The Blue Campaign is the unified voice for the U.S. Department of Homeland Security’s (DHS) efforts to combat human trafficking.

**Blue Campaign History**

- **2010**: Blue Campaign created.
- **2011**: Blue Lightning Initiative created.
- **2012**: HSI's Victim Assistance Program officially created.
- **2013**: USCIS implements a wait list process for U visa applicants.
- **2014**: Human Trafficking training becomes mandatory for all DHS operational components.
- **2015**: The Trade Facilitation and Trade Enforcement Act of 2015 closes demand loophole, preventing products made from forced labor from entering the U.S.
- **2016**: Continued Presence becomes a 2-year benefit for trafficking victims. Human Trafficking training becomes an official part of basic training at FLETC.
- **2017**: Flight attendant training on human trafficking becomes mandatory for air carriers. USCIS implements a wait list process for U visa applicants.
Operational Efforts within DHS

**U.S. Coast Guard**
Recognizes and reports human trafficking along maritime borders.

**Federal Law Enforcement Training Centers (FLETC)**
Trains law enforcement, Blue Campaign partners, and the public to detect human trafficking.

**U.S. Immigration and Customs Enforcement (ICE)**
Investigates trafficking, operates the tip line, and offers victim assistance programs, and Continued Presence to foreign national victims.

**U.S. Citizenship and Immigration Services (USCIS)**
Provides immigration relief to foreign victims of human trafficking through T and U visas.

**U.S. Customs and Border Protection (CBP)**
Recognizes and reports human trafficking at ports of entry and along borders and trains airline personnel to identify traffickers and victims.

**Transportation Security Administration (TSA)**
Recognizes and reports human trafficking at airports.
What is Human Trafficking?

- Human trafficking involves the use of force, fraud, or coercion to obtain labor or commercial sex.
- Victims can be any age, race, ethnicity, gender, nationality, or socioeconomic background.
- Human trafficking happens in cities, suburbs, and rural areas.
- Labor trafficking encompasses domestic servitude and can happen in a variety of industries such as agriculture, traveling sales crews, restaurants/food service, and construction.
- According to federal law, any minor (under the age of 18) engaged in commercial sex is a victim of human trafficking, regardless of whether there is force, fraud, or coercion.
Key Indicators

- Does the person appear disconnected from family, friends, community organizations, or houses of worship?

- Has the person had a sudden or dramatic change in behavior?

- Does the person appear to be coached on what to say?

- Does the person lack personal possessions and appear not to have a stable living situation?
Could This Happen Here?

• We know victims of human trafficking are both U.S. citizens and foreign nationals.

• We know that both sex and labor trafficking occur throughout the United States.

• Outreach and education are important steps to identify victims and develop partnerships to combat human trafficking.
The Blue Campaign Hospitality Toolkit provides:

- An **overview of human trafficking**
- **Key indicators** of the crime specific to hospitality staff roles including:
  - General hotel and motel staff
  - Housekeeping, maintenance, and room service
  - Concierge, bellman, front desk, security, and valet staff
  - Food and beverage staff
- **Reporting actions** if human trafficking is suspected
The Role of The Hospitality Industry

Frontline employees of the hospitality industry are uniquely positioned to recognize and report human trafficking while performing their day-to-day duties.

- **Traffickers take advantage of the privacy and anonymity** offered by the hospitality industry.
- **Victims may be forced to stay at a hotel or motel** where customers come to them, or they are required to go to rooms rented out by the customers.
- **Staff have access to different areas of the hotel or motel properties**, including guests rooms, providing opportunities to observe indicators of human trafficking.
A Look Inside The Toolkit

Housekeeping, maintenance, and room service staff typically have the most access to guest rooms where signs of human trafficking may be apparent.

• Key indicators that may be observed by this staff category include:
  o The “Do Not Disturb” sign is used constantly
  o Room or housekeeping services are requested but the guest denies hotel/motel staff entry into room
  o Refusal of cleaning services for multiple days
  o Excessive amounts of cash in a room

Each page of the toolkit is intended to stand alone as a poster to display in staff break areas.
How to Use The Toolkit

• **Share the toolkit online** by:
  o Adding it to the resources page of your website
  o Posting and tweeting about it on your social media channels
  o Distributing it in your e-newsletter

• **Encourage your local hospitality association to use the toolkit** by:
  o Distributing it to their member locations
  o Displaying the individual posters in staff areas
  o Implementing a human trafficking awareness training with new staff
Blue Campaign Public Awareness Materials

- Posters
- Toolkits
- Infographics
- Info Sheets
- Indicator Cards
- Shoe Cards
- Tear Cards
- Pamphlets

CONTACT THE BLUE CAMPAIGN
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ONE VOICE.
ONE MISSION.
End Human Trafficking.

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.


Homeland Security