

COMPREHENSIVE RESEARCH OVERVIEW & SUMMARY 2017 - 2020

COLORADO HUMAN TRAFFICKING COUNCIL
PUBLIC AWARENESS & OUTREACH CAMPAIGN



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INTRODUCTION & RESEARCH OVERVIEW

The Colorado Human Trafficking Council (CHTC) is developing a statewide outreach campaign to raise awareness, shift perceptions and increase the number of Coloradoans that are willing to take action against human trafficking. CHTC is working with Orange Circle Consulting (Orange Circle) to develop and launch this campaign.

Collecting information from a variety of audiences using a variety of research techniques has been the cornerstone of the campaign development process since 2017. This includes informing the development of the Campaign Plan, the Creative Concept, and the Creative Collateral Materials for broad reach media distribution.

As of May 2020, the following research activities have been conducted to ensure that the CHTC Public Awareness & outreach Campaign is informed with factual, authentic, and Colorado relevant details.

| Research Conducted to Inform the Development of the Campaign Plan and Evaluation Plan | | |
|---|--|---|
| DATE | TITLE | OBJECTIVES |
| November 2017 | Statewide General Public Online Survey | To measure knowledge, perceptions and motivators for action of Colorado residents regarding social issues such as human trafficking. |
| October – November 2017 | Key Informant (including Survivors) Interviews | Identify perceived barriers, motivators and calls-to-action for the audience as well as gather essential facts about human trafficking in Colorado. |

| Research to Inform the Development of the Campaign Concept | | |
|--|--|---|
| DATE | TITLE | OBJECTIVES |
| April – May 2019 | Regional Stakeholder Discussion Groups (including rural communities) | Increase stakeholder and survivor network knowledge about the public awareness campaign and maintain support for statewide messaging for raising awareness. Collect stakeholder and survivor network expertise when communicating about human trafficking in Colorado including perceive audience perceptions, existing efforts, and messaging considerations. |
| June 2019 | Regional Stakeholder Online Survey | |
| June 2019 | Survivor Online Survey | |
| Jun 2019 | Survivor Discussion Panel | |



| Research to Inform the Development of the Creative Collateral including Messaging, Content and Design of Materials | | |
|---|---|---|
| DATE | TITLE | OBJECTIVES |
| March 2020 | Statewide General Public Concept Feedback Online Survey | Assess audience comprehension, emotional reaction, and understand of the calls to action of campaign ads and evaluate the audience's willingness to take action after seeing the ads. |
| March – April 2020 | Rural Community Stakeholder Virtual Discussion Groups | Confirm and supplement additional insights about rural communities to help inform campaign implementation in those areas. |
| April – May 2020 | Survivor Informed Virtual Work Groups | To collect Colorado specific survivor expertise and knowledge about language and semantics when communicating with audiences about human trafficking. Additionally, to collect authentic insights related to trafficker and victim behaviors during the trafficking experience. |
| April 2020-present | Online Secondary Research | Conduct a meta-analysis of existing campaign efforts, how human trafficking is being represented/talked about, and collect additional human trafficking stories as it relates to the trafficker and victim behaviors during the trafficking experience. |

Each research effort is independently summarized to describe the research objectives, methodology, findings, and conclusions.



STATEWIDE GENERAL PUBLIC SURVEY 2017

A statewide survey was conducted with the general public to collect baseline information about the target audience and analyze trends in data to guide outreach tactics and messaging for the public awareness campaign.

OBJECTIVES

- Assess knowledge and perceptions about human trafficking;
- Identify motivators and barriers to action for social issues, specifically human trafficking;
- Determine preferred communication methods and trusted sources of information for sensitive social issue topics; and
- Document similarities and differences between Colorado and Nationwide responses.

METHODOLOGY & RESPONDENTS

Data was collected through a statewide online survey targeting Colorado residents as well as through interviews with professionals connected to the topic of human trafficking across the state. A secondary research review was also conducted by comparing existing data results from a national survey on human trafficking to the results of the statewide survey.

KEY FINDINGS

Current Knowledge & Perceptions – residents' awareness and knowledge around human trafficking

- Colorado residents are aware of human trafficking, but they do not necessarily believe it is affecting their community or family.
- Many residents have skewed or narrowed perceptions about human trafficking but also believe it is a critical issue to address.

Desired Action – respondents were asked what they were willing to do to help address human trafficking

- The action item survey respondents rated highest was calling police. Respondents were also willing to stop purchasing products that were made using forced labor.
- Calls to action should include reporting suspicious behavior. Messaging can be expanded over time to include more specific action steps based on audience segmentation.

Barriers to Action – respondents reacted to certain situations and other values that might keep them from acting

- There are barriers to overcome to encourage Colorado residents to get involved (i.e.: increased knowledge).
- Survey respondents stated that their top reasons for not taking action is that they do not have the time, money, or knowledge to act.



Motivators – respondents identified what motivates them into action

- The general public believes they play a role in combatting human trafficking.
- A focus on community safety and a personal connection could help motivate residents to take action.

Sex vs Labor Trafficking – respondents were asked to identify human trafficking situations as sex vs. labor

- The survey respondents identify sex trafficking more often than labor trafficking.
- It will be important to better identify how to represent both sex and labor trafficking as a part of message development.

Additional Insights

- Trusted resources for message delivery include public service announcements, healthcare providers, faith organizations and law enforcement and should be leveraged as part of messaging.
- Consulting partners across Colorado will be essential in the campaign development process.



STAKEHOLDER AND SURVIVOR KEY INFORMANT INTERVIEWS 2017

Key informant interviews were conducted with stakeholders across the state to identify trends to guide the development of the campaign tactics and messages.

OBJECTIVES

- Define desired calls-to-action;
- Identify perceived barriers and motivators to taking action;
- Outline basic human trafficking facts for broad reach communications; and
- Document existing and historical outreach efforts.

METHODOLOGY & RESPONDENTS

The Colorado Human Trafficking Council staff and its Public Awareness Workgroup members submitted recommendations of key informants across the state, representing various professional sectors that intersect with the topic of human trafficking. A total of thirteen (13) telephone and in-person interviews were conducted using a personalized, twenty (20) question interview guide based on the following professional sectors: Health Care; Legal/Law Enforcement; Rural; Government; Victim; and Non-profit/Advocacy. The interviews lasted 20-45 minutes.

A total of thirteen key informants were interviewed representing the following sectors: Health Care; Legal/Law Enforcement; Rural; Government; Survivors; and Non-profit/Advocacy.

KEY FINDINGS

Key informants were asked a series of questions, customized in relationship with their field of practice, to gather knowledge about public awareness of human trafficking in Colorado. Responses are categorized as related to the statewide online survey to allow for opportunities of comparison.

Current Knowledge & Perceptions – public’s knowledge about human trafficking

- Little to no factual knowledge about the broad scope of human trafficking.
- Narrow understanding or misperception that human trafficking is defined only as sex trafficking of women and children or that it is specifically an “immigrant issue.”
- Even those aware of it in their area but often ignore or deny it is happening because it’s part of the local “system.”

Desired Knowledge & Beliefs- what they believe was important for the public to know about human trafficking

- Need to better understand human trafficking and that it can affect any community.
- Want the general public to understand the victim and trafficker profile.



Desired Action- what they would like to see the general public do about human trafficking

- Overwhelmingly believe that the general public should be able to identify human trafficking and to contact proper authorities.

Barriers to Action - reasons why they believe people don't take action against human trafficking

- Lack of knowledge
- Do not want to get involved in a situation that does not involve them
- Fear of being wrong and the fear of potential violence to themselves or the victim.
- Misperceptions that the victim chose this lifestyle

Motivators – what would motivate the public to take action.

- Messaging that promoted human rights and social justice
- Desire to taking care of their community
- Criminal accountability, ensuring that offenders are held responsible for committing a crime in their community.

Sex vs Labor Trafficking – what should the public know about different types of human trafficking

- Some believed that different types of human trafficking should be differentiated (i.e., different types of trauma that victims experience, different identifiers for the public).
- Some believe that a prominent focus on labor trafficking is important because it is more hidden.
- Some believe that sex trafficking is a form of labor trafficking, therefore messaging regarding the two could be combined.

Additional Insights

- Trusted resources for message delivery include public service announcements, healthcare providers, faith organizations and law enforcement and should be leveraged as part of messaging.
- Consulting partners across Colorado will be essential in the campaign development process.
- Messaging needs to reach those that might have direct contact with victims; not just the health care and legal sectors.
- There was an identified need to “bring it home” to the general public and make individuals and families see human trafficking as a concern that could impact them



REGIONAL STAKEHOLDER & SURVIVOR DISCUSSION GROUPS AND SURVEY 2019

CHTC sought to develop partnership collaboration and feedback to inform the development of the public awareness campaign. As part of this partnership collaboration, in-person discussion groups and online surveys were conducted with statewide stakeholders, including human trafficking survivors.

OBJECTIVES

- Increase stakeholder knowledge about the CHTC's intent to develop and implement an outreach campaign that starts with awareness and moves people into action;
- Collect feedback about existing communications efforts, their community, and expertise they have when communicating about human trafficking; and
- Maintain support from partner organizations and other stakeholders for the statewide communications campaign with an effort of providing a unified message about human trafficking.

METHODOLOGY & RESPONDENTS

Stakeholder participants were recruited from across the state using existing human trafficking training registration lists and the CHTC electronic newsletter database. The invitation to participate in the survivor research was also announced at a networking conference that many statewide survivors attended in May 2019.

The stakeholder and survivor research included in-person discussion groups and online surveys.

The group discussion for both the stakeholder and survivor groups included similar topics and questions to the online survey. The nature of the in-person discussions allowed for deep and rich conversations within the different topics and allowed exploration of different participant points of views.

The online surveys contained a series of questions asking the participant to identify what they believe the general public knows about human trafficking and identify what the participant believes keeps them from acting. Additionally, participants were asked about trigger words and images that could be considered negative or positive and should be considered when communicating about human trafficking. Surveys contained several open-ended questions to allow participants to fully express their ideas, thoughts, and knowledge regarding what they know about the general public and more specially, residents in their communities.

Participants included those working closely within the topic of human trafficking, including survivors, and those not as involved with addressing the issue who may have attended a training.

The stakeholder and survivor research efforts yielded the following total number of participants:

- One hundred and thirty-five stakeholders statewide completed the online survey.
- Seven human trafficking survivors completed the online survey.
- About 25 stakeholders participated in the in-person group discussion in the Denver Metro area.



- About 20 stakeholders participated in the in-person group discussion in SW Colorado.
- Three human trafficking survivors participated in the in-person group discussion in the Denver Metro area.

KEY FINDINGS

The findings from the stakeholder and survivor research were consistent with the information collected as part of the formative research in the form of the stateside resident survey and the key informant interviews.

Common key points collected from all research included:

- The public lacks understanding of what human trafficking looks like and many times thinks in terms of the media's and Hollywood portray of a kidnapping and restraints.
- Public does not believe human trafficking happens in their community, especially rural communities.
- The relationship between the trafficker and the victim is extremely complex and can be difficult for the general public to understand.
- Because of the complexity and lack of understanding of the trafficker/victim relationship, there is victim shaming and blaming that occurs.
- Traffickers can be of any race, any gender, any educational background, or of any social economic status. What traffickers do have in common is the way they manipulate and groom their victims.

The stakeholder and survivor research included some information that will be helpful when building the public awareness and outreach campaign. Important points to be considered include:

- Images should be diverse and include individuals all race, genders, ages, and backgrounds.
- The terms victim and rescue should not be used. Instead use survivor and recovery.
- Messages and images should not include anything the perpetuates the Hollywood version of human trafficking (i.e., kidnapping, chains, restraints, young white girls).
- Traffickers should be portrayed as anyone a victim could know or not. Traffickers can be portrayed as manipulative, self-serving, narcissistic, and charming.
- Public agencies, organizations, and survivors want to be included in the development, implementation, and distribution of campaign messages and communications.
- Cultural sensitivity is always important but is especially important when including rural communities.



RURAL STAKEHOLDER DISCUSSION GROUPS 2020

Orange Circle conducted research with rural communities to collect information to inform the development of message which will resonates with the general public living in those areas.

OBJECTIVES

- Increase rural stakeholder knowledge about the CHTC's intent to develop and implement an outreach campaign that starts with awareness and moves people into action;
- Collect specific information about rural communities necessary to properly communicate messages about human trafficking; and
- Maintain support from partner organizations and other stakeholders for the statewide communications campaign with an effort of providing a unified message about human trafficking.

METHODOLOGY & RESPONDENTS

The Orange Circle research team developed a rural stakeholder group discussion guide using the 2019 questions and insights as a framework to identify trends in feedback. Additionally, questions were added directly related to the research objectives. Groups were conducted virtually using an online video conferencing program.

Four total groups were conducted:

- Kiowa County Sheriff's office (only in-person group) 6 participants. Majority of participants were in law enforcement; some from social services.
- Archuleta County, virtual session, 6 participants. Participants were from law, healthcare, government, and social service organizations.
- Northeast Colorado, virtual session, 2 participants. Participants were from education and a social service organization.
- Mountain West/Summit County, virtual session, 7 participants. Participants were from law enforcement, social services organizations, healthcare, emergency response.

KEY FINDINGS

Three of the four groups of rural stakeholders expressed many common ideas and values. The exception was the 1-70 corridor towns, especially those in Summit County (henceforth referred to as the Mountain West). The Mountain West communities function less like a small, rural town and more like a tourist destination with a highly transient population. With less full-time residents, those communities demonstrate less pride and different values from other rural communities around the state. The summary outlines the common themes expressed among stakeholders within the four themes.

Trusted Sources- There were three groups/types of organizations that were identified in all groups as trusted sources of information:

- Churches and faith-based organizations



- Social services organizations (i.e.: Catholic Charities; Cultural and Other Resource Centers, Food Bank)
- Public schools and other early childhood organizations
- The Mountain West stakeholder identified law enforcement as a trusted source in their communities whereas in other rural communities, law enforcement is often distrusted.

Media/Outreach Tactics- There were three primary sources of trusted media and communication sources consistently stated among the four groups:

- Local papers – city or community
- Social Media, primarily Facebook
- Local radio

Residents' Beliefs and Values – in general and around human trafficking

- Do not believe human trafficking is happening in their city or community but might believe it happens in other regions or adjacent communities.
- Perception about human trafficking is limited to sex trafficking.
- There is a fear of reporting crime because in small communities there is no such thing as anonymity.
- Have a sense of pride of their community which can help motivate them into action.
- Do not know how or what information they need to have in order to report..
- Human trafficking might be perceived as a big city crime to residents of rural communities.
- Portion of the population are immigrants, and therefore ICE is not a trusted agency.
- Stakeholders in the Mountain West, and especially resort communities, have a very transient population with a less sense of pride in the community and not typically scared to report a crime or if they suspect or see anything.

Other Cultural and Regional Considerations

- Mountain West: large Polish community in Glenwood/Rifle, Eastern European, Russian, West African community who are French speaking, and Chinese but unsure of the dialect spoken.
- Northeast: Ft Morgan has many refugees speaking Swahili and French.

Mountain West and Resort Community Specific Findings

- There is a large population of visitors (there are 27,000 full time resident but over 200,000 beds). Is there a way to target a visiting audience? Are there individuals who are visiting who are bringing in more demand for human trafficking?
- There is a vast inequality of wealth in the Mountain West.
- There is a fair amount of mis-information and rumors that happen in the Mountain West.
- Non-resort communities in the Mountain West have different characteristics (more similar to the other three rural areas) than Summit County and other resort areas.
- There is a known drug trafficking problem from Durango to Pueblo along Highway 116. There is also known illegal Marijuana growing in Garfield county.



STATEWIDE GENERAL PUBLIC CONCEPT FEEDBACK ONLINE SURVEY 2020

Input from the campaign target audience (statewide general public) was solicited to help measure comprehension of the approved campaign “ads” designed to raise awareness about all types of human trafficking, and where to look for additional information.

OBJECTIVES

- Assess audience comprehension that the ads are about human trafficking;
- Identify audience emotions evoked by the ads;
- Measure knowledge of audience understanding about how to access additional information about human trafficking from the ads; and
- Document what type of action the target audience is willing to take after seeing the ads in the media market.

METHODOLOGY & RESPONDENTS

A representative sample of 400 Colorado residents completed an online survey. The survey will displayed two tactical executions of the ads for the Human Trafficking Public Awareness Campaign. Participants were asked to respond to a short series of questions directly related to the research objectives and campaign goals regarding the ads.

KEY FINDINGS

General Social Impact Ads and Human Trafficking- questions regarding the respondents’ interaction with social impact ads, knowledge level on the topic of human trafficking, and how motivated they would be to act.

- Respondents indicated that in the past, social impact ads had motivated them to learn more. About 20% said that they do generally ignore all ads.
- Respondents indicated that they have researched a topic in response to a social impact ad, clicked on a link, visited a website, or talked with a friend or family member.
- Over a third said that they ignore social impact ads.
- Females and urban/suburban residents were more likely to research the topic or click on a link.
- Overall, respondents believe they are moderately familiar with the topic of human trafficking.

Respondents stated that they are most likely to vote for an elected official that pledged to stop human trafficking, call the police about a situation they thought might be trafficking, and stop purchasing products that were made using forced labor. Females were more likely to participate in almost all of the actions steps listed.



Sex Trafficking Ad – respondents responded to a campaign communication material depicting a sex trafficking situation:

- Many of the respondents correctly described the message of the sex trafficking ad
- Majority of respondents believe the message would be memorable
- Majority of respondents indicated that this ad made them feel empathy for the victim or anger towards the criminal.
- Respondents indicated that they believe the pretty ad communicated a sex trafficking situation well and helped them understand what human trafficking is. Females felt significantly stronger on both counts.

Labor Trafficking Ad - respondents responded to a campaign communication material depicting a sex trafficking situation:

- A few less respondents correctly described the labor trafficking ad but still over a fifth of them used correct language
- Respondents believe that the ad would stand out as something they would remember.
- Respondents felt that the ad gave them empathy for a victim and anger towards criminals.
- More individuals were concerned for their family and/or community than in the pretty ad and more were confused about what the ad was saying.
- Respondents believe that the ad communicated labor trafficking well and helped them understand what human trafficking is.

Both Ads – respondents responded to questions about both ads

- Respondents believe both ads are asking Coloradans to be aware of human trafficking happening in their area. Just more than half of respondents believe the ads were asking individuals to call or text a hotline if they suspected a problem.
- Respondents were likely to be more aware of human trafficking, call/text a hotline, talk with family or friends about the ad or topic, and more.
- Respondents indicated the ads were likely to make them believe human trafficking happens in Colorado, understand that there are different types of human trafficking, and believe that human trafficking happens where they live.



SURVIVOR INFORMED VIRTUAL WORK GROUPS 2020

Obtaining human trafficking survivor input was sought to support the development of campaign messages, design and authentic content to educate the target audience about human trafficking. Feedback collected from survivors was designed to evoke target audience emotions and depict the force, fraud, and coercion of human trafficking.

OBJECTIVES

- To collect Colorado specific information from survivors about their knowledge related to the relationship between a victim and trafficker including:
 - How victims are recruited/meet traffickers (the “hook”);
 - What tactics traffickers used to build a relationship with a victim (the “grooming”); and
 - How the victim/trafficker relationship changes over time (the “deterioration”).
- Document survivor expertise and knowledge about language and semantics when communicating with audiences about human trafficking; and
- Obtain buy-in from survivors to support the effort of a statewide communications campaign with an authentic, survivor informed message about human trafficking.

Research collected documented the relationship progression between victims and traffickers, referred henceforth as the “relationship stages.”

METHODOLOGY & RESPONDENTS

Orange Circle research team members met in-person with the Survivor Leader about how to best collect information to achieve research goals and recommended tactics that would be trauma sensitive and respectful to the survivor participants. The survivor recruitment and information collection process included the following steps:

1. Invitation (telephone or email)
2. Emailed PDF or personal phone call explaining research background and outlining topics to be discussed in the work session. (Initially planned as a voluntary Virtual Information Session to allow prospective participants the opportunity to ask questions but due to timing and the COVID-19 response, we were unable to host this session.)
3. Online Participant Agreement Form Submission
4. Participant Confirmation and Work Session Instructions via email or personal call/text
5. Work Sessions: multiple 1.5-hour virtual work session with English and Spanish speaking participants (2-4 participants/group) with questions focusing the three relationship stages
6. Participant Follow-Up (optional 1-hour virtual meeting with a CHTC Survivor Advisory Group)

CHTC staff and the Survivor Leader identified a sample of human trafficking survivors by collaborating with a network of survivor connections using personal invitations. The team attempted to recruit participants representing diverse lived experiences (i.e., domestic sex, male victim, agriculture labor, hospitality labor, familial, domestic servitude, etc.) that were willing to provide insights.



Four virtual groups were conducted: two group sessions in English, one group session in Spanish, and one individual interview. A total of 13 survivors participated in the work groups.

KEY FINDINGS

Relationship Stages Overview

- The three relationship stages are not always a delineation but instead they often blend together.
- Not all types of human trafficking include the identified three stages.
- All parts of the relationship include some sort of force, threat, and coercion.

Trafficker-Victim Relationship Findings

When analyzing the information collected from the survivor participants, four main topics arose from the different lived experiences and types of human trafficking.

Vulnerability (related to hook)

- Trafficker often takes advantage of an individual who is in a difficult situation and preys on their vulnerability.
- Many victims have a history of abuse, neglect, poverty, homelessness, and other challenging circumstances putting them at risk for the deceit of a trafficker.
- In a sex trafficking situation, the trafficker may become a person that the victim needs in that moment. In a labor trafficking situation, the trafficker or recruiter often finds individuals looking to leave their current situation of poverty or individuals looking to find other opportunities in the United States including helping them obtain a visa yet keeping control of it.

Normalization (related to grooming)

- Trafficker normalizes life to the victim so that all activities and events feel typical and standard operations to the victim.
- This is a large part of what kept the victim in the situation.
- In terms of child and familial trafficking, the normalization begins really early in the victim's life. The victim believes that this happens to everyone but maybe not everyone talks about it.
- This normalization results in the victim not realizing that they are being exploited and therefore, keeps them from leaving the situation or seeking help.

Victim Attachment (related to hook, grooming, deterioration)

- Victim develops a deep attachment to the trafficker.
- This results in the victim having extreme loyalty for the trafficker.
- In terms of sex and familial trafficking that attachment is most often emotional and the victim feels that they need their trafficker.
- In terms of labor trafficking including domestic servitude, this attachment is more out of fear. The victim is scared of what life away from their trafficking situation might bring them (i.e., deportation, exposure, or prosecution).



Labor Trafficking Differentiators

- Recruiter or trafficker makes promises from the beginning that hook the potential victim such as a great job opportunity or a Visa to work in the US.
- The recruiter or trafficker starts with an act that will make the victim indebted to them.(i.e., transportation to the US, obtaining paperwork such as a work Visa, or compensation for the work arrangement itself).
- The trafficker starts to threaten the victim and deceive them from the beginning.
- Many labor trafficking victims' living conditions are very poor or inadequate (i.e., not enough or no food, sleeping conditions that are not conducive to sleeping, and poor working conditions).
- Victims will work long hours and will not be paid what they were originally promised.
- Labor trafficking can include a whole network of organized crime working together in many various locations.

Foreign Nationals Differentiators

- Foreign nationals in trafficking situations typically live in extreme fear of authority and of being deported.
- Many foreign nationals do not speak the language, know the US employment laws, and may not know resources available to them.
- In some instance, important documents have been taken from them (i.e., Visa, passport).

Child Victim and Familial Trafficking Differentiators

- From a young age, the victim does not know another life.
- They experience threats, lies, and manipulation from the beginning and this behavior is a big part of their relationship with their trafficker.
- The trafficker might tell them that if they tell others, they will kill them or people they love. Or that this type of situation happens in every family, but nobody talks about it.
- Many times, a victim may not even know or have the words to understand that they are being trafficked. A trafficker may start with abuse, including sexual abuse, that turns into trafficking.
- A deep bond exists with the trafficker because of the family connection which keeps the victim in the situation.

Domestic Sex Trafficking Differentiators

- Victims of domestic sex trafficking typically have been in an extremely vulnerable place before meeting their trafficker.
- They may view their trafficker as their savior or as the one person that genuinely cares about them. They see them as the one that took them away from a horrible situation.
- This type of relationship bonds a victim to their trafficker and makes it extremely hard for a victim leave the situation on their own.



Additional Insights

- There are many missed opportunities by the public that the victim comes into contact with to identify victims in a trafficking situation. Due to ignorance and lack of awareness among the public to properly identifying the situation as human trafficking.
- There are specific industries or service organizations identified that victims came into direct contact with frequently and did not correctly identify or interrupt the situation (i.e., law enforcement, hospitality, healthcare, restaurants).
- Survivors want the public to know that human trafficking can happen in any type of relationship, to any type of person, in any setting, among all socio-economic status.
- One trafficking experience can lead to another. The victim is “primed” to be exploited repeatedly.

