Results of the anti-human trafficking campaign during Super Bowl of 2012

The Indiana Attorney General and the U.S. Attorney's Office for the Southern district of Indiana are co-chairs of the Indiana Prevention of Abused and Trafficked Humans Task Force (IPATH). The following is the complete report on results of IPATH anti-trafficking efforts surrounding the 2012 Super Bowl.
**Numbers reported were approximate in some cases.*

TRAINING/OUTREACH/AWARENESS:

1) **Nearly 3,400** people received human trafficking training;
    a. Over **60** different human trafficking trainings presented by IPATH members;
    b. **48** community outreach/public awareness activities were held ;
    c. **45** activities were held that involved passing out brochures;
    d. Hundreds more learned about trafficking through shorter outreach events;
    e. Other methods of raising awareness included radio and TV interviews, and billboards.
2) **2,777** educational materials on trafficking were distributed.

VICTIM RECOVERY MATERIALS DISTRIBUTED:

3) Awareness materials distributed between January 1st and February 5th, 2012: *(approximate numbers, distributed by IPATH and partnering organizations)*
    a. **11,000** shoe cards with the national hotline number
    b. **2,050** "Don't Buy the Lie" cards
    c. **2,100** lip balms
    d. **300** page size posters and **500** brochures were given to partnering organizations for distribution (*Electronic versions were sent, as well)*
    e. **960** Missing Children booklets (**250** digital copies also sent)
    f. **40,000** bars of soap to **200** hotels (S.O.A.P)
    g. **1,250** S.O.A.P. Red Flag brochures (total of English and Spanish)
    h. **200** of each IPATH information sheet
    i. **150** "Be Disturbed" sheets distributed
    j. **600** Hospitality Red Flags sheets distributed
    k. **720** Cab Driver Red Flags sheets distributed;
    l. **64** human trafficking fact sheets
    m. **198** brochures to **99** hotels
    n. **99** copies of the ECPAT Code of Conduct to **99** hotels (CCRIM)
    o. **99** copies of local anti-trafficking contact information to **99** hotels

Local and national partnering organizations assisting IPATH with provision and distribution of materials:

- F.R.E.E. International
- Klaas KIDS Foundation
- Save Our Adolescents from Prostitution (S.O.A.P.)
- Coalition for Corporate Responsibility for Indiana and Michigan (CCRIM)
- Indiana Coalition Against Sexual Assault (INCASA)
- Oregonians Against Trafficking Humans
- Florida Coalition against Human Trafficking
- United Methodist Women

Other efforts of these groups included:

- **220** hotels contacted to offer materials and/or trainings (S.O.A.P./FREE International);
- **Over 38** hotels given human trafficking trainings (S.O.A.P./FREE International);
- **38** phone calls made to bars and major parties, challenging them to adopt zero tolerance for trafficking (INCASA).

Faith based groups, churches and local colleges also participated:

- Other organizations, churches, and groups volunteered: Over **270** Indiana volunteers; **396** total volunteers, including volunteers from other states.
- Over **12 churches** and **100 people** participated in a day of prayer on January 11th, the National Day of Human Trafficking Awareness.
- **150-200 people** and approximately **15 churches** participated in a 24-hour prayer vigil, organized by Steps of Justice and Hope61.
- **At least 10 colleges** held awareness events, and students from nearly every college campus volunteered for events or in other ways.*
- At least **12 churches** attended IPATH meetings, provided donations, and hosted events, and members from many more volunteered in some way.*

**Many groups also participated in anti-trafficking efforts separate from IPATH.*

ANTI-DEMAND CAMPAIGN: "DON'T BUY THE LIE":

1) **Video, Power Point, Pledge, and cards** created and made available to public on IN Attorney General website.
2) **Pledge Signing Press Conference**, including Greg Zoeller, Jeff Saturday, Tarik Glenn and Tom Zupancic.
3) **2,050** "Don't Buy the Lie" cards distributed.
4) **7,700** "Don't Buy the Lie" stickers distributed (INCASA)

LEGISLATIVE INITIATIVE: SEA 04

IC-35-42-3.5-1 amended to facilitate prosecuting traffickers and rescuing victims:

1) Amended current law to make it easier to prosecute traffickers of children by removing the requirement to prove force, threat of force or fraud;
2) Expanded group of persons who may commit selling or transferring custody of a child for trafficking to any person rather than only a parent or guardian;
3) Expanded the law to include: "sexual conduct."

TRACKED BACKPAGE TO ASSIST LAW ENFORCMENT AND RECOVER VICTIMS

Backpage ad increases, as recorded by *Klaas KIDS Foundation*:

1) Thursday, January 12th: **17** ads
2) Thursday, January 19th: **18** ads
3) Thursday, January 26th: **28** ads
4) Thursday, February 2nd: **118** ads
5) Friday, February 3rd: **129** ads

LAW ENFORCMENT LEADS AND ARRESTS DURING SUPER BOWL

1) **68** commercial sex arrests;
2) **2** human trafficking victims identified and recovered;
3) **2** other potential human trafficking victims were identified with ongoing investigation seeking additional victims.

PREVENTION OF HUMAN TRAFFICKING

- OAG and IPATH participated in numerous press conferences and interviews with respect to human trafficking training/outreach efforts, anti-demand campaign, and legislative initiative.
- Outside non-profits noted that these publicity efforts as well as the extensive training resulted in a marked decrease in street level commercial sex as compared to previous Super Bowls.

Indiana Protection for Abused and Trafficking Humans (IPATH)
Designee for Co-Chair OAG: Abigail Kuzma, Abigail.Kuzma@atg.in.gov, 317-234-6843
Designee for Co-Chair U.S. Attorney: Gayle Helart
Chair of Outreach Awareness Committee: Valerie Schmitt, vschmitt@exodusrefugee.org, 317-921-0836
Chair of Law Enforcement Committee: Jon Daggy, Jon.Daggy@indy.gov, 317-698-9957
Chair of Victims Services Committee: Carleen Miller, cmiller@juliancenter.org; 317 921-0836 ex 111