



COLLEGE & UNIVERSITY

— T O O L K I T —

Who We Are

The **Blue Campaign** is the unified voice for the U.S. Department of Homeland Security's (DHS) efforts to combat human trafficking. Working with federal, state, and local governments – including law enforcement and non-governmental and other private organizations, the Blue Campaign strives to protect the fundamental right to freedom and bring those who exploit human lives to justice.

What's Inside?

This toolkit offers tips and resources to engage your campus and community to raise awareness of human trafficking.

It also includes posters to display in dorms, public areas on your campus, and around town.

WHAT IS HUMAN TRAFFICKING?

Human trafficking is modern-day slavery and involves the use of force, fraud, or coercion to obtain labor or commercial sex. Every year, millions of men, women, and children are trafficked in countries around the world. This serious crime is not just a problem in other countries – it is also happening in the United States.

Human trafficking is a hidden crime as victims rarely come forward to seek help because of language barriers, fear of the traffickers, and/or fear of law enforcement.

There are different types of human trafficking:

- **Sex Trafficking**

Victims of sex trafficking are manipulated or forced to engage in sex acts for someone else's commercial gain. Sex trafficking is not prostitution.

Anyone under the age of 18 engaging in commercial sex is considered to be a victim of human trafficking. **No exceptions.**

- **Forced Labor**

Victims of forced labor are compelled to work for little or no pay, often manufacturing or harvesting the products we use and consume every day.

- **Domestic Servitude**

Victims of domestic servitude are forced to work in isolation and are hidden in plain sight as nannies, housekeepers, or other domestic help.

How Can I Help?

As a student leader, you are in a unique position to help stop human trafficking by educating and engaging the people on your campus and in your community. With your help, we can save lives.

Use the resources and tips in this toolkit to spread awareness of this heinous crime and help bring it out of the shadows.

Don't let it happen to you, your friends, or your community.

What is the Difference Between Sexual Assault and Sex Trafficking?

- Sexual assault is any type of sexual contact or behavior that occurs without the consent of the recipient. It includes sexual acts against people who are unable to consent either due to age or lack of capacity.
- Sex trafficking means recruiting, harboring, transporting, or providing a person to engage in a sex act in exchange for money or something of value. A victim of sex trafficking may also be a victim of sexual assault.

SPREAD THE WORD

Anyone can join in the fight against human trafficking. Here are a few ideas to help you get started on your campus and within your local community.



Host an Event

Host an educational session or campus event. Educate, promote discussion, and empower participants to recognize the [signs](#) of human trafficking and take action to report this heinous crime.



Promote Responsible Procurement

Talk to your university administration about their procurement practices and contract clauses since these may have an impact on forced labor. Learn more about the food service on campus and whether it sources responsibly.



Share Our Video

Talk to your student government or university administration about adding the Blue Campaign's "[What is Human Trafficking](#)" video to the interactive displays on campus.



Share on Social Media

Follow the Blue Campaign on [Facebook](#) and [Twitter](#). Share our content with others. Use the following hashtags: *#EndTrafficking* and *#BlueCampaign*.



Talk with a Professor

Reach out to a professor about learning more about human trafficking as part of a course or independent study.



Share Articles

Talk to your school about sharing information about human trafficking in the school's newspapers or daily emails.



Team Up

Form a student organization to educate people about trafficking and how to address it. Pair up with campus groups about sponsoring an event or work with fraternities/sororities and other student groups on making human trafficking training mandatory for their members.



Encourage Campus Security Training

Talk to your public safety officers about requiring human trafficking training for officers and students. Awareness training videos are available on our [website](#).



Be a Conscientious Consumer

Speak up and insist that the clothes you wear, the food you eat, and the products you buy do not come from those in forced labor situations. To find out who is making the items you purchase, visit [Made in a Free World's Slavery Footprint](#).



Share with Your Local Community

After getting any necessary approvals, put up posters at bus stops and post information about human trafficking inside bathroom stalls. Speak to local restaurants and other businesses about providing a brief presentation to their staff about how to spot someone being trafficked.

OBSERVE HUMAN TRAFFICKING AWARENESS MONTH

January 11 is National Human Trafficking Awareness Day in the United States. There are many ways to show your campus's support to assist victims of human trafficking and to combat it in all its forms. Take the lead on your campus in January by:



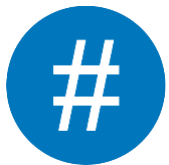
Wearing Blue

Show your commitment to fighting human trafficking by wearing a blue outfit, accessory, and/or makeup. Be sure to take photos and share on *#WearBlueDay*.



Sponsoring a Campus Sporting Event

Talk to your school about dedicating a game to raising awareness of human trafficking. Advertise in advance and get attendees to show their solidarity by wearing blue. Display and distribute human trafficking awareness materials at the game.



Promoting with Hashtags

Let others know that your school has taken a stand against human trafficking. Take photos at awareness events and share them on social media. During January, in connection with Human Trafficking Awareness Day, add your school to the cause by using *#EndHumanTrafficking* or *#Blue Campaign*.

Volunteer

Local shelters and centers provide volunteer opportunities where you can help provide services to survivors of human trafficking. Visit the [National Human Trafficking Referral Directory](#) for a list of service providers in your area.

The Blue Campaign has a variety of print and digital materials available for you to use as part of your local awareness campaigns. Go to our [website](#) to view a list and request our materials at no cost.






SIGNS OF HUMAN TRAFFICKING

Everyone has a role to play in combating human trafficking. Recognizing the signs of human trafficking is the first step to identifying a victim. Victims can be U.S. citizens or foreign nationals of any age, race, or gender.



*Each indicator alone may not necessarily mean a person is being trafficked.
For more details on the indicators of human trafficking, see our [website](#).*

WHAT TO DO IF YOU SUSPECT HUMAN TRAFFICKING

-  Do not at any time attempt to confront a suspected trafficker directly or alert a victim to your suspicions.
-  Call 911 for emergency situations – threats of violence, physical assault, emergency medical needs, etc.
-  Notify campus security.
-  Call 1-866-DHS-2-ICE (1-866-347-2423) to report suspicious criminal activity to federal law enforcement. Highly trained specialists take reports from both the public and law enforcement agencies.
-  If you are a victim and need help or if you want to find support for a victim, contact the National Human Trafficking Hotline. Call 1-888-373-7888 or text HELP or INFO to BeFree (233733).

SIGNS OF POTENTIAL ONLINE SEX TRAFFICKING RECRUITMENT

Traffickers use the anonymity of the Internet to develop trust and a seemingly solid friendship, then arrange to meet and deceive a victim into trafficking. Traffickers lure, trick, and sometimes fake intimate relationships with their victims.

SOCIAL MEDIA, ONLINE ADS, AND ONLINE DATING

Social media and online dating are great ways to meet and connect with new people. They just need to be used in a responsible manner. Not everyone is out to harm or hurt you, but you should be aware of some warning signs. Keep your social media settings private.

- **Instant Love.**

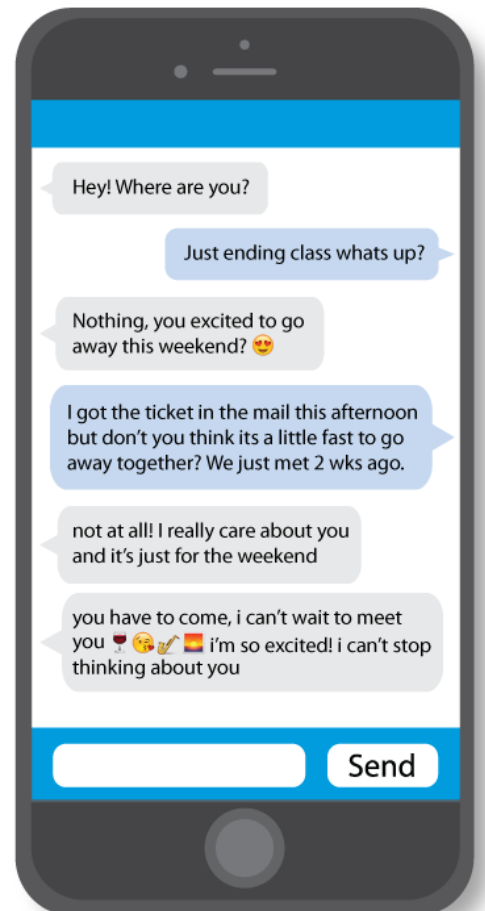
Traffickers lure their victims into becoming emotionally attached. Take the time to get to know someone. Share limited personal details through the Internet.

- **Willingness to Pay.**

Traffickers quickly establish themselves as trustworthy confidants. Under the guise of love, the trafficker will offer to pay for a potential victim to travel to a weekend getaway or their place. If you decide to meet, make sure it's somewhere you feel safe and comfortable.

- **Job Promises.**

If it sounds too good to be true, it probably is. Be wary of offers for jobs in fields that are typically hard to break into, such as modeling and acting. Traffickers lure victims into isolation away from their friends and family. Be wary of job offers in remote locations, faraway states, and foreign cities.



If you decide to meet someone after chatting online, meet in a public place. Tell friends and family where you are going and when you expect to return.

SIGNS OF POTENTIAL SEX TRAFFICKING RECRUITMENT IN PUBLIC PLACES

Traffickers recruit sex workers in a variety of places, such as online, on campuses, and at nightclubs, strip bars, and malls. Traffickers lure, trick, and sometimes have intimate relationships with their victims.

Most victims are lured and manipulated through promises of false love, attention, and help. Many times the trafficker and victim appear to be in a loving relationship, but instead we fail to see the signs of deception, manipulation, and coercion.

Know the signs of human trafficking recruitment and stay safe.



Keep an Eye on Your Drink.

Traffickers (pimps and pimp-managed recruiters) look for opportunities to impair your judgment. This can take the form of buying you drinks that may be laced with drugs or adding drugs to your drink while you are not paying attention. Traffickers can easily add drugs to punch bowls and other open containers. These drugs may interfere with your ability to take care of yourself and make sensible decisions. You may suffer drug-induced memory loss. During a drugged state, photos or videos may be taken of you that are then used coercively to force you to engage in commercial sex acts.

If you lose track of your drink, dump it out.



Be Wary of Instant Love.

Traffickers who shower potential victims with attention, affection, and gifts, on their first meeting, are known as “Romeo pimps.” They establish an emotional attachment right away and will ask probing questions to find out if you are alone, have a loving family, and would be willing to hook up. These questions are a common tactic traffickers use to manipulate potential victims by offering false love to those that appear to be isolated or do not have close family or friend networks.



Have a Safety Plan.

Follow your instincts. Make sure you have a safe way to get home if you need to leave. If you don’t feel safe, go to the bar and ask the bartender to call a cab for you to get home. Stay with the bartender until the cab arrives. Have a cell phone and money handy.

If you rely on someone else for a ride home, the person may not take you home. Instead you may end up in an unsafe, unknown location.



Tell friends and family where you are going and when you expect to return.