



**County of Los Angeles**  
**DEPARTMENT OF CHILDREN AND FAMILY SERVICES**

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April 9, 2024

TO: Supervisor Lindsey P. Horvath, Chair  
Supervisor Hilda L. Solis  
Supervisor Holly J. Mitchell  
Supervisor Janice Hahn  
Supervisor Kathryn Barger

FROM: Brandon T. Nichols  
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**LOS ANGELES COUNTY CHILD TRAFFICKING STEERING COMMITTEE REPORT**

The last report to the Board was provided on October 3, 2023. The current Commercially Sexually Exploited Children (CSEC) Steering Committee report will cover the following updates:

- 1) CSEC Strategic Plan Development
- 2) Law Enforcement First Responder Protocol (FRP)
- 3) Safe Youth Zone (SYZ)
- 4) Enhancing how the County combats human trafficking (human trafficking campaign)
- 5) Advocacy Services for Youth Impacted by Commercial Exploitation
- 6) Intensive Services Foster Care (ISFC) Housing for Children and Youth Impacted by Commercial Sexual Exploitation (CSE)
- 7) Human Trafficking Training
- 8) Healthier Communities, Stronger Families, Thriving Children (HST) Budget

**Strategic Plan to Address the Commercial Exploitation of Children**

The Department of Children and Family Services (DCFS), County Counsel, the Chief Executive Office (CEO), and the National Center for Youth Law (NCYL) finalized a Delegated Authority Agreement (DAA) for consulting and technical assistance services with the NCYL to develop a new five-year Los Angeles (LA) County Strategic Plan to

*"To Enrich Lives Through Effective and Caring Service"*

Prevent and Address CSE. Negotiations around confidentiality requirements were lengthy, which delayed the start of the DAA and therefore, pushed back the target date for completion of the Strategic Plan from April 2024 to October 2024. The final review and the DAA was executed on October 16, 2023.

The strategic planning process is a multi-stage process, which will culminate in the final plan being presented to the Board of Supervisors in October 2024. This plan presents an opportunity for LA County to continue to be a visionary leader both in California and nationally in its efforts to prevent and address CSE in deep partnership with youth and communities.

The first phase, which was completed in fall of 2023, included project planning and initial information gathering, such as identifying needed data on existing programs and initiatives, understanding strategic priorities identified by the LA Child Trafficking Steering Committee, and speaking to key stakeholders. In the second phase, from approximately January - April 2024, NCYL will be facilitating a series of listening sessions with young people, families, community-based organizations, and public agency partners to ensure that the Strategic Plan is informed by the voices and experiences of those most vulnerable to and impacted by exploitation, as well as those within the community and County who serve them.

NCYL and subcontractor Dr. Carly Dierkhising of California State University, LA, led the first listening session on January 25, 2024, which was attended by over 20 community-based mental health providers through the quarterly CSEC Mental Health Roundtable. The session identified important areas of additional need - such as understanding CSEC-related resources in the broader mental health provider field; services for expectant and parenting youth; continuity of mental health care; ongoing housing issues; support for youth and families for prevention as well as in crisis and stabilization; and funding to support relationship building. Also on January 25, 2024, NCYL presented at the LA County Youth Commission meeting following a presentation by Commissioner Brittianna Robinson on CSE.

Four youth listening sessions were scheduled for late February, two of which were co-facilitated by community-based organizations, the LA LGBT Center and Young Women's Freedom Center. Additional youth/young adult and parent/caregiver listening sessions were held in February and March. Initial outreach for participants indicated significant interest. NCYL also plans to hold additional listening sessions with multi-disciplinary team (MDT) partners (with representatives from DCFS, Probation,

Department of Mental Health (DMH), contracted advocacy organizations, foster care providers, children's attorneys, and others), anti-human trafficking community-based organizations, and the LA Child Trafficking Steering Committee. DCFS will be conducting sessions with minors impacted by commercial exploitation as well as at risk of commercial exploitation.

After all listening sessions are completed, NCYL will lead a process along with key partners of synthesizing stakeholder and community input with existing information, narrowing down the strategic priorities, and translating it into an actionable plan. Once a draft plan has been developed, NCYL will obtain feedback from key community and County stakeholders and refine the plan based on this feedback.

The Child Trafficking Steering Committee will also be building capacity and the ability to address the needs of children and youth impacted by labor trafficking, as there is intersectionality among the various forms of exploitation: commercial sexual exploitation, labor trafficking, and forcing a child to engage in criminal behaviors (i.e. theft, selling drugs, forced recruitment of peers into commercial sex). These various forms of exploitation are intersected with other forms of abuse that children and youth have experienced: sexual abuse, physical abuse, emotional abuse, and neglect. The multiple layers of trauma experienced by our youth calls for a comprehensive approach to improve identification, documentation, and service delivery to victims of child labor trafficking. Properly identifying and documenting children and youth that have been labor trafficked opens doors to additional services that are available to them.

A labor trafficking sub-committee comprised of the Department of Public Health, Department of Labor, the Preventing and Addressing Child Trafficking (PACT) Project of the Child and Family Policy Institute of California, DCFS, LACOE, Probation, District Attorney's office, the Sunita Jain Anti-Trafficking Initiative (SJI) of Loyola Marymount University, Los Angeles Dependency Lawyers, ZOE International, Saving Innocence, and Children's Law Center was formed in order to integrate labor trafficking into the overall response to preventing and addressing child trafficking in Los Angeles County. The Strategic Plan will include a priority by which the committee will continue to do the work necessary to integrate labor trafficking into our overall work in preventing and addressing child trafficking.

In an acknowledgment of L.A. County's need to address all forms of exploitation, the committee decided to change the committee's name from the CSEC Steering Committee to the Child Trafficking Steering Committee.

### **First Responder's Protocol**

The LA County Law Enforcement FRP for Commercially Sexually Exploited Children, launched on August 14, 2014, aims to ensure that when law enforcement identifies a possible victim of child sex trafficking, a quick, coordinated, service-based response by DCFS and a community-based advocate is provided. The goals of the FRP are to provide: 1) joint victim-centered, coordinated immediate response; 2) team approach to safely recover and engage youth in safety planning; 3) collaborative investigation and assessment of youth's immediate needs; and 4) immediate connection to an advocate and trauma-responsive services to youth to achieve safety and stability.

Since the protocol's inception on August 14, 2014, until February 24, 2014, a total of 1,282 recoveries of youth impacted by commercial sexual exploitation, 54 of whom were recovered since the last report to the Board in October, 2023. Out of the 54 recoveries made from July 24, 2023 through February 29, 2024, 47 were facilitated by LAPD, three by LASD, three by Long Beach Police Department, and one by Inglewood Police Department.

Of the 54 recoveries, 39 were unique individuals, with 15 youth being recovered more than once. Among the 39 unique individuals, 19 had an active DCFS case, seven were non-residents of the County of Los Angeles, seven had a previous DCFS history, four were new to DCFS, one was involved in both DCFS and Probation systems, and one had an open case with Probation. Additionally, of the 39 unique youth recovered, 23 were missing from home and 16 were missing from foster care at time of recovery.

#### **FRP Trend Data:**

Calendar year trend data shows that there has been a 65 percent reduction in the number of FRP responses, with a consistent downward trend from 2019 through 2023. In calendar year 2019, there were 191 FRP responses, and in calendar year 2023, there were 67 FRP responses. The DCFS Director met with law enforcement agencies to discuss the causes of the downward trend. One of the main reasons stated was due to a policy directive issued by the District Attorney on December 7, 2020 (Special Directive 20-07), which addressed issues of Misdemeanor Case Management. The policy directive instructs Deputy District Attorneys to decline or dismiss charges of Loitering to Commit Prostitution (PC 653.22(a)(1) and prostitution, PC 647(b), with no exception. Since then, Senate Bill 357, which became effective January of 2023, repealed loitering, (PC 653.22(a) (1) ). While the policy and legislative changes are inapplicable to minors, law enforcement representatives stated that it does make it difficult to identify those who may be minors because probable cause to stop/detain no longer exists, unless the individual is obviously a minor or is the subject of a call for service.



Table 1. FRPs by Calendar Year

Calendar Year	Number of Youth identified through the FRP
2019	191
2020	180
2021	151
2022	118
2023	67
<i>Data Source: Child Protection Hotline CSEC Referral Log</i>	

The Committee will do deeper work around the identification of victims of child sex trafficking by coordinating efforts to work more closely with community-based organizations, schools, medical facilities, homeless shelters, the faith-based community, and others who interface with those who may be at risk or victims of child trafficking. Primary, secondary, and tertiary prevention efforts will be an important aspect of the new Strategic Plan, which includes addressing risk factors associated with child trafficking through building protective factors at the individual, relational, community, and societal level.

### **First Responder Protocol Expansion Efforts**

FRP expansion efforts continue. Since the last report to the Board, Glendale Police Department (PD) has joined as a FRP partner and signed the FRP Operational Agreement (OA) on November 14, 2023. The FRP Addendum is pending Probation's signature. Glendale PD was provided FRP training on the following dates to ensure that all shifts received the training: January 8, 9, 17, 22, and 26 of 2024, and February 1, 2024. Pasadena PD has also agreed to join the FRP OA; they are currently reviewing the agreement and a FRP training is being coordinated for Pasadena PD.

A new installment of the FRP OA was renewed and sent to all parties of the FRP agreement on March 7, 2023, as the previous FRP agreement expired on March 1, 2023. Signatories of the FRP agreement include all current and new FRP law enforcement partners (LA County Sheriff's Department {LASD}, LAPD, Long Beach PD, Inglewood PD, El Segundo PD, Hawthorne PD, Bell Gardens PD, Glendale PD, contracted CSEC advocacy agencies, DCFS, Probation, and Department of Health Services {DHS}). Thus far, all parties except LAPD, Long Beach PD, and Inglewood PD have signed the updated FRP OA.

### **“Operation Reclaim and Rebuild” - Statewide Anti-Human Trafficking Operation Results**

In observance of Human Trafficking Prevention Month, LAPD, in partnership with LASD, the Regional Human Trafficking Task Force, and 95 law enforcement agencies supported by various victim advocacy groups, conducted a statewide operation that focused on the recovery of commercially sexually exploited victims and the apprehension of their exploiters.

Operation *Reclaim and Rebuild* occurred during the week of January 21, 2024 through January 27, 2024. Investigators across the state conducted operations to raise public awareness of human trafficking by searching for potential sex trafficking victims, arresting their exploiters, and investigating prostitution-related crimes.

Statewide, the operation resulted in the arrest of 368 suspects for various criminal charges and 131 victim recoveries. In L.A County, 155 exploiters were arrested. DCFS assessed 9 children as a result of Operation Reclaim and Rebuild.

### **Safe Youth Zone**

On June 9, 2020, the Board approved expansion of the existing SYZ initiative to various law enforcement agencies, medical centers and medical facilities, and other County Departments. SYZ provides a network of temporary havens for any youth who face a potentially threatening situation and need a safe place to go, particularly those in danger from commercial exploitation and other forms of abuse. These youth often have no place to go for assistance and are at risk of returning to unsafe spaces, traffickers, or other situations where they may be subjected to more abuse, neglect, and exploitation. In order for an agency to be considered a “SYZ”, agencies must complete the Board mandated SYZ trainings, have a SYZ protocol and quick reference guide that is approved by the agency head, as well as posting of the SYZ posters/placards that are visible to the public.

As reported in previous reports, phase one implementation of the SYZ initiative began on March 15, 2022, with Probation, DCFS, LASD, DHS, Department of Public Health (DPH), and DMH, including DMH-operated community mental health sites. All Phase I agencies, except DPH, have fully implemented the SYZ. DPH is working on detailing policy to provide more specific direction to staff on the SYZ protocol and has identified locations for placement of posters and placards. DPH’s target goal for completion has been pushed back from September 2023, to April 2024.

Phase II, which began in May 2022, includes expanding the SYZ to the Department of Public Social Services (DPSS), LA County Fire Department (LACoFD), and LA County Office of Education (LACOE). DPSS has completed implementation, LACoFD is partially implemented, and LACOE is in its early stages of development.

LACoFD has distributed the SYZ placards to all fire stations to have affixed to the buildings along with a directive sent out to all personnel regarding the SYZ training mandate. LACoFD also developed a briefing, which was disseminated to all fire personnel and are currently working on a protocol/policy for the department. The expected date for completion is end of March 2024.

Table 2. SYZ Implementation by Agency - Phase I and II:

Department	Policy/Protocol	Quick Reference Guide	Placards/Posters Placed	SYZ Training Compliance
<b>Phase I Agencies:</b>				
Probation	Completed	Completed	Completed	85%
DCFS	Completed	Completed	Completed	94%
DMH	Completed	Completed	Completed	95%
DHS	Completed	Completed	Completed	92%
DPH	Not Completed	Completed	Not Completed	95%
LASD	Completed	N/A	Completed	64%
<b>Phase II Agencies:</b>				
DPSS	Completed	Completed	Completed	95%
LACoFD	Not completed	Completed	Completed	89%
LACOE	Not completed	Not completed	Not completed	No data

### **Los Angeles County Office of Education Prevention Efforts**

While LACOE has not implemented the SYZ initiative due to safety and logistical concerns (i.e., their school campuses are locked/gated for security of students and staff), LACOE is currently working on prevention and intervention efforts that are appropriate for a secured school setting. LACOE works with the SYZ subcommittee and

the Human Trafficking Youth Prevention Committee to identify schools in high trafficking areas to target for human trafficking education and awareness. LACOE is currently implementing the Human Trafficking Youth Prevention Education (HTYPE) Demonstration Program. This program, designed for students in grades 6-12, equips educators and students with the necessary tools to avert youth from trafficking. In addition, LACOE implemented a Human Trafficking School Safety protocol (included in this report as *Attachment A*) in 2023, for school districts to adopt to help keep youth safe.

During January and February 2023, the LACOE HTYPE program hosted a Human Trafficking Awareness for Schools four-part webinar series with over 200 participants from schools throughout LA County. The post-training evaluation revealed that 70 percent of respondents do not have a human trafficking safety protocol in place at their school or are unsure if they have one. It also revealed that 60 percent of respondents did not know how to develop a human trafficking safety protocol before attending the training.

Although already known to be true before the webinars, the data reinforces the notion that LACOE must do more to work with schools and LACOE unit partners to ensure LA County schools understand the impact of human trafficking in their schools and communities and know how to respond.

### **Enhancing How the County Combats Human Trafficking – Los Angeles County’s Human Trafficking Campaign**

On January 25, 2022, the Board approved a motion by Supervisors Holly J. Mitchell and Hilda L. Solis, that the Child Trafficking Steering Committee report back on a number of directives, including: coordinating with the CEO to leverage the CEO’s Master Service Agreement for Communications Consultants to identify and execute an agreement with a Communications Consultant; and to produce a social media toolkit and informational campaign that will educate parents, teachers, and youth adjacent professionals. On June 1, 2023, the LA County “Know to Say No” Human Trafficking campaign was launched. The campaign had a nine month run from June 1, 2023 through February 29, 2024. Wicked Bionic created a media plan, and content that included 12 social media posts, three 30-second radio advertisements, and seven 90-second public service announcement videos.

Through education, awareness, and advocacy, the campaign aimed to empower parents, teachers, youth and the community at large, to recognize the signs and risks associated with human trafficking; learn what they can do to prevent it; receive assistance when they suspect or know that a child is a possible victim; and also learn

about important ways to take action to fight against human trafficking in LA County. The campaign's website address is KnowToSayNo.com. On this website, there is a social media toolkit that can be accessed for free and includes videos, banners, and display advertisements (ads).

The display ads were strategically crafted with a distinct creative approach, specifically designed to underscore the nuanced recruitment tactics aimed at engaging potential targets effectively. Unlike the dynamic video content, these static images were optimized for visibility across the expansive network of Google's Display affiliates, ensuring a high frequency on a curated selection of websites frequented by our target demographic.

Meta (Facebook and Instagram) has demonstrated exceptional proficiency in expanding outreach within the adult demographic, particularly resonating with individuals aged 25 and above. The "To My Family" video, in particular, stands out for its compelling engagement with this audience segment. Meanwhile, TikTok has proven to be a powerful platform for connecting with the younger demographic, skillfully capturing the attention of those aged 18 and above. Instagram has mirrored this success, with the "To My Friends" video emerging as a standout, capturing over 40 percent of the platform's reach within this younger audience. This strategic targeting across platforms underscores the campaign's ability to tailor content to the unique preferences and behaviors of distinct age groups.

The efficacy was evaluated primarily through two core Key Performance Indicators (KPIs): the combined reach and impressions, which highlighted the ads' visibility and user penetration, the conversion rate measured by clicks, and click through rates (clicks divided by impressions) that culminated in visits to the landing page, reflecting the audience's engagement and the content's capacity to generate actionable leads.

Overall, there has been 318,901 visitors to the LA Human Trafficking Campaign landing page through the end of January 2024.

Wicked Bionics' wrap report is included within this report as *Attachment B*. Wicked Bionic has utilized the entire amount of \$200,000, in HST funding allocated for this campaign. The entire toolkit is owned by LA County and can continue to be utilized to raise awareness until it is determined that a new campaign is needed to refresh our efforts.

### **Commercially Sexually Exploited Children Advocacy Services**

On September 24, 2019, through a Request for Proposals (RFP) process, DCFS awarded advocacy contracts to Saving Innocence and ZOE International to increase

capacity and expand services to those who are not only confirmed victims of CSEC, but also to those who are at risk of CSE under DCFS and Probation jurisdiction. The contracted advocacy agencies provide services to children and youth up to the age of 21 years old who are either at risk or victims of CSE. Since the start of the contract, there have been 849 CSEC Advocacy Services referrals made as of February 5, 2024, with an average of 16 referrals completed each month from October 1, 2019 through February 5, 2024. There were 143 active CSEC advocacy cases as of February 5, 2024.

As a result of a new RFP process, two newly selected agencies, Optimist Youth Homes and Family Services (Optimist) and Vista Del Mar, were awarded Advocacy Services for Youth Impacted by Commercial Exploitation contracts, which were executed on October 1, 2023.

A transition plan has been implemented in order to ensure a smooth transition of youth to the new contracted agencies, which included multiple trainings that are ongoing, shadowing FRP responses, and conducting transition meetings for each youth transferring over to a new agency. ZOE International will be transitioning fourteen youth to Optimist by March 15, 2024. Saving Innocence have five youth to transfer over to Vista Del Mar and will continue to serve 44 youth outside of the Advocacy Services contracts once they have expired. Saving Innocence will be utilizing a different funding source to serve the 44 youth.

Since the new contracts began with Optimist and Vista Del Mar on October 1, 2023, 24 referrals have been provided to Optimist and 51 referrals have been assigned to Vista Del Mar. Vista Del Mar currently has seven Advocacy Services staff: one Project Director, one Program Manager, three Advocates, one Peer Advocate, and one Parent Advocate. Optimist currently has five Advocacy Services staff: one Project Director, one Program Manager, two Advocates, and one Peer Advocate. Optimist is searching to hire a Parent Advocate. Both agencies plan to hire additional staff as their caseload increases. Both agencies are also building capacity to implement the Parent Empowerment Program (PEP), a component of the Advocacy Services contract. ZOE International will continue to provide PEP, and will continue to provide parent support even after their contract terminates. Both Optimist and Vista Del Mar staff plan to attend ZOE's next round of PEP sessions starting on February 27, 2024, in order to observe and learn how PEP is implemented.

### **2023 Youth Empowerment Conference**

The Youth Empowerment Planning Committee, comprised of DCFS, Coalition to Abolish Slavery and Trafficking (CAST), ZOE International, DMH, Probation, Saving

Innocence, CLC, and youth survivors, implemented the 12<sup>th</sup> Annual 2023 Youth Empowerment Conference from Friday, October 6, 2023 through Sunday, October 8, 2023, in the beautiful San Jacinto Mountains. The goal of the conference was to empower youth through adventure, play, the creative arts, psychoeducation, and supportive relationships amongst peers, survivor leaders, and adult allies. To help prepare youth for the conference, a Youth Empowerment Breakfast was held on Saturday, September 23, 2023, to provide youth with an overview and guidelines of the conference, along with keynote messages from inspirational leaders. A total of 33 youth and 54 adult allies attended the 2023 Youth Empowerment Conference. Youth expressed how much they enjoyed the activities and the support that they felt from their adult allies at the Youth Empowerment Conference. Youth expressed excitement and satisfaction in being able to try new things, such as horseback riding, zip lining, canoeing, climbing, making mosaics, participating in a drum circle, and hearing the inspirational stories from survivor leaders. As one youth stated, "So grateful and appreciative about my camping experience with such amazing, encouraging and inspiring individuals. I loved our deep conversations and connections. I admire the perseverance that was demonstrated throughout our trip! I hope to continue growing with them right beside me because they are the ones I plan to have around."

### **Parent Empowerment Program for Parents of Commercially Sexually Exploited Children**

The CSEC advocacy agencies and DMH continue to provide the Parent Empowerment Program (PEP), which is a psychoeducation and support program for parents and primary caregivers that care for youth who have been CSE. PEP is comprised of ten sessions and equips parents and primary caregivers with information to increase their understanding of what CSE is; how and why children and youth may become victims of CSE; who are the exploiters that are victimizing children and youth; the impact of exploitation on children and their families; reasons why a child may return to their exploiter; and ways to support their children towards healing and recovery. Since LA County launched PEP on June 8, 2018, there have been a total of 299 parents registered among the 27 PEP cohorts completed. The 28<sup>th</sup> cohort starts on February 27, 2024. PEP classes continue to be facilitated by a clinician and a Parent Advocate. Parents continue to report in their evaluation surveys that they find the classes to be valuable and have a greater understanding of their child's needs, and feel more supported by participating in PEP.

### **Department of Mental Health Support Group for Parents/Caregivers with Children Impacted by Commercial Exploitation**

DMH expanded the support being provided to families and caregivers who have graduated from PEP, by establishing DMH's pilot weekly drop-in Parent Support Group, which launched on January 8, 2023. The pilot supports parents and caregivers who have graduated from PEP, providing additional psychoeducation on CSEC and ongoing case plan advocacy for those who still have an open case with DCFS. DMH's Parent Support Group is facilitated by DMH directly operated and subcontracted providers in collaboration with CSEC informed Lived-Experience Experts.

DMH's Parent Support Group is a space for families and caregivers who have graduated from PEP to receive support from DMH Clinical Staff and CSEC informed Lived-Experience Experts. The goal of the DMH Parent Support Group is to continue to provide an array of services and supports, including, but not limited to: safety planning and linkage to DMH mental health services, CSEC advocacy, intensive case management, and engagement of youth and families. Some of the future topics parents would like discussed at upcoming support groups include: Adverse Childhood Experience (ACEs), Self-Care, Parent-Voice and Choice, Building Relationships (parent and child), Building and Strengthening Protective Factors (parent and child); Building a Circle Of Support; Cutting Behavior; Substance Abuse; De-escalation (parent and child); Traumatic Bonding Strengthening Communication; and Post Traumatic Growth and Development.

### **Intensive Services Foster Care - Foster Family Agency for Children with Serious Emotional Behavioral Needs Impacted by Commercial Sexual Exploitation**

On September 15, 2020, Supervisor Kathryn Barger and former Supervisor Sheila Kuehl moved that the Office of Child Protection (OCP), in collaboration with DCFS and Probation, conduct an expedited solicitation to vendors with known CSEC expertise to increase the number of home-based placement options available for exploited children and youth.

OCP, in collaboration with DCFS, DMH, and Probation, prepared a Request for Statement of Qualifications (RFSQ) to establish a contract(s) for an Intensive Services Foster Care (ISFC) Program – Foster Family Agency for Children with Serious Emotional Behavioral Needs Impacted by Commercial Sexual Exploitation (CSE). The RFSQ was officially released on May 9, 2022, by the OCP. Five agencies applied, and four met the minimum requirements. DCFS is pleased to report that an ISFC for the CSEC contract was executed with Saving Innocence on November 9, 2023, and with Optimist on January 1, 2024. DCFS is also working on executing an ISFC for CSEC contract with Olive Crest and should be executed by May, 2024.

Keystones of ISFC for the CSEC Program:



- 1) Specialized CSEC training requirements for CSEC-ISFC Treatment Team and resource parents: CSEC 101 and 102, Harm Reduction, Motivational Interviewing, Social Media: Risks and Solutions, Vicarious Trauma and Self-Care, Male Exploitation, and others as required by DCFS;
- 2) Placement of only one CSE youth per home (with exceptions made for siblings or other special situations after written risk and compatibility assessments are conducted and approved by the placing agency) that has one full-time CSEC ISFC resource parent;
- 3) Treatment Teams to include a survivor advocate and/or CSEC advocate, if the youth consents to receiving Advocacy Services;
- 4) Utilize a designated ISFC-CSEC Recruiter who specifically recruits and trains CSEC-ISFC resource parents;
- 5) Provide extra levels of support to resource parents including respite, peer/support groups, support by a CSEC advocate, extensive pre-service and ongoing in-service CSEC trainings, peer mentors, and 24/7 crisis intervention support;
- 6) A DMH contract is not required, unless the agency cares for eight or more CSE youth; youth to be given opportunities and access to non-traditional mental health therapeutic and recreational supports, such as Equine Therapy, Art Therapy, Occupational Therapy, Yoga, etc.;
- 7) The contractors must provide a recruitment plan and maintain a minimum of two resource parents.

### **Human Trafficking Training**

On September 15, 2020, Supervisor Kathryn Barger and former Supervisor Sheila Kuehl moved that the OCP, in collaboration with DCFS and Probation, to conduct an expedited solicitation to vendors with known CSEC expertise to provide training to community members, service providers, DCFS, Probation, Sheriff, other departments, other law enforcement agencies, and any other external partners as a means of prevention and treatment for the CSEC population.

As a result of the RFP process, the CAST was selected and the contract was executed on May 1, 2021. The term of this contract is three contract years, with the first year starting from May 1, 2021 through April 30, 2022. The Maximum Contract Sum of the training contract is \$1,000,000.00 (approximately \$333,333.00 per contract year) for the term of this contract, funded 100 percent by HST funds provided by the County. The County has the sole option to extend this contract term for up to two additional one-year periods, for a maximum total contract term of five years. Each such extension option may be exercised at the sole discretion of the DCFS Director, or his designee, through a written notice, as authorized by the Board of Supervisors. The third contract year ends on April 30, 2024. DCFS has exercised its first option to extend from May 1, 2024

through April 30, 2025, allocating \$301,000.00, in DCFS 2011 State Realignment Funds in order to extend the contract.

Since the Human Trafficking training contracts have been implemented on May 1, 2021 through December 31, 2023, there have been a total of 13,129 people trained among a total of 28 different type of trainings and 150 classes. New training classes that have been added to the training portfolio, which include the harm-reduction approach and Motivational Interviewing; both of which are evidence-based practices and critical to engaging and supporting youth impacted by Commercial Exploitation, In addition, DCFS and CAST partnered with DPH to provide Trauma Informed Healthcare for Medical Professionals.

Below is an overview of who participates in the Human Trafficking trainings that are free for county and community partners, as well as residents.

Human Trafficking Training Registrants by Discipline and Contract Year			
Registrant Type	Contract Year 1 (May 2021-April 2022) (N=5,503 Registrants)	Contract Year 2 (May 2022-April 2023) (N=6,386 Registrants)	Contract Year 3 to date (May 2023 – December 2023) (N=3,908 Participants)
DCFS	18.5%	15%	24.4%
Probation	10.5%	3.7%	6.5%
DMH	18.8%	16.2%	12%
Foster Care Providers	16.2%	16.7%	17%
DHS	1.7%	1.9%	1%
DPH	3.8%	5.3%	3.8%
Education	1.6%	3.2%	2.6%
Law Enforcement	No data	.6%	1%
Legal Services	2.1%	4.4%	2%
Youth	1.5%	1.5%	1%
Parents	No data	.6%	.6%
Substance Abuse Providers	No data	.3%	.2%
Community-Based Organizations	6.8%	11.2%	21%
Faith Based	No data	.7%	.2%
Other	6.2%	9%	7%
Unregistered Participants	12.3%	10%	0%

Human Trafficking Training Topics by Number of Participants	
1. CSEC 101	2,493
2. Exploitation in the LGBTQ Community	867
3. Peer Recruitment	674
4. CSEC: A Clinical Perspective	773
5. Impact of Trauma on Brain Development and What To Do About It	251
6. Boys Documentary and Male Survivor Panel	572
7. Parenting in a Digital World: Social Media and Youth: Risks and Solutions (English)	1,435
8. Parenting in a Digital World: Social Media and Youth: Risks and Solutions (Spanish)	89
9. Understanding CSEC and Disabilities	385
10. CSEC and Native Communities	398
11. Introduction to Active Allyship for Transgender, non-binary, and Gender Expansive Communities	384
12. Labor Trafficking	1,079
13. Exploitation of Males: Factors of Resiliency for Male Survivors	1,053
14. Gangs and CSEC: Prevention, Intervention, and Community Based Threat Assessment	112
15. Creating Stronger Trauma-Informed Caregiving Systems	500
16. Justice Systems from Young Person's Perspective	68
17. Trauma-Responsive Engagement to Build Attachment	47
18. CSEC 101 for Resource Parents	216
19. CSEC 101 (Spanish)	149
20. Understanding Transitional Aged Youth and De-escalation Strategies	128
21. Trauma-Informed Problem Solving with Youth	196
22. Trauma-Informed Approaches to Supporting CSEC	98
23. Becoming a Trans-Ally	61
24. Gangs and Exploitation	291
25. Youth Empowerment Conference	74
26. Trauma-Informed Healthcare for	148

Medical Professionals	
27. Harm-Reduction	452
28. Introduction to Motivational Interviewing	136
<b>TOTAL PARTICIPANTS</b>	<b>13,129</b>

### **Healthier Communities, Stronger Families, Thriving Children Budget**

The LA County Board of Supervisors allocated \$6,738,000 in Healthier Communities, Stronger Families, Thriving Children Budget (HST) funds to support the strategic priorities that have been developed to identify, assess, locate, and provide services to address the needs of commercially exploited children and their families in order to achieve the overarching goals of child safety, permanency, and well-being. As of the day of this writing, February 22, 2024, all funding has been spent, except the remaining \$400,000 that has been allocated to Advocacy Services for Youth Impacted by Commercial Exploitation contracts. HST funding has been used primarily for direct victim services and training purposes, in addition to protocol development, research and evaluation projects, as well a public information awareness campaigns. The HST budget is incorporated into this report as *Attachment C*.

The Child Trafficking Steering Committee will provide the following updates in the next report scheduled for October 1, 2024:

- Presentation of the five year Strategic Plan
- First Responder's Protocol
- Safe Youth Zone
- Advocacy Services for Youth Impacted by Commercial Exploitation
- Human Trafficking Training

If you have any questions, you may contact me, or your staff may contact Aldo Marin, DCFS Board Liaison, at (213) 351-5530, or Adela Estrada, Child Trafficking Program Administrator, at (310) 210-3835.

BTN:RC:AE:cg

Attachments



**Los Angeles County  
Office of Education**  
Serving Students • Supporting Communities  
Leading Educators



# LACOE HUMAN TRAFFICKING SCHOOL SAFETY PROTOCOL

## HUMAN TRAFFICKING YOUTH PREVENTION EDUCATION DEMONSTRATION PROGRAM

This protocol is intended to be used by school personnel  
participating in the HTYPE Demonstration Program

This Project is supported by the Administration for Children and Families (ACF) of the United States (U.S.) Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$1.5 million dollars with 100 percent funded by ACF/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by ACF/HHS, or the U.S. Government. For more information, please visit the ACF website, Administrative and National Policy Requirements.

# Introduction

## What is Human Trafficking?

Human trafficking is the business of stealing freedom for profit. In some cases, traffickers trick, defraud, or physically force victims into providing commercial sex or other forms of labor. In others, victims are lied to, assaulted, threatened or manipulated into working under inhumane, illegal, or otherwise unacceptable conditions. (Source: TVPA of 2000)

## Forms of Human Trafficking

**Sex trafficking** is the recruitment, harboring, transportation, provision, obtaining, patronizing, or soliciting of a person for the purposes of a commercial sex act, in which the commercial sex act is induced by force, fraud, or coercion, or in which the person induced to perform such an act has not attained 18 years of age. (Source: TVPA of 2000)

**Labor trafficking** is the recruitment, harboring, transportation, provision, or obtaining of a person for labor or services through the use of force, fraud, or coercion for the purposes of subjection to involuntary servitude, peonage, debt bondage, or slavery. (Source: TVPA of 2000)



# At-Risk Student Groups

**Anyone can become a victim of human trafficking. These student groups are at the highest risk:**

- Students experiencing trauma (e.g., emotional, physical, sexual, neglect)
- Students in the foster care system
- Students involved in the juvenile justice system
- Students experiencing homelessness
- Lesbian, Gay, Bisexual, Transgender, Queer or Questioning, Two-Spirit and additional sexual orientations and gender identities (LGBTQIA2S+) youth
- Migrant workers
- Undocumented immigrants
- Racial and ethnic minorities
- Students with disabilities
- Students from low-income households and neighborhoods
- Students in communities exposed to intergenerational trauma

## Questions to Consider

- Does the student appear disconnected from family, friends, community organizations, or houses of worship?
- Is it unclear who is the parent or guardian of the child?
- Has the student stopped attending school?
- Has the student had a sudden or dramatic change in behavior?
- Is the student disoriented or confused, or showing signs of mental or physical abuse?
- Does the student show signs of having been denied food, water, sleep, or medical care?
- Does the student appear to be coached on what to say?
- Is the student living in unsuitable conditions?
- Does the student lack personal possessions and appear not to have a stable living situation?

Source: Homeland Security

# Assessment and Initial Support

## Steps for Observable Risk Factors:

Traffickers look for vulnerabilities to exploit. These vulnerabilities (i.e., risk factors) exist on a spectrum. Some will require an immediate report to the Department of Children and Family Services (DCFS) and some will not. All signs should be taken seriously. By identifying risk factors and referring students for support--before someone takes advantage--you can help prevent students from experiencing abuse and exploitation.

### **If you identify risk factors that may increase a student's risk to human trafficking, or another form of abuse:**

1. Determine if the risk factor is reportable to DCFS. If reportable, follow the steps outlined in "Steps for Reportable Incidents." Remember, all persons who are mandated reporters are required, by law, to personally report all known or suspected cases of child abuse or neglect. Reports must be made when a person either knows or has a "reasonable suspicion" that a child has been or is in danger of abuse or neglect. If it is unclear whether making a report is necessary, consult with your administrator or site designee for support.
2. If you determine risk factors are present, but not reportable:
  - a. Make a referral (see "Appendix B") to the appropriate school personnel (see "Appendix A") to assess needs and connect the student to resources and further support.

## Steps for Reportable Incidents:

1. If any reportable risk factors for trafficking indicators are present, make a DCFS hotline report by calling (800) 540-4000. DCFS will determine the type of response needed and may link the student to resources and prevention services if deemed appropriate. DCFS partners with local agencies to provide human trafficking prevention resources to youth in need.
2. If safe to do so, inform the site administrator, otherwise report to the district designee.
3. The site administrator or district designee will then connect the appropriate school personnel to meet with the student (e.g., site administrator along with a school counselor or school social worker).
  - a. Work with the student to address any safety concerns to ensure support is in place.
  - b. Set up a regular meeting with the student to assess current safety needs and watch for any additional signs or risk factors.
  - c. Link the student to needed resources

**NOTE:** It is highly advised that all staff receive training annually to be better prepared to identify the potential recruitment for human trafficking.



# Responding to Suspected or Confirmed Cases of Labor or Sex Trafficking

## Responding to the Suspected Recruitment of Students:

1. The site administrator or district designee will proceed to involve law enforcement for possible investigation.
2. The site administrator and law enforcement will investigate and assess for school safety concerns as well as the impact on the school campus.
3. Appropriate school personnel, as determined by the site (see "Appendix A"), will meet with the student regularly to monitor the safety and academic needs, this may include holding a Student Support Team meeting if appropriate.
4. Provide students who were targeted with referrals to needed supports, this may include prevention education and/or individual or small group education intervention.
5. If the recruiter is a student, support with referrals to needed resources.

\*Follow steps as appropriate.

## Suspected Victim

If you have reasonable cause to suspect that a student may be experiencing human trafficking:

1. Report your concerns to DCFS immediately, or as soon as possible by telephone and follow up with a report. Remember, suspicion or confirmation of human trafficking of a minor necessitates a DCFS report as this is a form of child abuse and in some cases the result of neglect.
2. Report your concerns to the site administrator or district designee.
3. The site administrator or district designee will coordinate with local law enforcement to assess school safety and determine if there is a possible risk for harassment, recruitment, or threat to the school. For emergencies or immediate response, call 911.
4. The site administrator will refer the student to the school-based mental health staff or designated staff member (see "Appendix A") for a wellness check.
5. The school-based mental health staff or designated staff member will meet with the student regularly to assess the current needs, connect the student to appropriate services, and address any safety concerns.

NOTE: It is important that steps are taken to provide necessary safety measures to ensure the student feels safe. The student may be fearful and resistant as a result of experienced trauma. The designated staff member should engage with the student in a trauma-informed, age-appropriate, victim-centered, and culturally and linguistically appropriate manner.

If you are working with a foreign national minor (non-US citizen/legal permanent resident and currently under 18) and have concerns that they may have experienced forced labor or commercial sex at any point in their life, submit a referral through the Shepherd Case Management System.

# Addressing Direct Student Disclosure

If a student discloses that they have experienced human trafficking:

## Step 1:

The student should be assured that their safety is the primary concern and at this point call the site administrator or designated staff sit with the student while the next steps are being addressed.

## Step 2:

The staff member who received the disclosure must make a DCFS report immediately and report the incident to the site administrator or district designee.

## Step 3:

The site administrator or district designee will connect the student with school based mental health support for a wellness check.

## Step 4:

School-based mental health staff or the designated staff member (see "Appendix A") will meet with the student regularly to assess their needs, connect them to appropriate services, and address any safety concerns.

## Step 5:

The site administrator or district designee will coordinate with local law enforcement to assess school safety and determine if there are any possible risks for harassment, recruitment, or threat to the school. For emergencies or immediate response, call 911.

## Step 6:

If appropriate, and in consultation with school-based mental health staff and the victim; the site administrator or district designee is to contact the parent or guardian to inform them of the potential victimization. In the event the parent or guardian is the trafficker, connect with DCFS and local law enforcement for next steps concerning parent involvement.

## Step 7:

The school-based mental health staff or the designated staff member will connect the victim and their family with appropriate information and services, including human trafficking education, referrals for mental health, and legal support.

## Step 8:

The school-based mental health staff or designated staff member will set up regular contact with the victim and periodically monitor the status of the student.

## Step 9:

If school placement is an area of concern, evaluate as a team whether the school site is the appropriate placement for the student. The determination of the best placement should be done in collaboration with the student, the educational rights holder, the administrator and/or district designee, the counselor, and the Individualized Education Program (IEP) team when applicable. Items to consider include student safety, whether the move will positively impact the student emotionally, behaviorally, and academically, whether the site can meet student's academic and special education needs, and if the student and educational rights holder believe this is in the student's best interest.

# Reporting Child Abuse or Neglect

## Mandated Reporters

A list of persons whose profession qualifies them as “mandated reporters” of child abuse or neglect is found in California Penal Code Section 11165.7. It includes all school/district employees, administrators, and athletic coaches.

All persons who are mandated reporters are required, by law, to report all known or suspected cases of child abuse or neglect. It is not the job of the mandated reporter to determine whether the allegations are valid. If child abuse or neglect is reasonably suspected or if a pupil shares information with a mandated reporter leading him/her to believe abuse or neglect has taken place, the report must be made. No supervisor or administrator can impede or inhibit a report or subject the reporting person to any sanction.

## When to Call the Child Protection Hotline

If you suspect a child is being abused or neglected, or know of a family that may need additional support or access to resources, please contact DCFS immediately. Reporting should be done when a person either knows or has a “reasonable suspicion” that a child has been or is in danger of abuse or neglect.

Toll-free within California: **(800) 540-4000**

## If you have an Urgent Report to Make

You must call the Child Protection Hotline to file a verbal report and obtain a referral number, and then use SCAR (Suspected Child Abuse Reporting System) to file your written report.

SCAR Written Reporting System

## If You Have a Non-Urgent Report to Make

You can use the online reporting system, CARES (Child Abuse Reporting Electronic System). As of Jan. 1, 2021, all mandated reporters may use the CARES to submit non-urgent reports of suspected abuse or neglect.

Ten (10) pre-qualifying questions at the beginning of the report help users determine if the report is non-urgent.

CARES Online Reporting System

**Source:** <https://dcfs.lacounty.gov/contact/report-child-abuse/>

# Communicating with Parents, Guardians, or Caregivers

## Who

The site administrator or district designee should communicate the *potential victimization* to the parent, guardian or caregiver when appropriate

## What

Be sure to disclose important and appropriate information in a sensitive manner

## Why

To ensure school staff is communicating pertinent information to caregivers to ensure the safety and security of the youth

## Where

Caregiver communication can take place at the school site, or via a home visit (based on your district's safety measures)

## When

Consult with law enforcement and your administrator to determine when or if to talk to caregivers

# Referral Process to Community Resources

**Student Concern Emerges**



<b>Social/Emotional</b>	<b>Academic</b>	<b>College/Career</b>
<ul style="list-style-type: none"><li>• At-risk for trafficking</li><li>• Family issues</li><li>• Previous trauma</li><li>• Substance abuse</li><li>• Mental health issues</li></ul>	<ul style="list-style-type: none"><li>• Declining grades</li><li>• Chronic absenteeism</li><li>• Disciplinary issues</li></ul>	<ul style="list-style-type: none"><li>• Credit deficient</li><li>• Lack of financial resources</li><li>• Low college/career motivation</li></ul>








**Connect the student with the designated staff member (e.g., school based mental health staff or counselor)**



**The designated staff member in collaboration with the parent/caregiver and the teacher will determine the best community resources for the student**



**Parent/caregiver consent is obtained when appropriate and the student is referred to the identified community resources**

# Re-Engaging Students

- 1) Create a safe and welcoming environment for students.
- 2) Support school staff with information about the importance of being trauma-informed, of being non-judgmental, culturally sensitive, and not blaming the student.
- 3) Avoid re-traumatizing students by asking only relevant and appropriate questions regarding education.

## **Examples:**

- Do you feel safe at school?
  - Do you need support in any of your classes?
  - Tell me about any barriers you may have with attending school.
  - How can we support you?
  - What supports do you think will help improve your educational outcomes?
- 4) Create an Individualized Learning Plan (ILP) to support the student's academic and social-emotional well-being (to help prevent chronic truancy, absenteeism, and failing grades).
  - 5) Provide the student with emergency hotline numbers, and other needed resources.

# Protecting & Maintaining Confidentiality

**Confidentiality** refers to your obligation not to disclose or transmit information to unauthorized parties. Confidentiality extends to information about either individuals or organizations. In schools, districts, or state education agencies, that usually means establishing procedures that limit access to information about students or their families. This access extends to the school officials who work directly with the students, agency representatives who serve as evaluators or auditors, or individuals who act on behalf of authorized education officials. ([Source: FERPA ACT](#))

## Exceptions to Confidentiality

There are limited exceptions to confidentiality and privilege protections. They are briefly noted below, but service providers and law enforcement need to understand the specific policies, and procedures that apply to their position within their organization. Revealing confidential information should never be done lightly and without a clear intention. Improper releases can be a violation of state or federal law.

- **Signed release** victims can choose to permit the release of confidential and/or privileged information. Service providers and law enforcement should work to create Release Forms that allow limited information sharing that will be beneficial for the victim. Forms should include notification to the victim that the release can be revoked at any time and should describe the type of information to be shared and the purpose.
- **State mandatory** reporting laws for child or vulnerable adult abuse. If you are a mandated reporter of abuse of children and vulnerable adults in your state, there is no requirement to obtain a release when reporting information.
- **State laws requiring a Duty to Warn** require service providers to report a student's detailed plans to harm themselves or another person to the police or the intended victim of a threat of harm. ([Source - Tarasoff Rule](#))
- **Health and Safety Emergency** educational agencies and institutions may disclose personally identifiable information from an education record to appropriate parties, including parents/caregivers of an eligible student, in connection with an emergency if knowledge of the information is necessary to protect the health or safety of the student or other individual.

# Collecting and Reporting Data

Collecting and analyzing data will support districts in making informed decisions, setting priorities and solving problems. Effective collection and use of data will assist in the implementation of an effective program. The data will be used to identify school and community needs, advocate for the funding of resources, program sustainability, and to increase collaborative efforts aimed at strengthening best practices and resources.

School site teams will be responsible for submitting monthly data reports that include:

- Number of students identified as at-risk of human trafficking
- Number of students identified as potential victims of human trafficking
- Number of potential human trafficking cases reported to DCFS
- Number of potential human trafficking cases reported to law enforcement
- Number of cases reported to DCFS due to concerns related to other forms of violence and exploitation
- Number of cases reported to law enforcement due to concerns related to other forms of violence and exploitation
- Number of students referred to community resource or service providers due to potential human trafficking concerns
- Number of students referred to community resource or service providers due to concerns related to other forms of violence and exploitation
- Number of students trained
- Number of school staff trained

## Procedures for Collecting and Reporting Data

### **Procedure for monitoring compliance of the HTSSP:**

- LACOE HTYPE staff will train educators on the HTSSP
- LACOE HTYPE staff will check in with the district point person on a quarterly basis to review progress
- Data on generated referrals will be collected and reviewed monthly by the LACOE HTYPE staff

### **Procedure for collecting and reporting data on the number of victims identified, through the training of students, educators, other staff, and monitoring compliance with the HTSSP:**

- LACOE will provide participating districts with a Google Form to submit outlined data components on a monthly basis
- LACOE HTYPE staff will review the data with the district point of contact on a quarterly basis



# Identifying and Vetting Referral Services

Connecting students to needed support is vital to their success and it is essential to verify services are credible and current, as well as applicable to the communities being served. The guide below is meant to support districts with the vetting process as new referral services are identified.

P

**Purpose/Point of View** - Is there a balance of perspectives? Is the information biased?

A

**Authority** - Who created the information?

R

**Reliability** - Is the source reputable? Is it accurate?

C

**Currency** - Is the information current? Is it updated regularly?

Source

# Community Resources

# Countywide Resources & Hotlines

## **211 LA**

211 LA is the hub for community members and community organizations looking for all types of health, human, and social services in Los Angeles County.

**<https://www.211la.org>**

## **DCFS Reporting**

An online system for mandated reporters to report child abuse/neglect.

<https://mandreptla.org/cars.web/>

**Hotline: 800-540-4000**

**<https://reportchildabusela.org>**

## **DMH Access Center**

The ACCESS Center, as part of LACDMH's Help Line, operates 24 hours/day, 7 days/week. Services include deployment of crisis evaluation teams, information and referrals, gatekeeping of acute inpatient psychiatric beds, interpreter services and client transport.

**Hotline Number: 800-854-7771**

**<https://dmh.lacounty.gov/our-services/disaster-services/access-hotline/>**

## **Long Beach Human Trafficking Program**

The City of Long Beach, Department of Health & Human Services and City Prosecutor's Office Victim Advocate, in partnership with Goodwill, GEMS Uncovered, and the Long Beach Trauma Recovery Center offers free supportive services for victims/survivors of human trafficking.

Services include: Counseling & trauma therapy, career readiness, court advocacy, GED & educational resources, human trafficking awareness workshops, employment services, tattoo removal, and food & transportation incentives.

**<https://www.longbeach.gov/health/healthy-living/community/community-impact/human-trafficking/>**

# Dating and Sexual Violence Providers

## **Victims of Crimes**

The Los Angeles County District Attorney's Office is committed to helping victims of crime and protecting their rights. The Bureau of Victim Services provides essential services to crime victims and witnesses in Los Angeles County. Program services are provided free of charge and there is no legal residency or citizenship requirement.

**<https://da.lacounty.gov/victims>**

## **Love is Respect**

Love is respect is the national resource to disrupt and prevent unhealthy relationships and intimate partner violence by empowering young people through inclusive and equitable education, support, and resources. A project of the National Domestic Violence Hotline, love is respect offers 24/7 information, support, and advocacy to young people between the ages of 13 and 26 who have questions or concerns about their romantic relationships.

1-888-331-9474

**<https://www.loveisrespect.org>**

## **The Positive Results Center**

Positive Results Center addresses trauma from a cultural and age perspective, creating awareness to prevent and end teen dating, domestic and interpersonal violence, sexual assault, bullying, sex trafficking, and their impact and source through workshops on healthy relationships and leadership development.

(323) 787-9252

**<https://prc123.org>**

## **RAINN: Rape, Abuse & Incest National Network**

RAINN (Rape, Abuse & Incest National Network) is the nation's largest anti-sexual violence organization. RAINN created and operates the National Sexual Assault Hotline (**800.656.HOPE**, **<https://hotline.rainn.org/online>**) in partnership with more than 1,000 local sexual assault service providers across the country and operates the DoD Safe Helpline for the Department of Defense.

**<https://www.rainn.org/about-rainn>**

# Human Trafficking Service Providers

## **Covenant House**

Covenant House California (CHC) is a non-profit youth homeless shelter that provides sanctuary and support for homeless and trafficked youth, ages 18-24. CHC provides a full continuum of services to meet the physical, emotional, educational, vocational, and spiritual well-being of young people.

(323) 461-3131

**<https://covenanthousecalifornia.org>**

## **Children of the Night**

Children of the Night is a privately funded non-profit organization established in 1979 with the specific purpose to provide intervention in the lives of children who are sexually exploited. Case Managers provide 24-hour services, 7 days a week.

1-800-511-1300 x0

**<https://www.childrenofthenight.org>**

## **POLARIS**

Polaris has operated the U.S. National Human Trafficking Hotline, which provides 24/7 support and a variety of options for survivors of human trafficking to get connected to help and stay safe.

1(888) 373-7888 or Text "Be Free" to 233733

**<https://polarisproject.org/lgbtq-communities-and-human-trafficking/>**

## **Saving Innocence**

Saving Innocence, serves, empowers, and advocates for child victims of sex trafficking.

(323) 379-4232

**<https://savinginnocence.org>**

## **Coalition to Abolish Slavery**

CAST assists persons trafficked for the purpose of forced labor and works toward ending all instances of such human rights violations. CAST provides intensive case management, comprehensive services and advocacy to survivors

(213) 365-1906

**<https://www.endslaverynow.org/coalition-to-abolish-slavery-and-trafficking-cast>**

# Health and Mental Health Providers

## **Department of Mental Health**

Mental health services provided include assessments, case management, crisis intervention, medication support, peer support, psychotherapy and other rehabilitative services. Services are provided in a variety of settings including residential facilities, clinics, schools, hospitals, juvenile halls and camps, mental health courts, board and care homes, in the field and in people's homes.

**<https://dmh.lacounty.gov>**

## **Dream Center Foundation**

The Dream Center serves as a resource center focused on providing support to those affected by homelessness, hunger, and the lack of education through residential and community outreach programs.

(213) 273-7000

**<https://www.dreamcenter.org>**

## **Didi Hirsch**

Didi Hirsch Mental Health Services has provided free mental health, substance use disorder and suicide prevention services since 1942. Dedicated to serving communities where stigma or poverty limits access, Didi Hirsch helps more than 150,000 children and adults from 10 locations and 100 schools throughout Los Angeles and Orange counties each year.

888-807-7250

**<https://didihirsch.org>**

## **California Youth Crisis Line**

The California Youth Crisis Line (CYCL) operates 24 hours a day, seven days a week as the statewide emergency response system for youth (ages 12-24) and families in crisis. Professionally trained staff and volunteer counselors respond to 20,000 calls annually with crisis intervention counseling and resource referrals to service providers in the caller's local community. CYCL has access to more than 5,500 free or low-cost resources for youth and families across California.

800-843-5200

**<https://calyouth.org/cycl/>**

# Runaway and Homeless Youth Programs

## **Angels Flight**

Runaway teens, most of whom are fleeing abusive families, find refuge at Angel's Flight near Hollywood. The Shelter program accepts youth, ages 10 through 17 years old who have run from home, have become homeless, or are at risk.

(213) 251-3400

**<https://catholiccharitiesla.org/angels-flight-for-runaway-and-homeless-youth/>**

## **National Runaway Safeline**

For 50 years, the National Runaway Safeline has been responding to youth and families in crisis, serving as the national communications system for runaway and homeless youth.

1-800-RUNAWAY

**<https://www.1800runaway.org>**

## **CA Coalition for Youth**

CCY is a statewide, grassroots nonprofit organization that serves disconnected youth ages 12-24 throughout the state. Our membership consists of youth, youth advocates, and youth-serving agencies. CCY's vision is that every youth in California is connected to the services, resources, support and programs they need to have successful lives.

(916) 514-4464

**<https://calyouth.org>**

## **Los Angeles Coalition to End Youth Homelessness**

The Los Angeles Coalition to End Youth Homelessness (LACEYH) is a body that brings together service providers, government agencies, and other stakeholders who are committed to supporting youth experiencing homelessness throughout LA County. LACEYH hosts quarterly membership meetings and bi-monthly Steering Committee meetings.

**<https://www.lensco.la/laceyh>**

## **Los Angeles Homeless Services Authority**

LAHSA is the lead agency in the Los Angeles Continuum of Care, which is the regional planning body that coordinates housing and services for homeless families and individuals in Los Angeles County. LAHSA coordinates and manages federal, state, county, and city funds for programs that provide shelter, housing, and services to people experiencing homelessness.

**<https://www.lahsa.org/>**

# Substance Abuse

## **Didi Hirsch**

Didi Hirsch provides individual, family, and group outpatient services to adolescents and adults struggling with drug, alcohol, and other substance use issues. The program focuses on family intervention and uses coaching, anger management and goal setting to help clients address their substance use problems. Services include prevention, assessment, outpatient treatment, mother/child residential treatment, and Project 50.

**<https://didihirsch.org/substance-use/>**

## **Tarzana Treatment Center**

Tarzana Treatment Centers, Inc. provides whole-person healthcare through integrated programs of primary medical and behavioral healthcare including inpatient medical detoxification and psychiatric stabilization, residential and outpatient substance use disorder treatment, outpatient mental health, and residential rehab for teens / youth and adults, primary care clinics, and HIV/AIDS services including specialty medical care.

(888) 777-8565

**<https://www.tarzanatc.org>**

## **Behavioral Health Services**

Behavioral Health Services (BHS) is a not-for-profit community-based healthcare organization providing medical services, substance abuse, mental health, drug-free transitional living, housing for women with HIV, and prevention services for the local community. BHS operates two chemical dependency recovery centers, four residential sites, eight outpatient clinics, two of which provide mental health services in addition to substance use services. BHS also provides outreach to individuals living on Skid Row.

**<https://www.bhs-inc.org>**

## **Child and Family Center**

Child and Family Center provides comprehensive prevention, early intervention, diagnostic evaluation and behavioral therapeutic services, outpatient drug and alcohol treatment and domestic violence services for children, adolescents and adults in the Santa Clarita, Antelope and San Fernando Valleys.

**<https://www.childfamilycenter.org>**



# Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) Programs

## **Trevor Project**

The Trevor Project provides crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender, queer & questioning (LGBTQ) young people under 25. The Trevor Project offers services to LGBTQ youth that create safe, accepting and inclusive environments over the phone, online and through text.

**<https://www.thetrevorproject.org>**

## **LGBT National Youth Talkline**

The Lesbian, Gay, Bisexual and Transgender (LGBT) National Help Center is a non-profit organization that provides vital peer-support, community connections and resource information to people with questions regarding sexual orientation and/or gender identity. This organization operates three national hotlines, the LGBT National Hotline, the LGBT National Youth Talkline, and the LGBT National Senior Hotline as well as private, volunteer one-to-one online chat, that helps both youth and adults with coming-out issues, safer-sex information, school bullying, family concerns, relationship problems and a lot more. In addition, the organization offers weekly moderated chat rooms for LGBT youth and teens to find support, acceptance and community .

**<https://www.glbthotline.org>**

# Safe Spaces

## **Safe Place for Youth**

Safe Place for Youth aims to empower young people experiencing homelessness to thrive by providing lasting, community-driven solutions that address racial and social inequity. This organization prioritizes provides a continuum of care that includes street outreach, access center services, case management, health and wellness, and education and employment programs.

**<https://www.safeplaceforyouth.org>**

## **LA Family Housing**

LA Family Housing (LAFH) helps people transition out of homelessness and poverty through a continuum of housing enriched with supportive services. LAFH connects participants with housing placement supportive services to help thousands of people transition out of homelessness and retain long-term housing stability.

**<https://lafh.org>**

## **Alexandria House**

Alexandria House is a transitional residence and house of hospitality. This organization provides safe and supportive housing for women and children in the process of moving from emergency shelter to economic stability and permanent housing. Located in Mid-Wilshire area of Los Angeles, Alexandra House also serves the broader neighborhood community by providing educational and enrichment opportunities for neighbors as well as our residents.

(213) 381-2649

**<https://www.alexandriahouse.org>**

## **Salvation Army**

For those with no place to go or in need of emergency shelter, local Salvation Army homeless shelters provide a warm, safe place for men, women, and – whenever possible – families to stay. In cities where Salvation Army does not operate homeless shelters, they offer financial assistance to cover emergency overnight housing costs or refer those facing housing and food insecurity to partner programs with emergency shelter services.

**<https://westernusa.salvationarmy.org/california-south/>**

# Youth Organizations

## **Heart of LA**

HOLA provides underserved youth with free, programs in academics, arts and athletics within a nurturing environment, empowering them to develop their potential, pursue their education and strengthen their communities. HOLA offers academic support and enrichment programs from elementary through high school into college and career success. Classes are aligned with Common Core Standards and in-school material when possible to ensure their matriculation and school readiness.

**<https://www.heartofla.org/>**

## **A Place to Call Home**

A Place Called Home provides a safe, nurturing environment with proven programs in arts, education and wellness for the young people in South Central Los Angeles to help them improve their economic conditions and develop healthy, fulfilling and purposeful lives.

(323) 232-7653

**<https://apch.org/who-we-are/>**

## **Free Arts**

Free Arts uses art to restore hope, resiliency and self-esteem in children in Los Angeles ages 4-18 who have experienced abuse, neglect, poverty and/or homelessness. Free Arts creates a safe environment where children can feel, understand and express their emotions and begin to recover and gain a sense of mastery and empowerment.

(310) 313-4278

**<https://www.freearts.org>**

## **LEAP FOUNDATION**

For the past 14 years, The LEAP Foundation has hosted LEAP Week, a week-long, award-winning motivational leadership program for 15-25+ year olds on the campus of UCLA, bringing together young adults from across the United States and around the world. LEAP Week participants connect with other motivated students in small-groups designed to build connections with other young adults their age and develop personalized goals.

877-855-5327

**<https://www.leapfoundation.com>**

# Mentoring Programs

## **Brotherhood Crusade**

The mission of Brotherhood Crusade is to remove and/or help individuals overcome the barriers that deter their pursuit of success in life and facilitate opportunities for a better quality of life by effectuating improved health & wellness, facilitating academic success, promoting personal, social & economic growth, providing access to artistic excellence & cultural awareness, increasing financial literacy and building community agencies & institutions. This organization provides youth development programs, financial literacy programs, business enrichment, community events, and sports programs.

**<https://brotherhoodcrusade.org/about-us/>**

## **LA Teen Mentoring**

LATM's mission statement is to guide middle school students growing up in challenging urban environments to recognize and reach their full potential as members of the community. LATM provides e-Works Online Mentoring as well as a Leadership Camp Summer Program.

**<https://latm.org/programs/>**

## **Operation Jump Start**

OJS reaches out to Long Beach's underserved communities to create awareness of higher education opportunities and help interested youth achieve their educational goals. This organization works with first-generation, college-bound youth from low-income households in Long Beach and provides academic support, mentoring, and exposure to a broader world.

(562) 988-2131

**<https://operationjumpstart.org>**

## **United Friends of the Children**

United Friends of the Children empowers current and former foster youth on their journey to self-sufficiency through service-enriched education and housing programs, advocacy, and consistent relationships with a community of people who care.

(213) 580-1850

**<https://www.unitedfriends.org>**

# Workforce Development Programs

## **American Job Center of California**

Nearly 2,400 AJCs nationwide help people search for jobs, find training, and answer other employment-related questions.

(888) 226-6300

**<https://workforce.lacounty.gov/>**

## **Los Angeles County Economic Development Cooperation**

LAEDC has an integrated set of programs to solve complex socioeconomic challenges. This organization combines economic research with industry programs, workforce development, business assistance, policy and more.

**<https://laedc.org/>**

# Immigrant Resources

## **Carecen**

CARECEN, the largest Central American immigrant rights organization in the country, empowers Central Americans and all immigrants by defending human and civil rights, working for social and economic justice, and promoting cultural diversity. CARECEN provides affordable immigration legal services, education and leadership development programs for children, youth and adults, and runs the CARECEN Day Labor Center.

(213) 385-7800

**<https://www.carecen-la.org/programs>**

## **Esperanza Immigrant Rights Project**

The mission of Esperanza Immigrant Rights Project is to serve some of the most vulnerable people in the Los Angeles Area – immigrants facing deportation from the U.S. Esperanza is made up of a team of passionate staff, interns, and volunteers who work together to advance the rights of vulnerable immigrants through education, representation, and advocacy.

(213) 251-3505

**<https://www.esperanza-la.org/>**

## **Immigrant Center for Women and Children**

The Immigration Center for Women and Children (ICWC) is a non-profit legal organization providing free and affordable immigration services to underrepresented immigrants in California and Nevada. ICWC strives to provide security and stability for children who are abused, abandoned, or neglected and for immigrants who are victims of domestic violence, sexual assault and other violent crimes.

(213) 614-1165

**<https://www.icwclaw.org/>**

## **Neighborhood Legal Services of LA County**

NLSLA provides free assistance to individuals and families through innovative projects that expand access to justice and address the most critical needs of people living in poverty throughout Los Angeles. Advocates specialize in areas of the law that disproportionately impact people living in poverty, including affordable housing and eviction defense, access to public benefits, support for domestic violence survivors and their children, access to healthcare, and worker and consumer rights, as well as employment and training.

**<https://nlsla.org/>**

# Hotlines

## **National Human Trafficking Hotline**

1-888-3737-888 or text 233733

**[humantraffickinghotline.org](https://humantraffickinghotline.org)**

## **CA Youth Crisis Line**

1-800-843-5200

## **National Dating Abuse Hotline**

1-866-331-9474

Text LOVEIS to 22522

## **National Sexual Assault Hotline**

1-800-656-4673

## **National Domestic Violence Hotline**

1-800-799-SAFE (7233)

## **National Suicide Prevention Lifeline**

1-800-273-TALK (8255)

## **National Runaway Safeline**

1-800-RUNAWAY (786-2929)

## **National Center for Missing & Exploited Youth**

1-800-THE-LOST (843-5678)

# Appendix A

## Identification of Site/District Designee

Identify which site designee will be checking in with the student and providing support and community resources.

ex) Counselor, liaison, specialist etc.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Location: \_\_\_\_\_

Identify who will be engaging with the student in a trauma- informed, age- appropriate, victim-centered, and culturally and linguistically appropriate manner.

ex) Counselor, liaison, specialist etc.

\_\_\_\_\_

Identify which local law enforcement subdivision should be contacted or requested.

ex) LA County Human Trafficking Unit

Law Enforcement Agency: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Identify a site administrator or district designee who will notify the parent/guardian?

ex) Principal or Director of Child Welfare and Attendance

\_\_\_\_\_



# Appendix B

## Referral Process

Please explain the referral process your district uses to connect students to counseling services as well as other community resources.

### How To Refer Students for Services

1. Referrals should be submitted directly to the agency by your school site liaison(s) AFTER parent/guardian consent. Referral forms can be found in all schools' main office.

#### Mental Health Services

ex) LA County Department of Mental Health

---

2. Agency will respond and provide disposition regarding your referral and outcome.
- 

### Referral Form

- The referral form needs to be utilized for all referrals.
- The consent section must be signed by the parent/guardian.
  - Signature can be done via wet signature or e-signature (e.g., scanned/emailed, DocuSign).
- Keep a copy of the referral form in a secure confidential folder, but do not place it in the student's cumulative folder.
- The referral form is available in both English and Spanish.

# Appendix C

## Screening Tool



# 2023–2024 Human Trafficking Campaign Wrap-Up



A campaign overview, key findings, performance review, & recommendations presented by Wicked Bionic.

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# Executive Summary

At the onset of this project the team performed in-depth research and facilitated multiple focus groups consisting of parents, educators, community members and youth. We learned that, although awareness of child-trafficking is prevalent, universally there was little knowledge and much frustration regarding the signs indicative of a child being trafficked. With this data we developed the "Know to Say No" campaign. The campaign, which ran from June 1st, 2023, through February 15th, 2024, aimed to raise awareness about child trafficking through compelling video and misleading recruitment tactics employed by traffickers. The campaign successfully leveraged personal video letters from teens addressed to community members and friends and family, driving viewers to learn more. Upon interacting with the ads, users were directed to a landing page that provided comprehensive information on the facts, dangers, and prevention methods of human trafficking.

## Key Performance Metrics:

- **Impressions:** The campaign achieved over 74 million impressions, showcasing its extensive reach.
- **Landing Page Traffic:** A total of over 318,901 visitors were recorded, highlighting the campaign's effectiveness in driving online traffic.



# Executive Summary Cont.

- **Audience Engagement:** The campaign's video content on Meta achieved a remarkable CTR of 3.72%, and garnered 424,569 post engagements.
- **Feedback and Testimonials:** The "Jobs for Teens" display ad was especially successful, eliciting over 500 reactions and 347 shares. This ad effectively raised awareness by educating the audience on traffickers' tactics.

Our strategy was designed to broaden the campaign's reach and impact by leveraging digital, social media, OOH, & radio ads with the goal of informing residents of the techniques employed by traffickers to draw in potential targets, and specific action items to safely engage with situations where child trafficking is suspected.

The campaign proved successful at reaching and engaging a significant number of community members in the collective effort to protect the most vulnerable children and youth in LA County. The level of participation from both Adults & Youth was impressive, and a vital step towards educating the community in order to help prevent child trafficking.



# How We Defined Success

The campaign's success was defined by engagement from the targeted audiences in Los Angeles County. The mission was twofold: to raise awareness about the prevalent issue of child trafficking and to ensure that people in our communities are equipped to recognize the signs associated with this form of exploitation, and take safe and effective action.

A core strategy of the campaign revolved around the power of collaborative engagement between the county and its residents. By fostering a sense of unity and shared responsibility, the campaign aimed to establish a precedent for effectively combating future instances of child trafficking within Los Angeles County. The vision was not only to spread awareness but also to cultivate a resilient community that actively participated in the prevention of child trafficking.





# Know to Say No Campaign Overview



- **1 Clear Campaign Goal**  
Educate our communities about the signs associated with child trafficking.
- **Duration**  
From launch to close, the campaign ran over a nine month period.
- **Media Budget**  
\$160,000 media spend to reach our target audiences of adults & youth in Los Angeles County.
- **Omnichannel Strategy**  
Media placement to Los Angeles County communities across multiple platforms: Social, Digital, OOH (bus shelters and rail), and Radio.

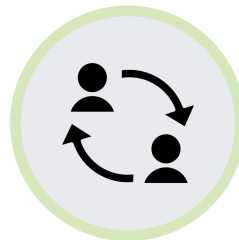
# Why These 2 Target Audiences

In light of the campaign's content and the complex nature of the child trafficking issue, we strategically identified two pivotal primary audiences.



Adults

- Parents
- Teachers
- Family & Community Members



Youth

Our analytical dive revealed a profound opportunity to make a significant impact within the Los Angeles communities through these two primary target audiences.



# Our Approach

## A Multicultural Engagement

The campaign engaged diverse communities, highlighting the significant contributions of both Spanish and English speakers. This multicultural participation exemplifies the campaign's ability to connect with a vast audience across Los Angeles County.

## Innovative Omnichannel Strategy

The Los Angeles County Human Trafficking campaign promoted awareness and prevention through a comprehensive advertising approach aimed to reach all Los Angeles County residents.

By utilizing a blend of outdoor advertisements, radio broadcasts, and online social platforms, the campaign was able to target diverse audiences effectively.

## All Corners of Los Angeles County

An inclusive approach to ad placement was taken, recognizing that human trafficking is a pervasive issue affecting all communities throughout Los Angeles County.

Given the indiscriminate nature of human trafficking, this campaign deliberately refrained from any form of bias during the outreach efforts.



## Why Adults?\*

Many adults are uninformed about child trafficking and may not know or recognize its potential signs. Parents are also motivated to keep their kids safe from any real or perceived danger.

**2:3**

Adults aged 18-64 in LA County make up ~66 percent of the population. <sup>1</sup>

**42%**

Sex and labor trafficking cases in 2020 involved family members recruiting victims. <sup>2</sup>

**74%**

Reported cases to the National Human Trafficking Hotline in 2021, were adults. <sup>3</sup>

\*See Reference Page 60

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- **Highest Engagement**

Females showed higher levels of engagement than males in terms of Clicks and Click-Through Rate (CTR) for all age groups, except 55+ years old.

- **Showed Interest in Learning More**

Ages 35-55+ had the highest Click-Through Rates overall for Meta.

- **YouTube Usage**

There was much higher engagement in terms of Clicks from adults vs youth on YouTube (68% vs 32%).



# Why Youth?\*

Youth are directly impacted by human trafficking, yet most are unable to recognize the dangers, help themselves or seek support.

## 1:6

Children reported missing in 2021 who had run away, were likely victims of child sex trafficking. <sup>4</sup>

## 29%

California human trafficking cases since 2007 involve children or youth. <sup>5</sup>

## 31%

~31% of households have children enrolled in schools in Los Angeles County. <sup>6</sup>

\*See Reference Page 60

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- **Highest Interaction Rate**

Youth interacted with the ads much more than adults.

- **Meta Performed Best**

Meta was the dominating platform for all the youth clicks, and had a 3.47% CTR for ages 18-24.

- **Females Performed Best**

Young females (18-24) engaged with the ads more than all other age groups, and females of all ages outperformed males on this campaign except ages 55+.

# Quick Campaign Facts



**74MM+**

Campaign Impressions



**318,901+**

Users to Landing Page



**279 Calls**

To the Human Trafficking  
Hotline July 2023 – January 2024

The campaign successfully drove high traffic and engagement.



# Our Strategy Proved Successful



## Adult Interaction

Adults aged 35-55+ had higher Click-Through Rates on average than youth



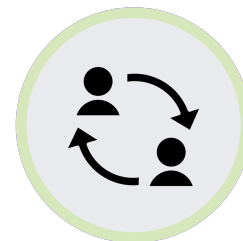
## Females Engaged More

Females of all ages outperformed engagement on this campaign except ages 55+



## "To My Friends" Ads Were Most Successful

Proved the most successful, showing the highest levels of engagement across all digital platforms



## Youth Interacted More

Youth clicked on the ads many more times than adults

These insights reveal how the targeted campaign effectively engaged individuals of all ages and genders.

# Meta Ads

## Ad Examples

### Facebook & Instagram Ads



# Meta Performance Overview

Meta campaigns promoted both static and video ads. This approach enabled the campaign to effectively leverage both forms of content to communicate a broader spectrum of information regarding the complexities surrounding human trafficking.

- Meta was the primary source of engagement for the campaign, with approximately 71% of total clicks.
- Meta captured the majority of clicks for both males and females ages 18-24.
- Static ads were run alongside the 30-second video ads to ensure maximum reach and continuity for the campaign.
- Meta delivered over 7MM impressions and reached over 820K people.
- Data indicates that more youth than adults (71% vs 29%) were reached.
- The users with the highest engagement were primarily:
  - Females (74% of Link Clicks)
  - 18-24 Years Old
  - Instagram Users

# Superb Click Through Rate Performance

Meta campaigns had a 3.73% Click-through Rate (CTR), which was 314% higher than the average on Meta across all industries.

Avg. CTR  
On Meta

**.90%**

Our CTR  
On Meta

**3.73%**



# Google Ads

## Ad Examples

### Display Ads



# Google Performance

Google Ad campaigns leveraged static ads focused on deceitful tactics deployed by human traffickers to drive interest and engagement in the campaign.

- Display ads were deployed in various ad dimensions to ensure maximum reach.
- The “Jobs For Teens,” “Free Vacations,” and “Now Casting” display Ads were selected for this tactic.
  - Jobs For Teens (6,508 Clicks),
  - Free Vacations (14,698 Clicks)
  - Now Casting (15,189 Clicks)
- The overall Click-Through Rate (CTR) of 1.54% is well above the avg. CTR of 0.35% across all industries in Google Display ads.
- Data indicates that the campaign reached more adults than youth (66% vs 34%).
- The users with the highest engagement were primarily:
  - Female
  - 25-34 Years Old
  - In the lower 50% of Household Income

# Adult & Youth Geographic Performance – City/Clicks

There were many similarities between clicks for adults & youth. For example, Google Ads data shows:

- #1 city for clicks was Los Angeles (28,249)
- #2 city for clicks was Long Beach (473)
- #3 city for clicks was Lancaster (381)

Both adults and youth are engaging with the ads in the same area suggests that the campaign has effectively targeted regions where there is a genuine need for awareness and education about human trafficking.

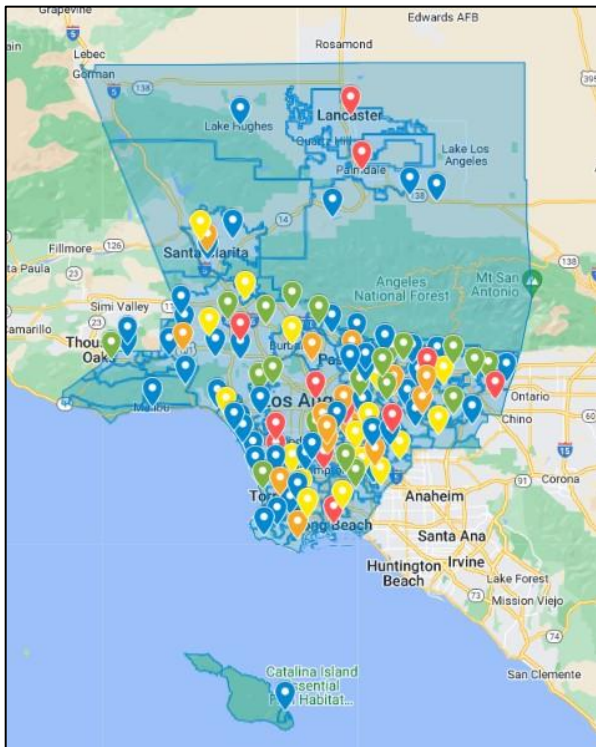
# Adult & Youth Geographic Performance – City/Conv.

Conversions are considered clicks to the **KnowToSayNo.com** landing page. On Google ads, there were observable differences in behavior between youth and adults.

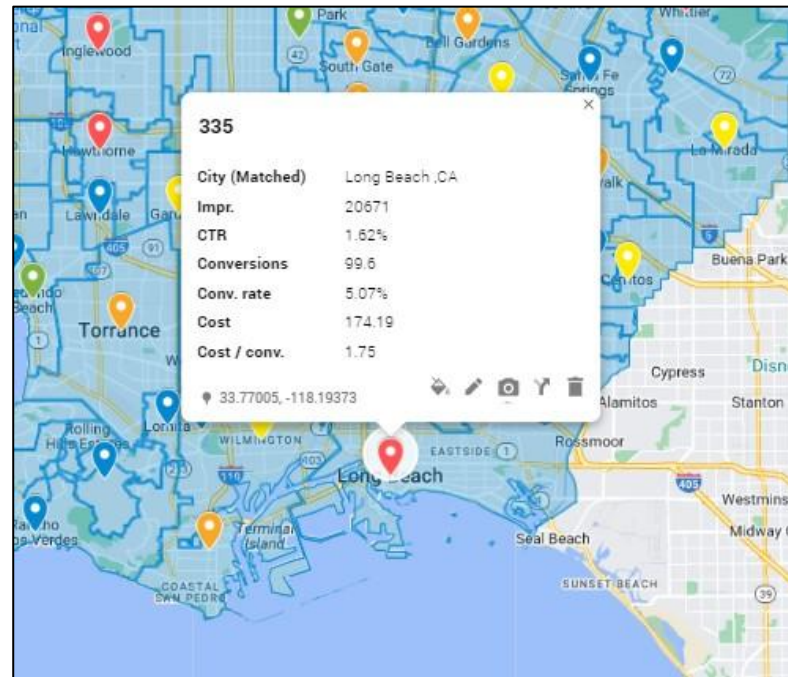
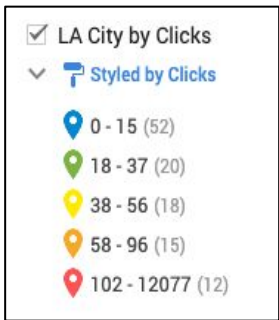
- Youth had significantly more conversions ~108% than adults
- Cities where engagement was exclusive to Youth: Commerce, Whittier, Santa Clarita
- Cities where engagement was exclusive to Adults: La Puente, South Gate, Compton, Glendale



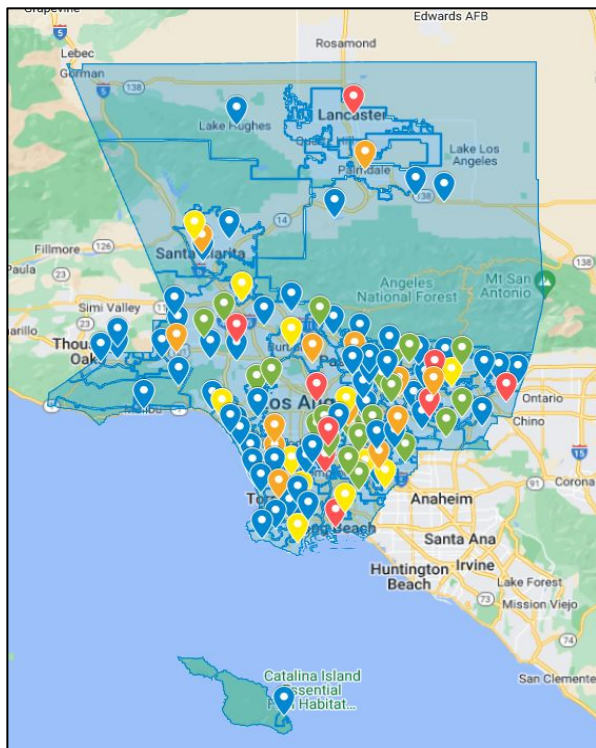
# Adults Geographic Performance – City/Clicks\*



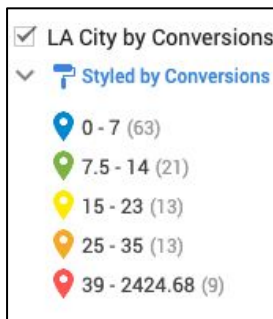
\*Google Ads Data



# Adults Geographic Performance – City/Conversions\*



\*Google Ads Data

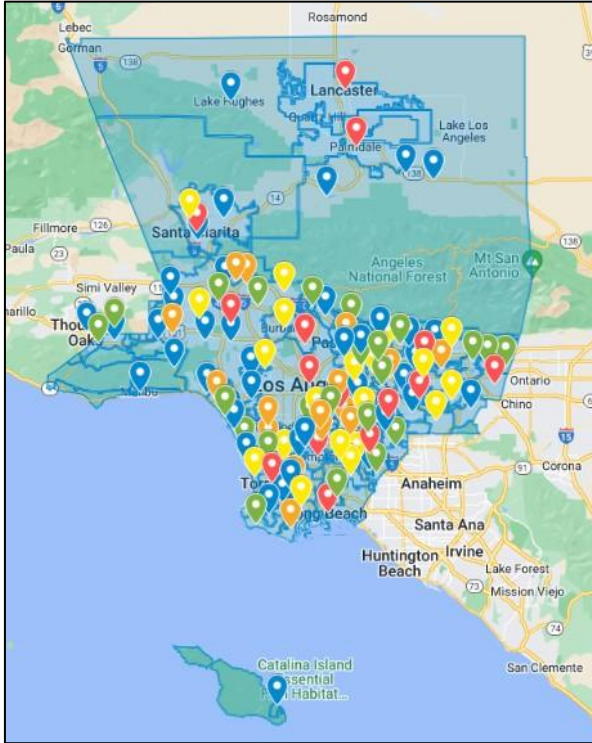


## Top 10 City Conversions:

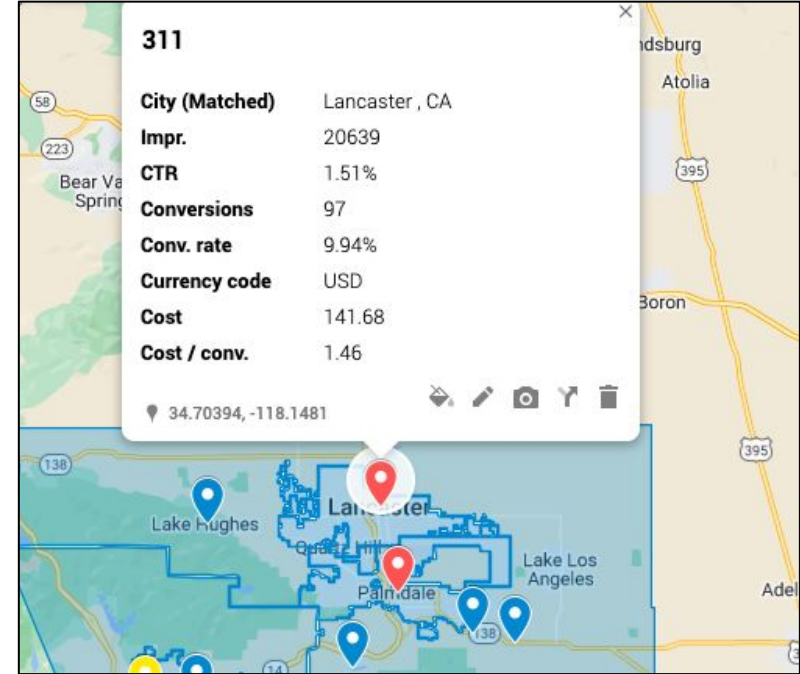
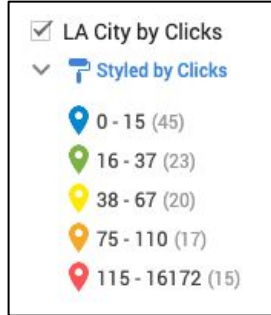
1. Los Angeles (2425)
2. Long Beach (100)
3. Van Nuys (78)
4. Lancaster (70)
5. Pomona (41)
6. Irwindale (41)
7. La Puente (40)
8. South Gate (40)
9. Compton (39)
10. Glendale (35)



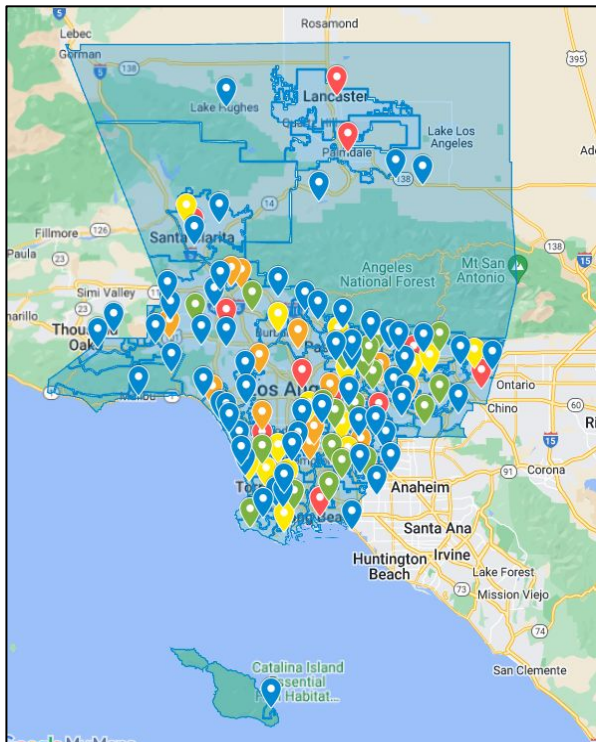
# Youth Geographic Performance – City/Clicks\*



\*Google Ads Data



# Youth Geographic Performance – City/Conversions\*



\*Google Ads Data

## Top 10 City Conversions:

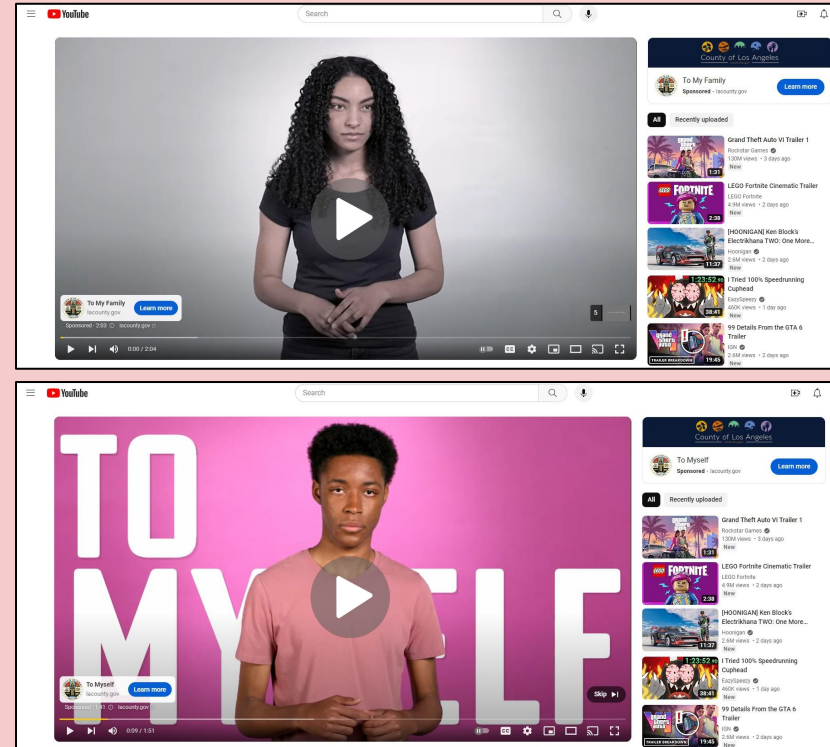
1. Los Angeles (5550)
2. Long Beach (148)
3. Van Nuys (138)
4. Pomona (133)
5. Palmdale (132)
6. Lancaster (97)
7. Commerce (79)
8. Whittier (77)
9. Santa Clarita (73)
10. Irwindale (68)



# YouTube Ads

## Ad Examples

### Video Ads



# YouTube Performance

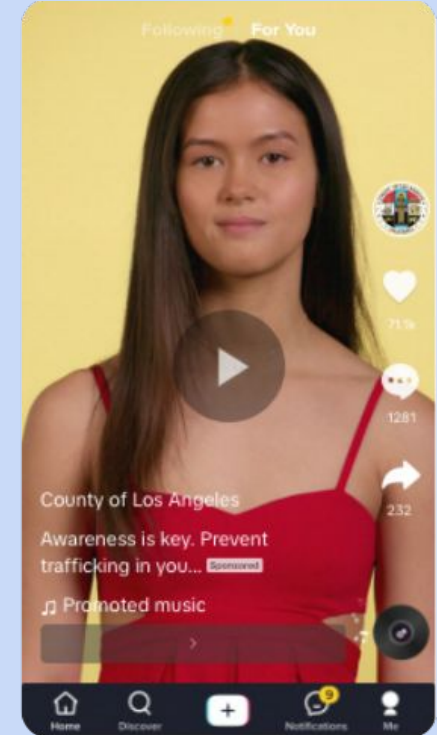
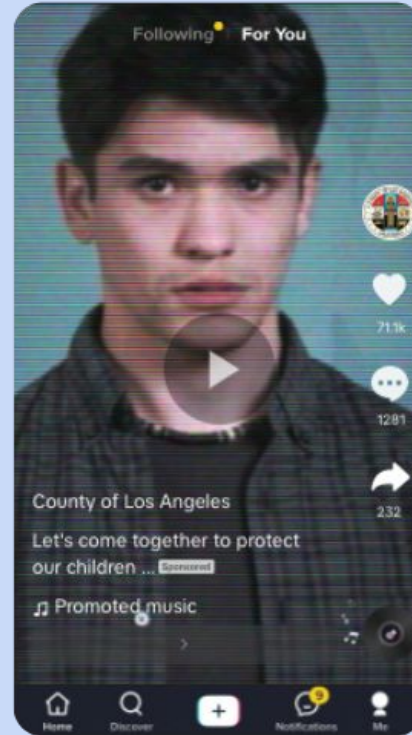
YouTube Ad campaigns were launched in order to maximize the reach into diverse audiences, which frequent YouTube as the world's second largest search engine.

- Long form video ads deployed through YouTube, targeting both adults and youth.
- All videos were deployed as part of this tactic:
  - To Myself (60,464 Clicks)
  - To My Family (11,774 Clicks)
  - To My Community (29,771 Clicks)
  - To My Friends (60,192 Clicks)
  - To My Teachers (28,895 Clicks)
  - To All of us (24,117 Clicks)
- The overall Click-Through Rate (CTR) of 1.73% is well above the avg. CTR for YouTube ads of 0.65%.
- Data indicates that the campaign reached more adults than youth (77% vs 23%).
- The users with the highest engagement were primarily:
  - Males
  - 55+ Years Old
  - In the lower 50% of Household Income

# TikTok Ads

## Ad Examples

### Video Ads



# TikTok Performance

TikTok Ad campaigns were launched in order to maximize this platform's integration and popularity with particularly at risk youth and on the go populations.

- This tactic utilized 30-second versions of the video ads.
- The campaign reached over 600,000 people which generated over 10,300 clicks to the Know To Say No landing page.
- The avg. CTR was 0.73% which is below the TikTok industry standard of 1.50%. TikTok is primarily an awareness platform and lower CTR on ads not focused on consumer products is expected.
- The avg. watch time per adults was around 11-seconds while youth was around 6-seconds.
- Data indicates that the campaign reached more youth than adults (63% vs 37%).
- The users with the highest engagement were primarily:
  - Female
  - 18-24 Years Old
  - Using iOS Device

# Out Of Home (OOH)

## Ad Examples

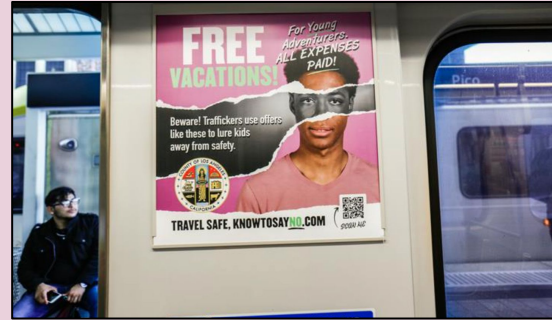
### Bus Shelters & Rail

VEC  
TOR

Intersection



Public Works  
LOS ANGELES COUNTY



WICKED  
BIONIC

# OOH Performance

Out-of-Home (OOH) ads were placed strategically based on high concentrations of schools with large numbers of students as well as areas with high foot traffic.

- Bus Shelters, rail ads, and digital boards were utilized to drive the out-of-home placements.
- The placements were focused on areas with high concentration of schools with a large number of students in LA County.
- Metro rail and Metrolink lines were mapped and layered to identify key routes, strategically placing interior banner ads on the Blue, Expo, Green, and Gold line.
- The “Jobs For Teens,” “Free Vacations,” and “Now Casting” were selected for this tactic due to the early effectiveness of those messages on digital platforms.
- Over 58MM OOH impressions were achieved to date.
- This tactic achieved over 800 QR Code scans:
  - Jobs For teens (527 Scans)
  - Free Vacations (219 Scans)
  - Now Casting (58 Scans)



# Radio Ads

## Stations

### Radio Stations



# Radio Performance

Radio ads were created to promote awareness through broadcast and digital radio, this tactic informed a larger number of LA County residents about the important signs of human trafficking.

- Broadcast radio ads launched in English & Spanish.
- Radio stations utilized: SoCal Sound 88.5 FM, KBLA Talk 1580, iHeart, and SBS La Mega 96.3 FM.
- Digital radio ads ran through AudioGo, a programmatic digital radio platform to maximize the reach for the youth demographic.
- Both broadcast and digital radio ads totaled around 2.1MM impressions and reached more than 1.2MM listeners across the campaign.
- AudioGo, our programmatic audio platform, reached more than 169,000 youth listeners through its network of radio stations and gathered 249 clicks to the **KnowToSayNo.com** landing page.

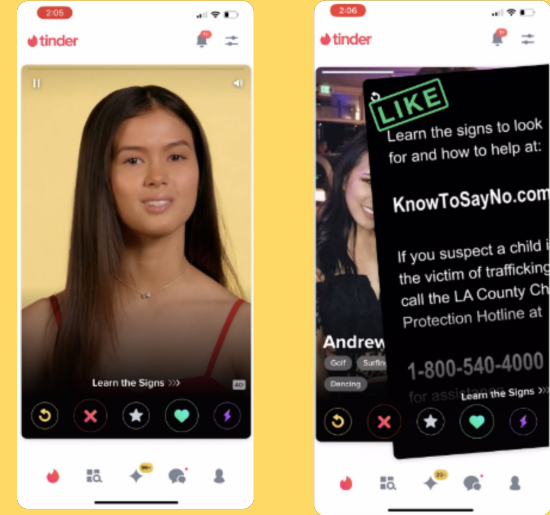




# Other Digital Platforms



## Platforms



# Other Digital Platforms

The campaign employed digital ads on platforms like Tinder, Grindr, and KTLA News to tap into a unique audience. This approach aimed to reach people who might not be familiar with or are currently targeted by child traffickers.

- The Tinder campaign utilized the following 30-second video ads:
  - To My Teachers
  - To My Family
- Tinder garnered more than 441,000 impressions and 25,000 engagements (swipes + clicks).
  - To My Teachers (13,336 engagements)
  - To My Family (12,224 engagements)
- The Grindr campaign utilized the following static ads:
  - Free Vacations
  - Now Casting
  - Exclusive parties
- Grindr captured more than 120,000 impressions as well as 50 clicks to the Know To Say No landing page.
- The KTLA campaign utilized the following static ads:
  - Free Vacations
  - Jobs For Teens
  - Exclusive Parties
- KTLA accumulated over 218,000 impressions as well as 151 clicks to the **KnowToSayNo.com** landing page.

# Earned Media Performance

Earned Media was key for this campaign, especially for Out-of-Home placements.  
We accrued a total of 329 earned media placements.

- 200 bus shelters from the Department of Public Works from July 2023 to February 2024
- 9 bus shelters from Vector Media - July & August
- 49 broadcast Radio spots from KBLA Talk 1580
- 51 broadcast radio spots from Spanish Broadcasting System
- 20 interactive transit kiosks (digital boards at the metro) from Intersection



# Gap Analysis and Future Recommendations

- The 9 month period was short for this vital campaign.
  - Running the campaign for longer than nine months may encourage additional engagement from both target audiences.
- Budget should be spent on programmatic with Google Marketing Platform over the direct media buys.
- Performance would be enhanced with a shift in budget to spend more in the areas with high engagement.
  - The campaign focused on reaching all corners of LA County to erase bias.
- Rail ads did extremely well, so there is an opportunity to spend more on rail, and less on Bus Shelters in 2024.
- Cutting the Radio budget, which performed poorly in comparison to our other channels, would free up budget to spend on OOH and Social media platforms.
- Explore other digital platforms similar to Tinder and Grindr to help spread the message to likely target audiences.
- Create messaging in the core 4 languages to make sure we are reaching the diverse LA County community
  - English, Spanish, Korean, Chinese



# Conclusion

The Know to Say No campaign effectively engaged both youth and adults across Los Angeles County. By fostering community involvement and imparting essential knowledge, it empowered individuals to recognize and combat child trafficking.

The campaign's outreach transcended demographic barriers, attracting diverse residents and driving significant traffic to its educational resources. This achievement underscores the shared commitment of Los Angeles County residents to safeguard their community and its children. It serves as a testament to the collective strength that emerges when communities unite against pressing challenges.

The campaign's overwhelming success sets a precedent for future initiatives aimed at fostering resilience, inclusivity, and prosperity within the county.



# Appendix



CULTURALLY RELEVANT MARKETING

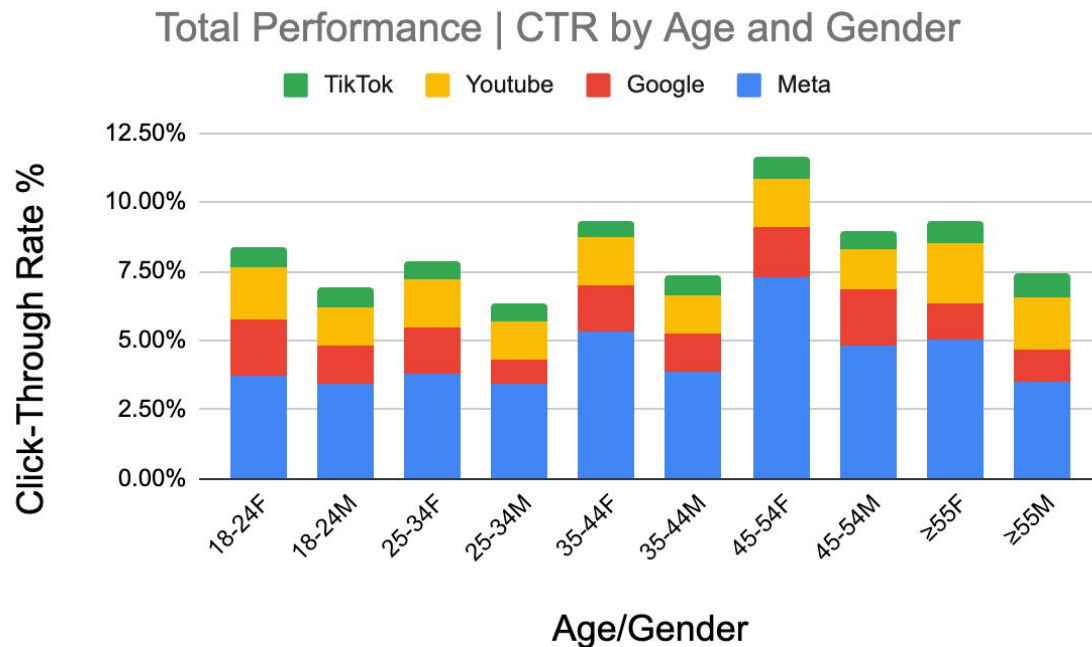




# Appendix: Adults



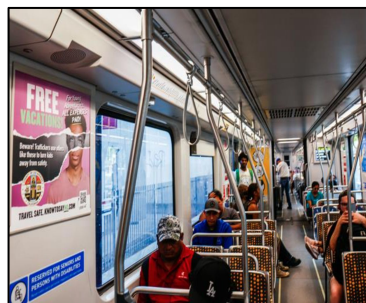
# Important Statistics – Adults



**Important Note:** Although youth had more impressions and overall engagement throughout the campaign, it is clear the adults were still invested. Adults aged 35-55+ have clear interest in the Human Trafficking campaign as the CTRs are visibly high comparable to the youth.



# Out-of-Home Numbers



Impressions

46,221,471+

Reach

6,571,543+

QR-Code Scans

767+

# Meta Numbers



Impressions

2,324,759+

Reach

581,950+

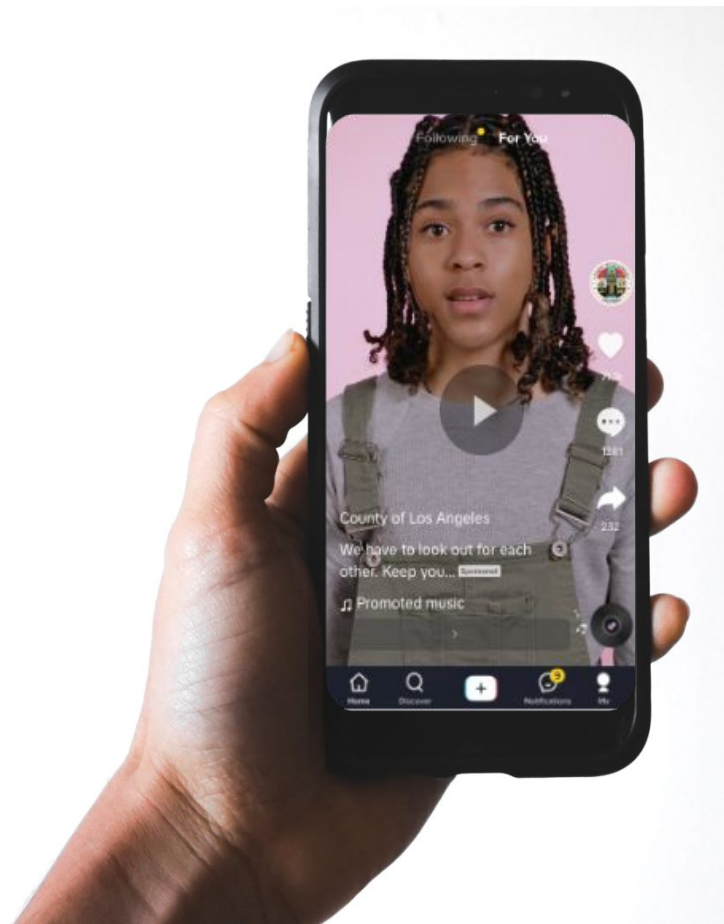
Clicks

89,698+

CTR

~3.86%

# TikTok Numbers



Impressions 422,243+

Reach 172,922+

Clicks 2,954+

CTR ~0.70%

# Google Display Numbers



Impressions

1,949,791+

Reach

N/A

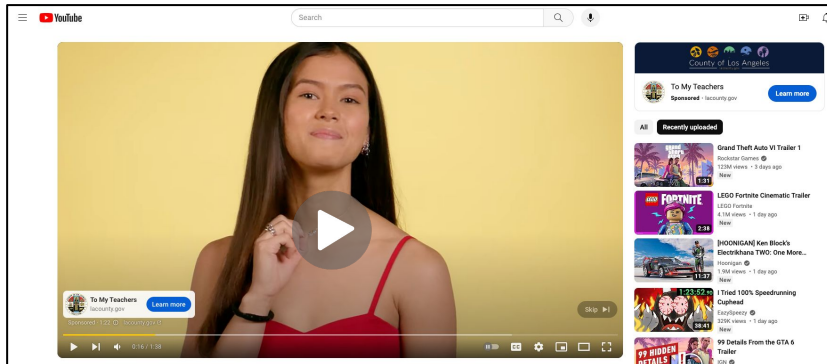
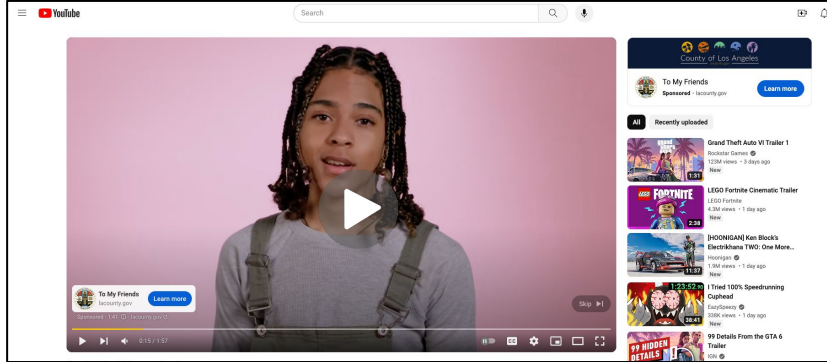
Clicks

32,128+

CTR

~1.65%

# YouTube Numbers



Impressions

1,064,882+

Reach

N/A

Clicks

19,216+

CTR

~1.80%



**WICKED  
BIONIC**  
BY THE COUNTY OF LOS ANGELES

# Broadcast Radio Numbers



Impressions

1,589,100+

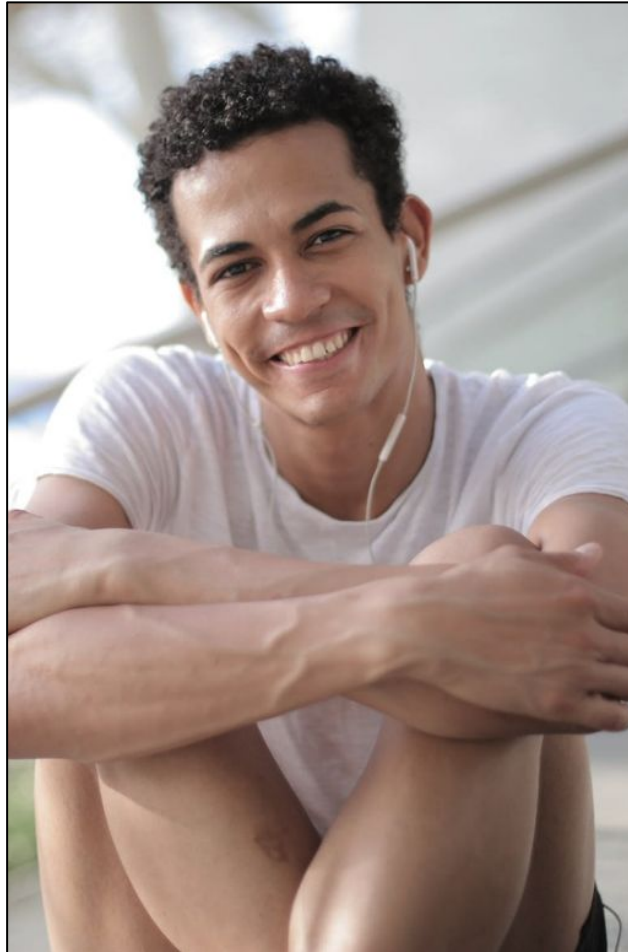
Reach

1,043,000+

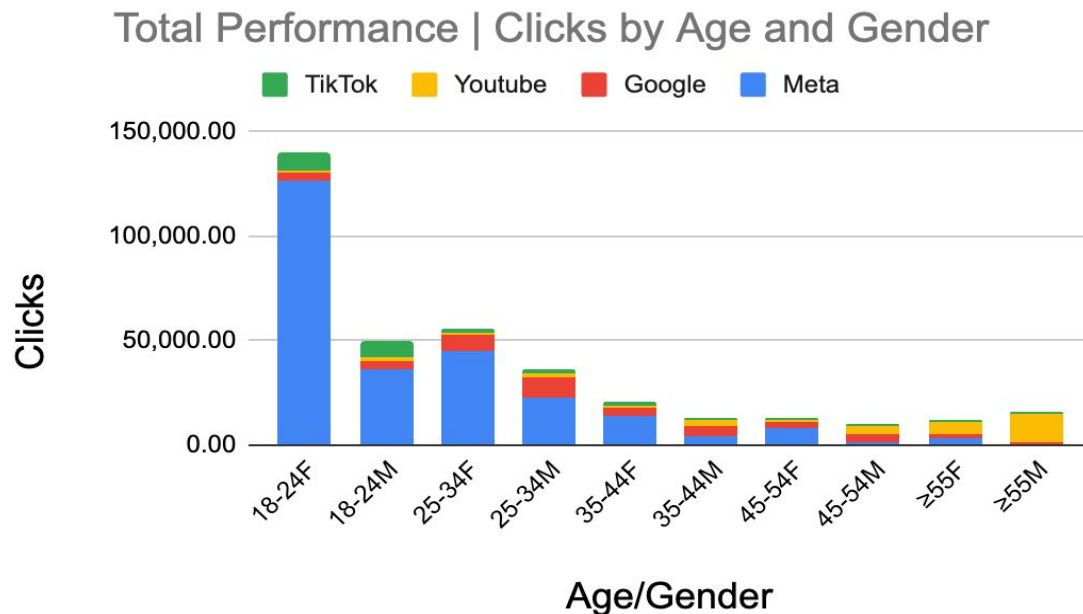


# Appendix:

## Youth



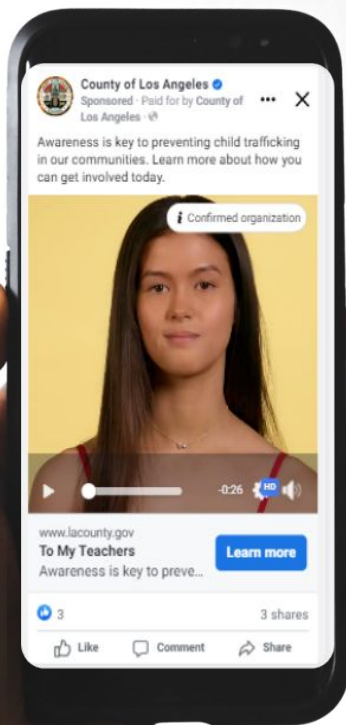
# Important Statistics – Youth



**Important Note:** Youth interacted with the ads much more than adults in terms of overall clicks. Two key insights are that Meta dominated the other platforms in terms of engagement as well as females out-clicked males in every age group except 55+, where YouTube was the contributing factor.



# Meta Numbers



Impressions

4,725,518+

Reach

581,950+

Clicks

173,256+

CTR

~3.67%

# TikTok Numbers



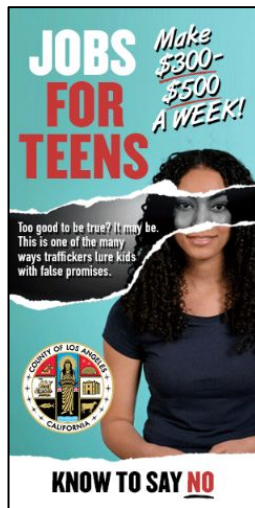
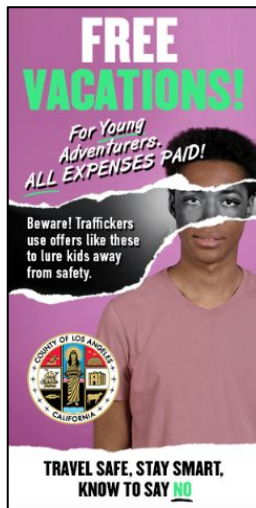
Impressions 1,013,775+

Reach 420,823+

Clicks 7,354+

CTR ~0.73%

# Google Display Numbers



Impressions

1,579,631+

Reach

N/A

Clicks

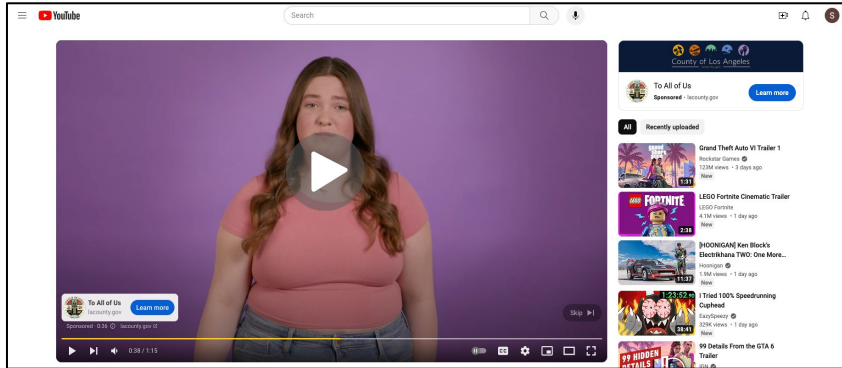
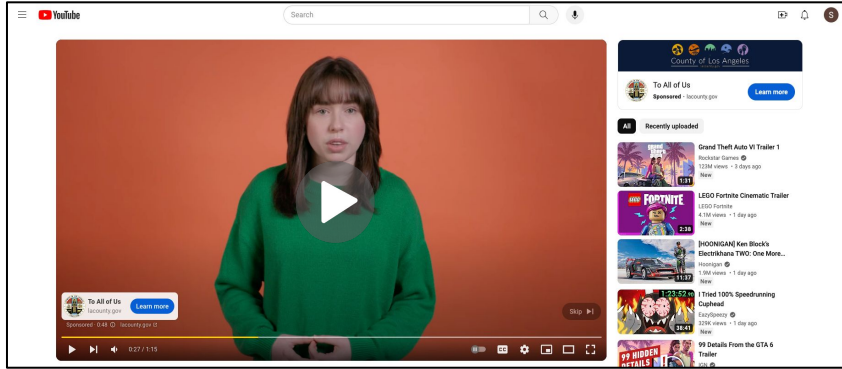
21,897+

CTR

~1.39%



# YouTube Numbers



Impressions

1,335,107+

Reach

N/A

Clicks

22,551+

CTR

~1.69%

# Digital Radio Numbers

audioGo



Impressions

287,267

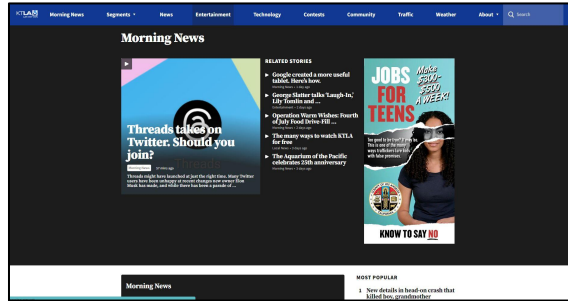
Reach

~169,844

CTR

~0.11%

# Tinder/Grindr/KTLA Numbers



Impressions

781,345

Clicks

25,761

Avg CTR

~1.97%



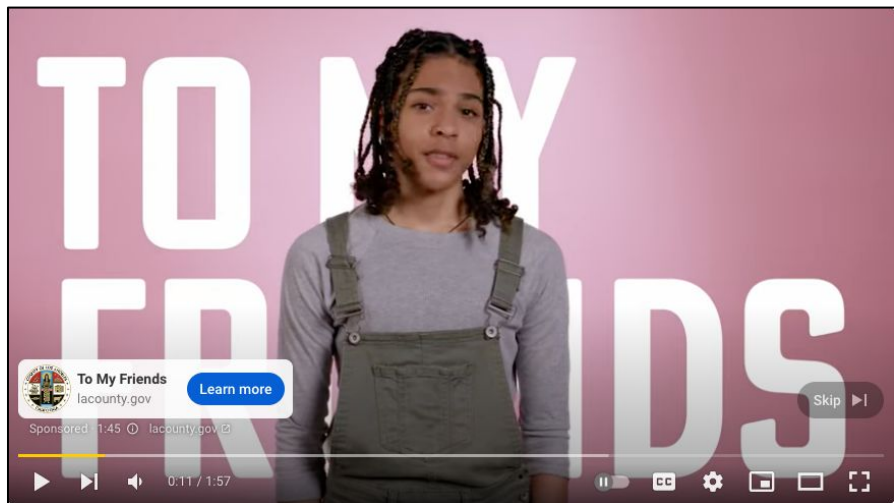
# Overall Video Ad Metrics

- To My Friends
- To My Family
- To My Teachers
- To Myself
- To My Community
- To All of Us

[Link to videos on 'Social Press Kit'](#)



# To My Friends



## Know To Say No - Landing Page

143,414+ Visits from this Ad

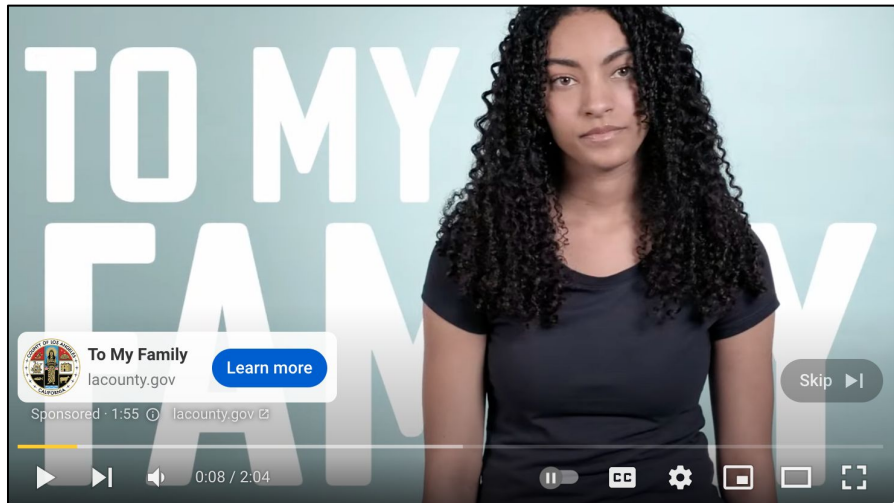
~45.37% from Total Visits

154,780+ Views from this Ad

~43.17% from Total Views



# To My Family



## Know To Say No - Landing Page

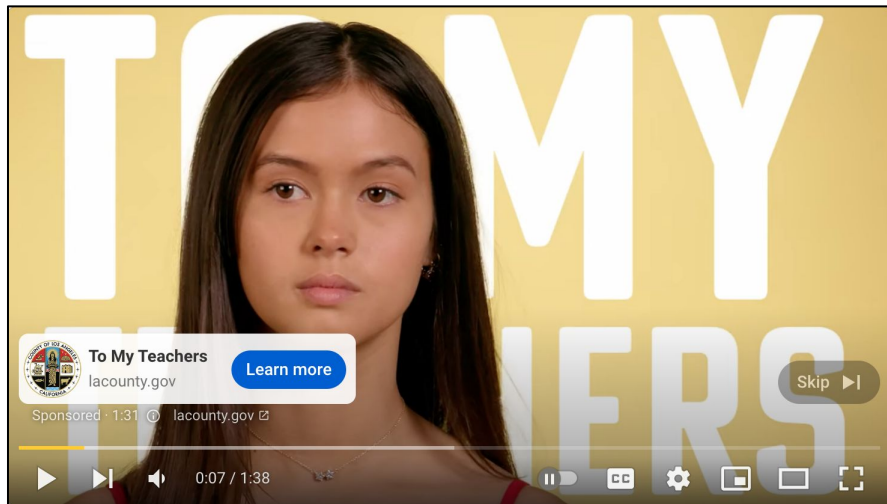
34,205+ Visits from this Ad

~10.82% from Total Visits

36,626+ Views from this Ad

~10.21% from Total Views

# To My Teachers



## Know To Say No – Landing Page

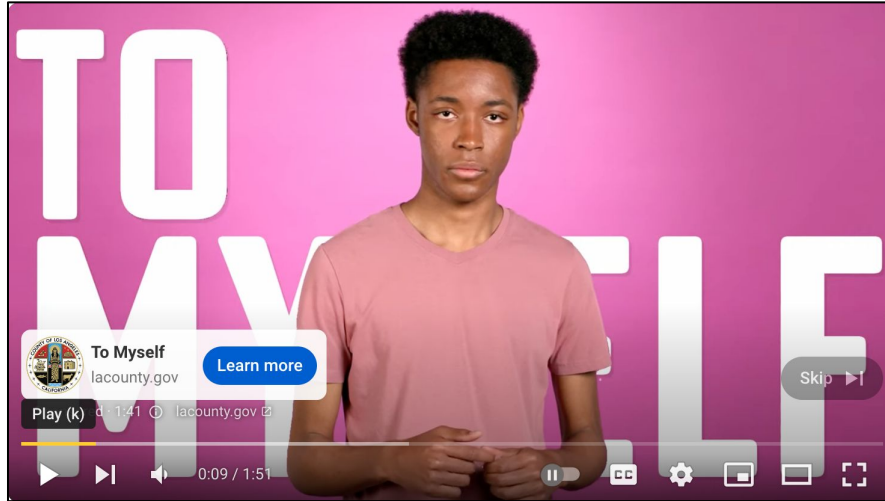
43,355+ Visits from this Ad

~13.72% from Total Visits

47,742 Views from this Ad

~13.31% from Total Views

# To My Myself



## Know To Say No - Landing Page

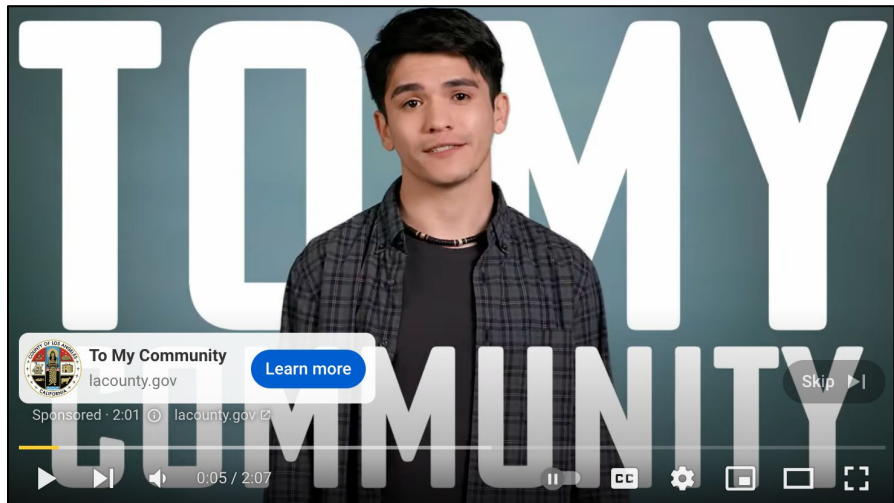
8,492+ Visits from this Ad

~2.69% from Total Visits

9,426+ Views from this Ad

~2.63% from Total Views

# To My Community



## Know To Say No – Landing Page

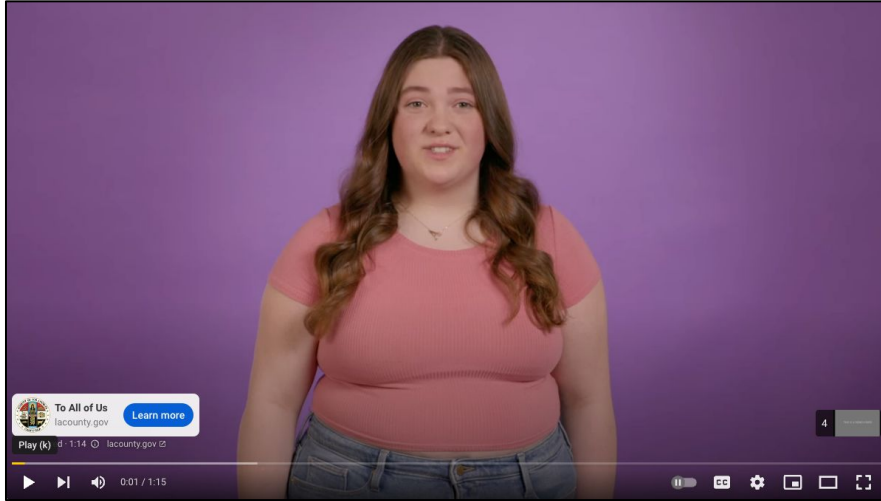
6,108+ Visits from this Ad

~1.93% from Total Visits

7,023+ Views from this Ad

~1.96% from Total Views

# To All of Us



## Know To Say No - Landing Page

5,034+ Visits from this Ad

~1.59% from Total Visits

5,736+ Views from this Ad

~1.60% from Total Views

# References\*

1. "U.S. Census Bureau Quickfacts: Los Angeles County, California." United States Census Bureau,  
[www.census.gov/quickfacts/fact/table/losangelescountycalifornia/PST045223](https://www.census.gov/quickfacts/fact/table/losangelescountycalifornia/PST045223).  
Accessed 23 Feb. 2024.
2. "Analysis of 2020 National Human Trafficking Hotline Data." Polaris Project, 13 Jan. 2022, [polarisproject.org/2020-us-national-human-trafficking-hotline-statistics/](https://polarisproject.org/2020-us-national-human-trafficking-hotline-statistics/).
3. "National Statistics." National Human Trafficking Hotline,  
[humantraffickinghotline.org/en/statistics](https://humantraffickinghotline.org/en/statistics). Accessed 23 Feb. 2024.
4. "Child Sex Trafficking." *National Center for Missing & Exploited Children*,  
[www.missingkids.org/theissues/trafficking](https://www.missingkids.org/theissues/trafficking). Accessed 23 Feb. 2024.
5. "National Statistics." National Human Trafficking Hotline,  
[humantraffickinghotline.org/en/statistics](https://humantraffickinghotline.org/en/statistics). Accessed 23 Feb. 2024.
6. "Los Angeles County, California." United States Census Bureau,  
[data.census.gov/profile/Los\\_Angeles\\_County,\\_California?g=050XX00US06037#education](https://data.census.gov/profile/Los_Angeles_County,_California?g=050XX00US06037#education). Accessed 23 Feb. 2024.

\*Slides 8 & 9



**Thank You.**

**We are grateful for the opportunity  
to collaborate with the County on this  
vital initiative.**



Summary of Proposed HST Funded Programs and Services for CSEC  
As of May 1, 2023

CSEC Initiative	Service Description	Original Budget	Revised Budget	Actuals FY 2020-21	Estimated FY 2021-22	Projected FY 2022-23	Projected FY 2023-24	Projected FY 2024-25	Projected FY 2025-26	Estimated Balance Avail
1. Victim Services	Advocacy First Responder Protocol Educational Workshops Restoration Funds Parent and Youth peer advocates <b>*Reallocated \$154,000 to Initiative #11 - FRP Research</b> <b>**Funds transferred from initiative #8 Housing (\$199,500)</b> <b>***Funds transferred from initiative #8 Housing (\$600,000)</b> <b>****Funds transferred from initiative #8 Housing (\$172,034)</b> <b>*****Funds transferred from Initiative #6 - Youth and Parent Prevention Intervention Awareness Curriculum, Tool Kits, Workbooks (\$40,000)</b>	\$ 1,312,500	\$ <b>2,170,034</b>	\$ (200,000)	\$ -	\$ -	\$ (412,034)	\$ (200,000)	\$ (200,000)	\$ -
2. Training	• CSEC Awareness • CSEC Continuing Education • Foster Care Provider training • County Department Specific training • Protocol Implementation training <b>*Funds transferred from Initiative #3 - Individualized Incidental Restoration Fund (\$190,000)</b> <b>**Funds transferred from initiative #8 - Housing (\$1,000,000)</b> <b>***Funds transferred from initiative #8 - Housing (\$211,500)</b>	\$ 1,000,000	\$ <b>2,401,500</b>	\$(1,000,000)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
3. Individualized Incidental Restoration Fund	<b>*Reallocated \$190,000 to Initiative #2 - Training;</b> <b>**Reallocated \$97,000 to Initiative #10 - LA County Protocol Development</b> <b>***Reallocated \$73,000 to Initiative #11 - FRP Research</b>	\$ 360,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
4. CSEC Survivor Advocate	<b>*Reallocated \$360,000 to Initiative #10 - LA County Protocol Development</b>	\$ 360,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
5. Evaluation	Consultant services to complete evaluation	\$ 141,500	\$ <b>141,500</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
6. Youth and Parent Prevention and Intervention Awareness Curriculum, Tool Kits, Workbooks	Cost of printing CSEC prevention and intervention curriculum guides, workbooks and tool kits for youth and parents <b>*Reallocated \$40,000 to Initiative #10 - LA County Protocol Development</b> <b>** Reallocated \$40,000 to Initiative #1 - Victim Services</b>	\$ 80,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -



Summary of Proposed HST Funded Programs and Services for CSEC  
As of May 1, 2023

CSEC Initiative	Service Description	Original Budget	Revised Budget	Actuals FY 2020-21	Estimated FY 2021-22	Projected FY 2022-23	Projected FY 2023-24	Projected FY 2024-25	Projected FY 2025-26	Estimated Balance Avail
7. County CSEC Website	CSEC Website and Safe Place communications campaign. <b>*Reallocated \$175,000 to Initiative #11 - Advocacy Prevention Services</b> <b>**Reallocated \$65,000 to Initiative #10 - LA County Protocol Development</b>	\$ 240,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
8. Housing	Set aside half of available total funds for housing resources, including the possibility of funding to develop a safe facility (capital project funds). <b>*Reallocated \$1,000,000 to Initiative #2 - Training</b> <b>**Reallocated \$199,500 to Initiative #1 - Advocacy Services</b> <b>**Reallocated \$211,500 to Initiative #2 - Training</b> <b>**Reallocated \$720,966 to Initiative #10 - LA County Protocol Development</b> <b>** Reallocated \$40,000 to Initiative #13 - Countywide Public Service Campaign</b> <b>** Reallocated \$100,000 to Initiative #14 - Social Media Toolkit and Informational Campaign</b> <b>** Reallocated \$600,000 to Initiative #1 - Victim Services</b> <b>**Reallocated \$200,000 to Initiative #14 - Social Media Toolkit and Informational Campaign</b> <b>** Reallocated \$172,034 to Initiative #1 - Victim Services</b>	\$ 3,244,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
10. LA County Protocol Development	Consultation and technical services to complete CSEC interagency protocols, policies, and procedures. <b>*Funds transferred from Initiative #3 - Individualized Incidental Restoration Fund (\$97,000) and Initiative #4 - CSEC Survivor Advocate (\$360,000)</b> <b>**Funds transferred from Initiative #6 - Youth and Parent Prevention Intervention Awareness Curriculum, Tool Kits, Workbooks (\$40,000);</b> <b>***Funds transferred from Initiative #7 - County CSEC Website (\$65,000);</b> <b>**** Funds transferred from Initiative #11 - FRP Research (\$67,000);</b> <b>*****Funds transferred from Initiative #8 - Housing (\$720,966)</b>	\$ -	\$ 1,349,966	\$ (456,966)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Summary of Proposed HST Funded Programs and Services for CSEC  
As of May 1, 2023

CSEC Initiative	Service Description	Original Budget	Revised Budget	Actuals FY 2020-21	Estimated FY 2021-22	Projected FY 2022-23	Projected FY 2023-24	Projected FY 2024-25	Projected FY 2025-26	Estimated Balance Avail
11. FRP Research	Board Motion <b>*Funds transferred from Initiatives #1 - Victim Services (\$154,000) and Initiative #3 - Individualized Incidental Restoration Fund (\$73,000)</b> <b>**Reallocated \$67,000 to Initiative #10 - LA County Protocol Development</b>		\$ 160,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
12. Advocacy Prevention Services	Provide on-going advocacy services for youth who's dependency/delinquency referral/case has been closed with no system involvement <b>*Funds transferred from Initiative #7 - County CSEC Website (\$175,000)</b>		\$ 175,000	\$ (175,000)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
13. Countywide Public Service Campaign	Countywide public service announcement campaign to enhance education and awareness efforts to combat human trafficking activities, both during major regional events, including the Super Bowl, and all year long. <b>*Funds transferred from Initiative #8 - Housing (\$40,000)</b>	\$ -	\$ 40,000	\$ -	\$ (40,000)	\$ -	\$ -	\$ -	\$ -	\$ -
14. Social Media Toolkit and Informational Campaign	Social media toolkit and informational campaign that will educate parents, teachers, and youth adjacent professionals on essential "need to know information" concerning targeting and recruitment strategies used to lure children and youth into child sex and human trafficking activities. <b>*Funds transferred from Initiative #8 - Housing (\$100,000)</b> <b>**Funds transferred from Initiative #8 - Housing (\$200,000)</b>	\$ -	\$ 300,000	\$ -	\$ (100,000)	\$ (200,000)	\$ -	\$ -	\$ -	\$ -
TOTAL		\$ 6,738,000	\$ 6,738,000	\$(1,831,966)	\$ (140,000)	\$ (200,000)	\$ (412,034)	\$ (200,000)	\$ (200,000)	\$ -

\$1,401,500.00  
(\$2,190,000)  
-\$788,500.00  
\$1,000,000.00  
\$211,500.00

\$40,000.00  
\$65,000.00  
\$67,000.00  
\$172,000.00  
(\$456,966.00)

(\$284,966.00)

\$284,966.00  
\$436,000.00  
\$720,966.00