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 ENFORCEMENT 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 ENFORCEMENT 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)

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