



Capacity Building
CENTER FOR TRIBES

SEX TRAFFICKING PREVENTION

Awareness Campaign Examples & Resources

Never in Season – Native Hope Awareness Campaign

Sex trafficking of Native youth accounts for 40% of South Dakota's trafficking victims. Two major tourism events happen annually, bringing thousands of tourists to the state and putting Native women and children at a greater risk: the fall hunting season and a motorcycle rally. In response, Native Hope developed the "Never in Season" sex trafficking awareness campaign. The campaign, which helped raise awareness beyond the borders of South Dakota, includes an infographic highlighting staggering statistics, free downloadable materials, and videos from local hunters speaking out against the problem.

SEX TRAFFICKING IN SOUTH DAKOTA

32 Billion Dollars
Human trafficking brings in more money worldwide than Nike, Starbucks and Google combined.

Native American Women & Children Are High Risk
40% of sex trafficking victims in South Dakota are Native women.

Sturgis Bike Rally
8 arrests associated with the 2012 Sturgis rally. 5 indictments came from the 2014 Sturgis rally. Victims ranged from 12-15 years of age.

Federal Cases in South Dakota
50% of federal sex trafficking cases in South Dakota are Native American women.

The Role of Domestic Violence
70% of domestic violence cases involving victims have experienced physical or sexual abuse in their homes.

Sexual Violence
2.5x more likely
Native women are 2.5 times more likely to be victims of sexual violence than women of other races.

Two major tourism events in South Dakota create a unique market for sex trafficking and exploitation every year: The Sturgis Motorcycle Rally and pheasant hunting season.

Marko Borch, South Dakota Journalist
"There is a well-kept, secret atmosphere that attracts some visitors to our state. That much has really been done to discourage that generation."

After an undercover operation during the 2015 Sturgis Bike Rally, the attorney general's office announced a new law for sex trafficking.

"Although most hunters and bikers in the area are well-behaved, there is a dark side to both these activities... Whoever you have a large gathering of men, you have a strong opportunity for prostitution and sex trafficking."
Former U.S. Attorney Richard Johnson

The Forgotten People?

POVERTY

- Never in Season: <https://pages.nativehope.com/never-in-season>
- Never in Season Campaign Creates National Awareness: <https://blog.nativehope.com/never-in-season-creates-national-awareness>
- Sex Trafficking in South Dakota (infographic): <https://pages.nativehope.com/south-dakota-trafficking-stats>
- In the press: <http://www.pnewswire.com/news-releases/a-unique-campaign-enlists-an-unusual-ally-to-stop-the-trafficking-of-native-youth-300350088.html>



Is Sex Trafficking Happening in South Dakota or on Reservations? YES!

The South Dakota Coalition to end Domestic & Sexual Violence (SDCEDSV) created this resource to highlight the prevalence of sex trafficking in South Dakota:

https://sdcedsv.org/media/sdcedsvfactor360com/Dec-2015-SDC-Sex-trafficking-facts_stats.pdf

FireKeepers Casino & Human Trafficking Awareness Program

These articles feature the FireKeepers Human Trafficking Awareness Program and efforts being taken to combat trafficking in the casino and hotel. Training, collaboration, and reporting are steps that can be taken when developing such a response.

- FireKeepers security gets human trafficking, drug training: <http://www.battlecreekenquirer.com/story/news/local/2016/01/18/firekeepers-security-gets-human-trafficking-drug-training/78964922/>
- Michigan casinos working to end human trafficking: <http://michiganradio.org/post/michigan-casinos-working-end-human-trafficking>

Strengthen Families, Prevent Violence



Strengthen Families, Prevent Violence is a campaign for Indian Country that was designed to educate and engage families with concrete action steps that they can take to promote resiliency and healing for children. The campaign was funded by the Office of Juvenile Justice and Delinquency Prevention (DOJ) and developed by Futures Without Violence, Native Streams Institute, Defending Childhood Initiative staff from the Rocky Boy Indian Reservation and the Rosebud Sioux Tribe, and Nakota Designs.

Campaign materials include an executive summary/flyer; three posters targeting grandparents, parents and caregivers, and community members; three billboards targeting grandparents, parents and

caregivers, and community members; and a brochure for grandparents, parents, and caregivers.

Strengthen Families, Prevent Violence: <https://www.futureswithoutviolence.org/children-youth-teens/defending-childhood-initiative/strengthen-families-prevent-violence/>

San Diego County and Child Welfare Services Partner on an Anti-trafficking Campaign

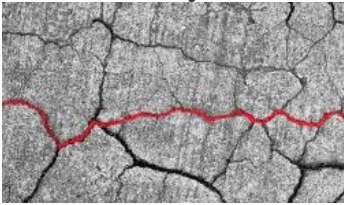
To help raise awareness of sex trafficking, the San Diego District Attorney and Child Welfare Services offices partnered with an anti-trafficking organization, Abolitionist Mom. The campaign ads have been displayed on billboards, posters, shelter displays, and public service announcements. They focus on the different ways in which youth are recruited.

- San Diego County, nonprofit partner on anti-sex trafficking campaign: <http://www.cbs8.com/story/37238522/san-diego-county-nonprofit-partner-on-anti-sex-trafficking-campaign>
- Disrupt sex trafficking: <http://disruptsextrafficking.org/>



Be safe online.
DisruptSexTrafficking.org
Text "HELP" to BeFree (233733)

Red Sand Project



Wica Agli, together with the Native Women's Society, put red sands in the cracks of the sidewalks in an area of Rapid City, South Dakota, to symbolize the vulnerabilities that lead to sexual exploitation.

Red Sand Project: <https://redsandproject.org/>

Wisconsin Youth Sex Trafficking Awareness and Prevention Campaign

The "WI, We Need to Talk" campaign aims to raise awareness of the fact that Wisconsin youth are being sex trafficked or may be at risk and encourages open dialogue around the issue.

WI, we need to talk...: <https://dcf.wisconsin.gov/wisconsinstalks/about-the-campaign/materials-and-resources>



My Body is Not for Sale: Fashion Fights Sex-Trafficking



This article features the September 2015 Clothed in Strength, Honor and Beauty Conference on Human Trafficking and Fashion Show in Sioux Falls, South Dakota. Co-organized by: Lisa Heth, Wiconi Wawokiya Director and Gina Still Smoking, a Lakota/Blackfeet fashion designer.

Mary Pember: Fashion show tackles trafficking in Indian Country: <https://www.indianz.com/News/2015/10/06/mary-pember-fashion-show-tackl.asp>

Faces of Human Trafficking, Office for Victims of Crime (OVC)

OVC encourages organizations to use a set of resources they created to raise awareness of sex and labor trafficking. Their resources, free for public use, include fact sheets, posters, and a series of videos.

Faces of Human Trafficking:

<https://ovc.ncjrs.gov/humantrafficking/publicawareness.html>

Know the Faces of Human Trafficking



You don't need to specialize in human trafficking to serve its many victims. By knowing what human trafficking is, looking for indicators in the clients you serve, and referring potential victims to appropriate services, you can play an important role in identifying and supporting victims.

For more information, visit the human trafficking section of the Office for Victims of Crime website at www.ovc.org/humantrafficking or call the National Human Trafficking Resource Center at 888-373-7888.

Phone: 1-800-871-8702

Email: info@cbc4tribes.org

Web: www.tribalinformationexchange.org