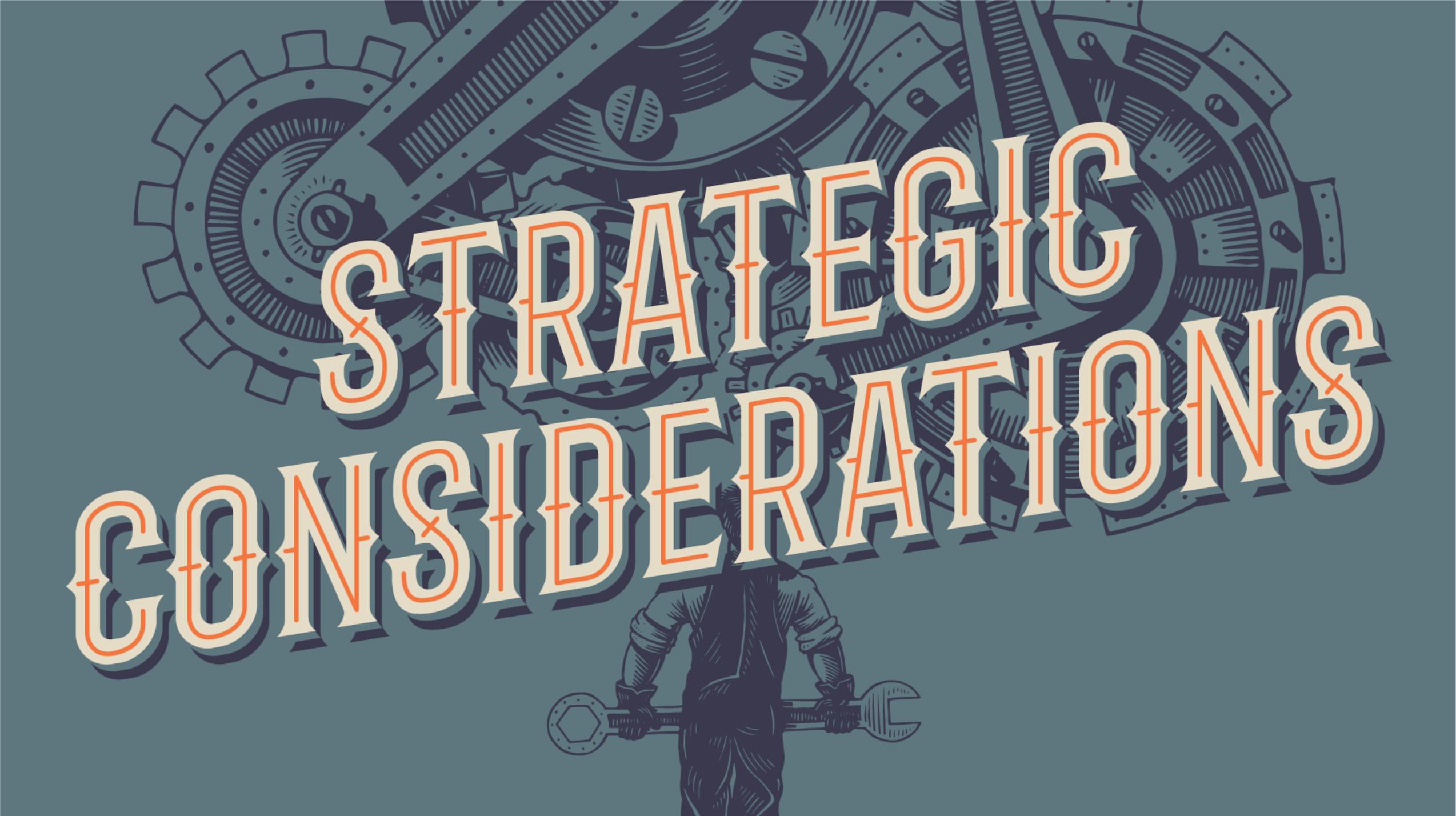
These crimes directly impact Arizona communities, with recruitment activity and transactions happening in our parks, bars and restaurants, schools, shelters and more

Law enforcement is doing its part, but identifying, stopping, and preventing human trafficking is up to every Arizonan

Part of increasing prevention? Public awareness.



*The upcoming cycle of major public events (Barrett-Jackson, Phoenix Open, Super Bowl) in Arizona creates a spike in human trafficking activity, but also provides a key moment to increase awareness and ultimately help victims find support.*

The background features a complex illustration of mechanical gears and machinery in shades of blue and grey. At the bottom center, a silhouette of a worker in overalls is shown from behind, holding a large wrench horizontally. The text is overlaid on this background.

# STRATEGIC CONSIDERATIONS

# Strategic considerations

 There's two kinds of human trafficking, sex trafficking and labor trafficking and mechanisms for control of victims include force, fraud, and coercion

 The demand is local, more than 78,000 male online sex customers in Phoenix alone

 Visitors to Arizona contribute to an increased demand for paid-sex, especially during peak tourism seasons, large-scale events, conferences, and other visitor attractions

 Recruitment starts young: average age of entry is 14, half of victims are under 16, and 90% are U.S. Citizens. Homeless and runaway teens are more likely to become victims

 Arizona communities are directly impacted, with traffickers targeting victims on social media and in public spaces e.g., malls, bus stops, parks, schools, parties, shelters, etc.

 Transactions between traffickers and their customers primarily happen online, with 75% of underage victims reporting that they were advertised or sold online

# Strategic considerations

The prevention campaign should promote awareness, support, and prevention during upcoming peak tourism periods:

- More than 40.9 million people travel to Arizona annually for overnight\*
- Arizona will host largescale events including Superbowl LVII in 2023 and NCAA March Madness in 2024, among others
- In addition to airports, Arizona's land ports of entry from Mexico are possible entry points
- Arizona's neighboring states, California and Nevada, also experience high levels of human trafficking activity

Providing tools and resources to new and existing partners will maximize impact

\*Total overnight visitation, 2021. [Source: Arizona Office of Tourism](#)



# Campaign plan

Creative, timeline, media tactics



# Localizing the Blue Campaign



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Arizona Human  
Trafficking Council

The Blue Campaign developed by the U.S. Department of Homeland Security offers ready-to-use, tested content utilized for public education nationwide

Using the Blue Campaign assets for Arizona's awareness effort will reduce creative development costs, allowing for a higher investment in media, resulting in increased frequency and awareness

The campaign can be localized with simple adaptations to the Blue Campaign messaging and creative assets and development of select assets that are unique to the Arizona

Human trafficking is happening  
**IN OUR COMMUNITY**



**GET INFORMED**  
DHS.GOV/BLUECAMPAIGN

**BLUE CAMPAIGN**

FORCED LABOR | SEX TRAFFICKING | DOMESTIC SERVITUDE

REPORT SUSPECTED TRAFFICKING | VICTIM SUPPORT CALL  
**1-866-347-2423** | **1-888-373-7888**  
or text INFO or HELP to BeFree (237733)



**CUANDO TE FUERZAN A TRABAJAR EN CONTRA DE TU VOLUNTAD**

Si te obligan a trabajar por poco o ningún pago, puedes ser una víctima de la trata de personas.

Para reportar la sospecha de la trata de personas, llama a la U.S. Department of Homeland Security (DHS) al teléfono **1-866-347-2423**

Para más información y ayuda llama al teléfono **1-888-373-7888**

**BLUE CAMPAIGN**



**WHEN YOU CAN'T WALK AWAY**

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

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

For more information and help, call the National Human Trafficking Hotline **1-888-373-7888**

**BLUE CAMPAIGN**

**YOU CAN SAY NO...**

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



Learn how to protect yourself and others:



**BLUE CAMPAIGN**

La trata de personas está ocurriendo  
**EN NUESTRA COMUNIDAD**



**INFÓRMASE**  
DHS.GOV/BLUECAMPAIGN

**BLUE CAMPAIGN**

EL TRABAJO FORZADO | TRATA SEXUAL | LA SERVIDUMBRE DOMESTICA

REPORT SUSPECTED TRAFFICKING | VICTIM SUPPORT CALL  
**1-866-347-2423** | **1-888-373-7888**  
or text INFO or HELP to BeFree (237733)



**WHEN YOU ARE FORCED TO WORK AGAINST YOUR WILL**

If you are made to work against your will for little or no pay, you may be a victim of human trafficking.

Para reportar la sospecha de la trata de personas, llama a la U.S. Department of Homeland Security (DHS) al teléfono **1-866-347-2423**

Para más información y ayuda llama al teléfono **1-888-373-7888**

**BLUE CAMPAIGN**



**CUANDO NO PUEDES ALEJARTE**

Si te controlan y no tienes la libertad de irte, puedes ser una víctima de la trata de personas.

Para reportar la sospecha de la trata de personas, llama a la U.S. Department of Homeland Security (DHS) al teléfono **1-866-347-2423**

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**BLUE CAMPAIGN**



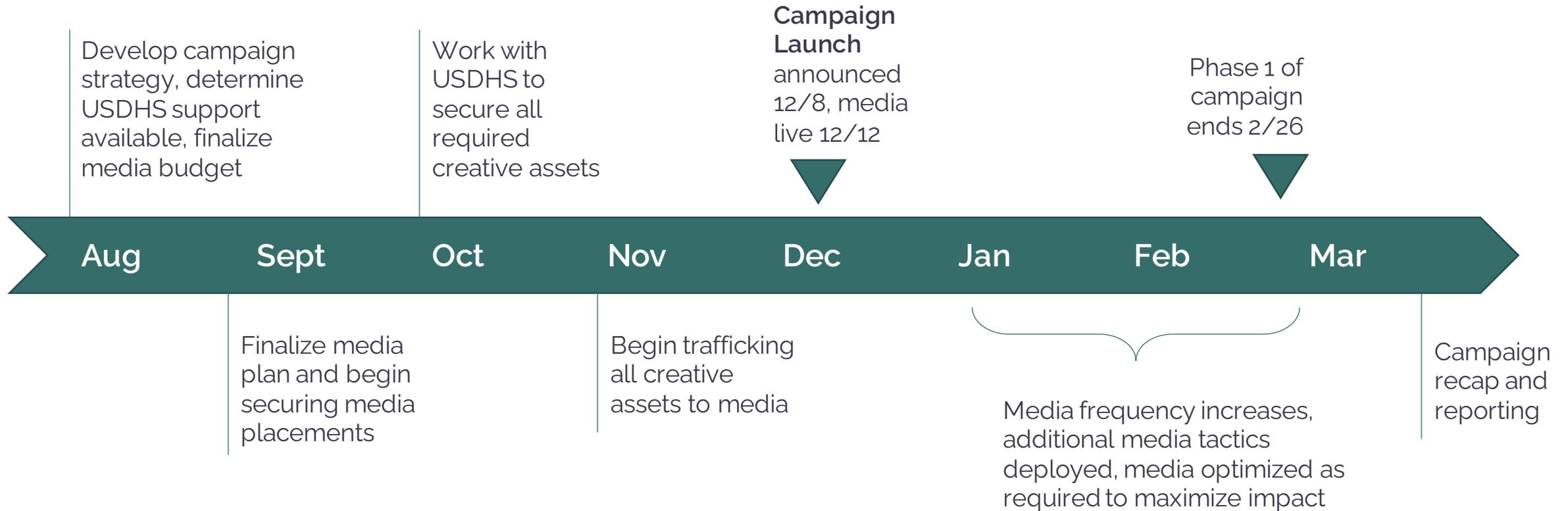
**TRAFFICKERS DON'T DISCRIMINATE.**  
Anyone can become a victim of human trafficking.

**SEE. CALL. SAVE.**  
Report suspected human trafficking to the U.S. Department of Homeland Security (DHS) at **1-866-DHS-2-ICE (347-2423)**

Para más información y ayuda llama al teléfono **1-888-373-7888**

**BLUE CAMPAIGN**

# Campaign timeline





**MEDIA**

**PLANNING**

# Static billboards

Static billboards are recommended for 12 weeks – Phoenix area, Tucson, Yuma, Outlying counties/Border freeways as much as possible.

Static Billboards in various sizes – standard is 14' x 48', but other sizes will be considered for coverage.

Could be staggered start/end dates based on availability.



# Digital billboards

Digital billboards are recommended for 12 weeks where available – Phoenix, Yuma, and Mohave County. Messages 8 seconds on 64 second loop, changing copy draws eye to board. Easy to rotate multiple messages or change out copy quickly.

Digital bulletins in various sizes – standard is 14' x 48', but other sizes will be considered for coverage.



# Convenience store video screens

Large format video screens above the beverage centers in Circle K Locations.

12 weeks, 30 selected locations statewide

10 second video (no audio) on 4-minute loop, minimum of 360 plays per day

Customer base mostly Adults 18-50

Average customer in 4x weekly

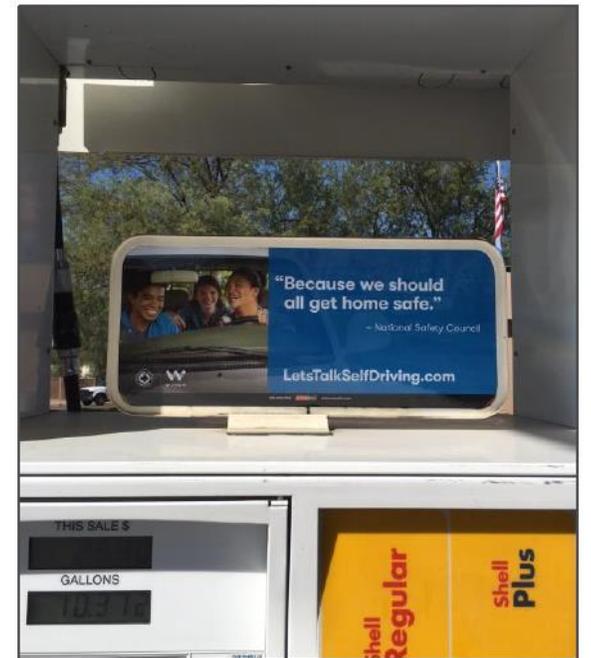
Average visit 6 minutes in store



# Gas station TV and pump toppers

75 selected stations for TV and static pump topper signage at 20 select locations.

- 12 weeks, 95 locations
- Reaches captive audience at the gas pump



# Mall restrooms

10 Women's Bathroom Clings per mall, 16 malls statewide. Placement on stall doors. Approximately 2 feet across x 3 feet wide.

Desert Ridge Marketplace

Scottsdale Quarter

Scottsdale 101 Shopping Center

Tempe Marketplace

Tanger Outlets Glendale

Christown Spectrum

Chandler Fashion Center

Desert Sky Mall

Arizona Mills

Arrowhead Towne Center

Superstition Springs Center

Biltmore Fashion Park

La Encantada

Tucson Mall Park Place

Flagstaff Mall



# Bar restrooms

100 locations strategically selected in locations across Arizona, with majority of deployments in Maricopa County

12-week campaign

16" x 20" static signage



# Arizona State Lottery Screens

In-kind support from Arizona State Lottery will activate screens with localized Blue Campaign content at vendor locations statewide during entire duration of campaign

Messaging will rotate to focus on sex and labor trafficking throughout campaign



# Radio

English and Spanish Radio. 15 and 30 second spots running statewide, with higher frequencies across stations in Maricopa County

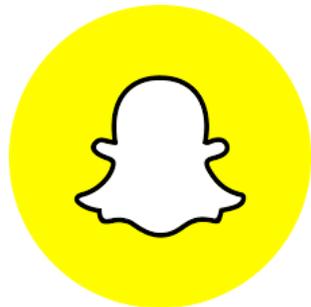


# Social media

Target teenagers throughout Arizona who could become potential victims

97% of teens use social media daily with 45% being online almost constantly\*

Reach this audience through video ads on TikTok, Snapchat and Instagram



# Search

Target users searching for pornography-related and adult content on Google

Focus on top of the page ad placement to alert those who might be customers that these might be human trafficking victims



Google Ads

[All](#) [News](#) [Maps](#) [Images](#) [Videos](#) [More](#)

About 623,000 results (0.39 seconds)

**Ad** · <https://www.ice.gov/> (866) 347-2423

**It happens in Phoenix - Stop Human Trafficking**

Be a voice for those who cannot ask for help. Call to report **human trafficking**. Call to anonymously report suspected **trafficking** in Phoenix.

# Contextual

Target users visiting pornography-related and adult content online calling attention to the fact that many of the people featured could be human trafficking victims

Serve cross device and cross channel display banner ads across desktop, mobile and tablet devices both in-app and on websites featuring explicit content

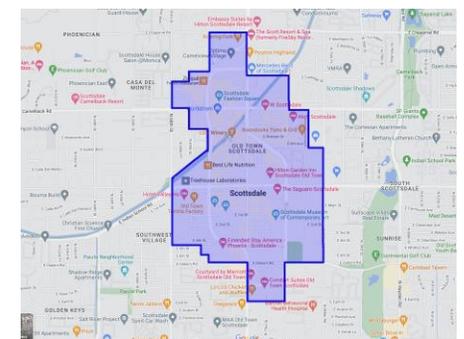
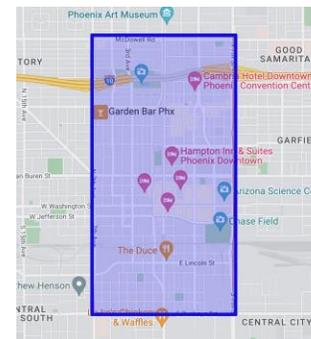
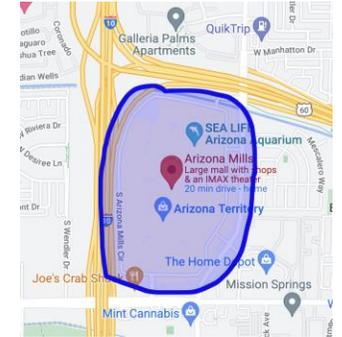
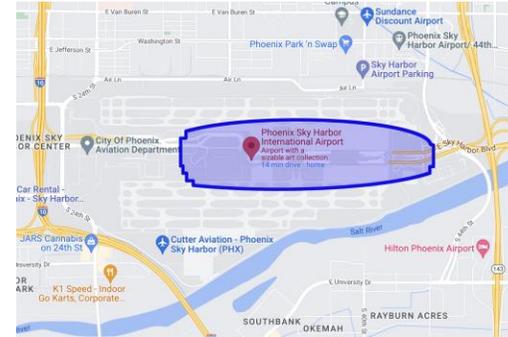


# Geo-fence

Set a virtual parameter (fence) around important physical locations to reach people when they enter the target area

Reach the audience with display ads across all devices, primarily mobile phones

- **State Farm Stadium** and surrounding "tailgate area" Sunday, 2/12/23
- **Downtown Phoenix and Scottsdale** the week prior to the Super Bowl, 2/6-2/11/23
- **Airports** in Arizona including Phoenix Sky Harbor and private airports, including 5-10 mile radius around airport to capture transportations hubs and hotels.
- **Select malls and shopping centers** throughout Arizona which are often hubs for traffickers
- **Areas known for high levels of trafficking activity in Maricopa County** (27th Ave./Van Buren and McDowell Rd./SR51, Bell Rd & Union Hills near I-17)



A stylized illustration of a person with long hair and glasses, wearing a dark, textured sweater. Their arms are outstretched horizontally across the frame. The person is rendered in a dark blue color with fine white lines for shading and texture. The background is a solid dark grey.

# DISCUSSION

THOUGHTS, QUESTIONS AND NEXT STEPS

## CONTACT INFORMATION

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*Producing*  
**GREAT  
WORK**  
*since*  
**1982**

