

# 2014 SUMMIT



## TOGETHER LET'S STOP TRAFFICK



The anti-HT initiative led by the IPTI (International Police Training Institute), supported by the FBI NAA (National Academy Associates) and hosted by American Military University.



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The Blue Campaign  
Chair

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It's great to be here. I see some familiar faces. I'm sorry, I was running in and it is just a great pleasure to join you again this year and thank you for bringing the cold. It's also, thank you Kim [inaudible] and the entire planning committee for having me here again. It is an honor to represent the department but also just give you an update on what we have been up to at the Blue Campaign. But let's go back and give a little bit of a recap. I thought today we will summarize a little bit just to put in context where we fall within the greater mission of the Department of Homeland Security.

As, as many of you may be aware, DHS was formed in the wake of the events of September 11th. Our secretary, Secretary Jay Johnson, reminds us that our mission really was grounded on these tragic events and lately we have been really pondering what that means, recalibrating and working together to make sure that the activities of the department are aligned behind the mission and we continue to work together.

There are 22 agencies that were brought together in, after 2001, some [inaudible], you know, some coming to the table with long histories like the U.S. Coast Guard, U.S. Customs and Border Protection as well. And, and some of those were newly created and that includes our Transportation Security Administration, TSA. So as you can imagine, merging all those cultures and really working towards a unified mission.

It's a challenge and yet such a privilege for those of us who get to be part of the Department of Homeland Security. We also have 240,000 employees and we're responsible for preventing terrorism and enhancing security, securing and managing our borders, enforcing and administrating our immigration laws, safeguarding and securing cyberspace, ensuring resilience to disasters. We have a number of very important missions.

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Now the U.S. Government has identified human trafficking as a threat to national security. Secretary Johnson and Deputy Secretary Alejandro Mayorkas support our work across the department and across our various missions to fight human trafficking. We also recognize that it is a problem at the state and local level. As many of you know, it is linked to transnational organized crime groups and gangs, and as I'm sure you have already discussed, traffickers use both legitimate and illegitimate business models and harm our local economies.

So Blue Campaign has been very busy. We've had a very busy year. We continue to strive to be the unified voice for the department's efforts to combat human trafficking. So if you imagine 22 components, many of which are working in their respective lanes and their respective missions to combat human trafficking, the Blue Campaign continues to be an essential part, mechanism, to bring all the components together at DHS to do this work. We also take our work externally and we work in collaboration with law enforcement, government, non-governmental and private organizations, and we continue to strive to protect that basic right of freedom and to bring those who exploit human lives to justice.

Now 1 of the successes of the Blue Campaign is to work to create a big network, a vast network of partner organizations to join our work. Some of you may have heard me say, maybe Scott has heard me say this a thousand times, that we can do a lot of our work at the national level but it is really what we do in collaboration with our partners, particularly in our communities, to leverage those local resources to really build movements across the United States to get communities to accept that this problem exists in their back yard and to really come together, build coalitions to, to, to really put forward local solutions to local problems and, and really help to combat human trafficking at the local level.

We'll continue to, to, our commitment to increasing and supporting those local efforts through our national public education and our awareness campaign. Blue

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Campaign was founded on the idea that internally we work together, we work better when we work together, that we're stronger when we're united as 1 and we work collaboratively with our external partners the same way. When we branched out to work with our federal government colleagues we, we really took the same opinion and took the same approach.

We brought our resources to our partnerships at the federal level. Last year we talked about our partnerships, with the Department of Transportation. Many of you remember when we discussed our work with the airlines and we discussed our work with Amtrak. We have now continued our work and taken that approach to international governments, law enforcement at all levels, NGOs, the faith-based community continues to be a strong partner, the private sector, and the general public, to share ideas and resources and as I said just earlier, building a force multiplying network of diverse or complimentary parts.

The Blue Campaign also participates on several U.S. Government inter-agency collaborations. Our secretary, Secretary Johnson, participates in the president's interagency task force. I participate in the senior policy operating group that supports the president's task force. We support and work with the Human Smuggling and Trafficking Center, which analyzes information with other partners in the intelligence community and supports training efforts for specialized task force and investigative teams including training [inaudible] teams and fusion centers in collaboration with our federal partners.

So now we're branching out to work with the private sector and I think you heard yesterday about the work with Western Union and, and Amtrak as our Blue Campaign partners. We're very proud of those partnerships and look forward to continuing to build on the work that has been done so far in the years to come. Some of our other partnerships, to give you an example of the wide range of, of our engagement include the National Association of Counties, the National League of Cities, and most recently we signed 2 agreements, 1 with the city of Phoenix,

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Arizona, and 1 with the governor's office in the state of Arizona, both of which are particularly important because we will have the next Super Bowl hosted in Glendale, Arizona just outside Phoenix. So we're very excited about those partnerships. They will be plastering the town, hopefully the state with Blue Campaign National public education awareness posters and campaign materials.

I think you saw some of them yesterday and hopefully what we're doing is creating a lasting partnership that would carry on way past the Super Bowl and will be a very integral part of how the state of Arizona approaches human trafficking after the Super Bowl. Now as the unified voice of the HSS anti-human trafficking effort the Blue Campaign has other resources available to help our partner network grow and also become of this collective effort. Those tools are designed to increase the reach of the anti-human trafficking message.

We will continue to make investments on our public education and awareness campaign. It is a national campaign that has just launched this past year. I'm very proud to say that we will, we have seen many of our posters now placed across the country at major airports. We've also placed our posters across truck stops all over the United States. I think Truckers Against Trafficking is in the room, hi. So, happy to do that and get your feedback. I think it's really important that we continue to push our public education and awareness and we are at the very early stages of our awareness work.

People gives us feedback of our materials and it is important to remind ourselves that although many of us are, are very much in the weeds of the work to combat human trafficking, many of our neighbors, many of the folks in our communities are just beginning to learn about this issue. Our public awareness campaign is designed to help the community become interested in this topic to want to learn a little bit more to learn to recognize that there are some very silent victims out there. We want to provide access to professional and effective materials so if, if your town

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needs help, needs some resources immediately to launch a campaign, Blue Campaign is here to help support those efforts.

I expect that later that community will want to do their own posters, will want to have ownership of their own campaign, but we want to provide access to professionally effective messaging to get communities going. We want to also facilitate the sharing of best practices and create new opportunities for innovation, for coalitions, and for collaboration. Scott is over here going, you're going out of order and you've mess up the slides but he probably should, he should've already showed you the posters [laughter] and if you're interested in our posters, if you're interested in ordering materials [inaudible] materials we're happy to help you in any way that we can. We have some resources to, to make sure that you're all stuffed up with some of these materials and if, if you or anyone you know is interested in entering into a partnership with us to co-brand some of our materials we certainly will be willing to entertain that.

Again, I believe that the answer to the challenge we're addressing today is best addressed through creating a real public, private partnership and through developing solutions that will ensure that law enforcement receives the information it needs as well to work, to work to end human trafficking. So Scott told me, tell them what makes a good strong partner. And, and I have opinions about what makes a strong partner for the Blue Campaign so I'll share. Strong partners are those that work really hard to share the products that take advantage of the resources that we're putting at their disposal and they're actively engaged with the Blue Campaign. They come to us with ideas on, on how they want to place materials, what they want those materials to, to look like as far as format and we try to meet the demand as much as we can and get these materials out. So we want partners that come to us and say we want more posters, we want more indicator cards, we want more tear sheets, we want more shoe cards.

Please, that is the type of engagement that we're looking for. We want more training. We want more resources. Please challenge us to give you more and, and continue to

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innovate with the resources that we have for the benefit of our community. A strong partner has a commitment to raising awareness about this issue and, and, and will do so using their infrastructure, using their resources, using every opportunity from a public relations perspective, being comfortable, accepting this issue and speaking on this issue without fear that it will hurt their brand, being able to lead in their industry. That makes a strong partner. A strong partner makes a commitment to inform their employees, makes a commitment to training their workforce, makes a commitment to build anti-human trafficking efforts as part of their cultural responsibility and their values.

A strong partner takes this back and wants to do as much work internally as externally. Finally, strong partners find ways to continue outreach efforts throughout the year and not just around 1 particular event. A strong partner continues to find other ways to, to leverage their resources and make other unlikely partners, whether they are in the same sector, so hotels speaking to other hotels, club owners speaking to other club owners, really taking a lead in your industry, in your own sector.

Organize yourselves and, and really build around special events. Use Human Trafficking Month as a, as a springboard to a series of events throughout the year. And a strong partner knows what resources they have in their back yard and really strives to learn about the challenges that are faced by both law enforcement but also service providers and also tries to make a difference, you know, in a way that, that is felt by survivors of human trafficking.

So since the last summit we've been working very hard to develop, we, that's Scott, have been working very hard to develop new training products. Kudos Scott, I haven't seen him in about 6 months, he's been traveling and developing new training products for both, with law enforcement and also for use in the community. We've just completed a brand new general awareness training that will be posted to our Blue Campaign website in the next few months.

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In addition, and this is very exciting, a new law enforcement sensitive training will soon be loaded onto the Homeland Security Information Network through 1 of our components, the Federal Law Enforcement Training Center, so that should amplify our delivery system and will allow for real force multiplier and a lot of people should be able to view and take this training through the Homeland Security Information Network. So today, I, I will stop talking and I will share with you some of what you've done.

I've brought 2 examples of training videos that we've recently produced. The first video shows a young girl who was recruited by a trafficker and now forced to engage in commercial sex at a truck stop. It shows the luring process, how she gets romanced into this situation and ultimately the manipulation used by the trafficker. So we've shared this video, of course, to law enforcement, at some of their national conferences and to community groups.

We follow Erica in a series of videos that, where we see what happens after, after she is brought into this, this trafficking situation. Of course, important to remember that, that she is a minor and that, of course, under our laws she is, that any minor induced into sex trafficking is a victim of human trafficking under U.S. law and that she cannot consent to becoming a trafficking victim. I think in the, in the next few months Scott will be working on showing us where Erica came from and using the, the Erica story to show some of the issues pertaining to vulnerable youth and how she may have fallen to her trafficker because of, of the way and the circumstances in which she grew up. So stay tuned for that.

The next video shows how traffickers control their victims. The scene takes place at a highway rest area and you'll see various types of manipulation used by the trafficker. Later when a traffic stop is made you'll notice how the traffickers interact with law enforcement. So who do you think was the main trafficker there? The female? Male? I see the female, I think many audiences think it was the female and

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that's important. ICE Homeland Security investigations has, they continue to, to focus on the fact that many females now are taking active roles in the trafficking organizations so we, we thought that would be an interesting way to portray that.

These are just 2 of the examples, 2 examples of some of the tools that the Blue Campaign has produced and has worked to create to raise awareness and train folks so we have a, a long list of video offerings that we hope we continue to share with communities across the country. The Erica videos, many of which we'll continue to share with school resource officers and hopefully get them into high schools as we see how Erica, in later videos, operates at her high school.

So, and those were not my in-laws in that video. They look like them but they're not. It's, it's been my pleasure to be here today. I think Scott will be around for a little while. I know everyone in this room is doing a great job of fighting human trafficking. I have some time and if you, if there are any questions I'm happy to take them from up here, otherwise I'll stick around a little longer and I'm happy to chat with you thank you.