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Marketing Campaign to Increase Community Awareness of Human Trafficking Victims

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The San Benito District Attorney's Victim Witness Assistance program serves all victims of crime, including victims, witnesses and victim's families, throughout the criminal justice process. The agency level problem is that too few people in the community know about human trafficking in San Benito County. The larger social problem is that rates of crime in rural communities are too high. This project implemented a marketing campaign to increase the community's awareness about and provide information about available resources to support victims of human trafficking. The expected outcome is to design a quality, accessible anti-human trafficking poster and distribute it to identified businesses. Recommendations to the agency include extending the distribution list of select businesses to all businesses in San Benito to expand community outreach to help survivors.

Keywords: Human trafficking Survivors, Human Trafficking, Human trafficking resources, Human trafficking laws, Human trafficking Victims

The San Benito County District Attorney's Victim Witness Assistance Program was established in 1982 and serves as the victim's connection to prosecutors, law enforcement and other criminal justice agencies, to help ensure that the victim has a voice in the criminal justice process. The agency's mission is to "compassionately and effectively protect the rights of victims while providing services that meet the unique needs of those impacted by crime"(VWA Brochure, 2020). Through crisis intervention, advocacy, information and referral, the goal is to help alleviate the psychological and emotional trauma incurred from victimization (VWA Brochure, 2020)

The courts didn't include victims in any proceedings regarding crimes committed against them which resulted in suffering for both the individual victim (including personal or financial

loss, physical injury, or emotional trauma) and their community which experiences a loss of security and trust. California's statewide program of assistance to crime victims and witnesses shows a commitment to help repair both kinds of damage. Victim Witness Assistance programs have been established to assist victims with their personal needs. These programs are designed to help local agencies meet the needs of victims and witnesses more effectively by providing support to crime victims during the investigation and prosecution of the case. The programs promote cooperation of citizens and professionals through educating the public to ensure the CA Crime Victims Bill of Rights. The agency operates on grants and its main value is to focus on helping the victims' become "whole" again and live a somewhat "normal" life. The program also helps underserved populations such as undocumented people on getting services/resources even if they are not victims of crime directly. (VWA Brochure, 2020)

The types of programs and services provided are victim services, witness services, filing of crime compensation claims and other services as needed. Crisis intervention provides counseling to reassure, support and assist victims in coping with the emotional trauma following the crime. Referrals are made through counseling sessions that address immediate needs, as well as providing referrals to other community resources. Emergency assistance includes meeting the victim's immediate needs such as food, clothing and lodging. The orientation to the criminal justice system provides victims with information about cases, court processes and court support, ensuring the prompt return of property used as evidence, upon completion of the case and the authorization from the District Attorney. (VWA Brochure, 2020)

The agency also provides assistance for victims preparing and submitting application forms to receive compensation from the California State Victim of Compensation Board. The program director screens for crime types and content of reports in an effort to assign the case to a

victim advocate. Then the advocate notifies witnesses when their appearance is required in court and accompanies them. The advocate notifies the victim/witness of the case status and final disposition. The agency also provides additional services if needed such as transportation, relocation services, funeral arrangements, victim impact statements, assistance with restraining orders and employer or creditor intervention. All the resources for the services mentioned are located on the orientation pamphlets which are given to the witness on their first meeting, which provides them with a brochure describing what they can expect when they participate in the criminal justice system.(DA Brochure, 2020)

The agency works with a variety of collaborative partners with the following primary partners providing important support for victims. The District Attorney handles all of the legal aspects of the case for the victim, even when there is no suspect. The Hollister Police and Probation departments are available for the advocate to call and keep up to date with the case status, providing the victim with a choice of whether or not to participate in the case. Additionally, San Benito County Sheriff's Department including, detective sergeants, patrol deputies, jail staff and the coroner. At least 80% of Victim Witness Assistance Program (VWAP) referrals come from these two agencies by patrol officers and when the office receives charging referrals which occur daily (Victim Assistance PMT, 2019). The Victim of Crime Resource Center provides free services where an expert staff offers technical assistance and legal research to victim service providers. They also educate victims and their families on victims' legal rights, and victims' compensation, restitution and civil suits. The Victim Information and Notification Every day (VINE) is an automated service that allows a victim to track the custody status changes and criminal case information. A victim can register to be notified of the release of an offender through this website as well. California Victim Compensation Board (CALVCB) can

help pay bills and expenses that result from violent crime. Victims of crime who have been injured or have been threatened with injury may be eligible for help. Finally, the Adult and Child Protective Services programs through the Department of Social Services also play a role if the case involves abuse against a child or elderly adult. Each program is free for the victim (CalVCB, 2020)

A major change that the agency has had to implement to continue offering their programs and providing services during the COVID 19 pandemic was to reach out to the victims by phone, mail or email communications. In person services were limited and reserved for times where it made the most sense to have a direct meeting. The office strived to maintain and adhere to the most current San Benito County Public Health orders put in place to put in an effort to mitigate the effects of Covid 19, while trying to best meet the needs of the community. The pandemic has also forced office staff to rotate through the office on alternating days to reduce the number of people in the building to about four staff members at one time. Since there was the same amount of work loads but less staff to complete it, that left staff feeling overwhelmed and overworked. The courts are also limiting how many cases are seen at a time and how many people are allowed in the courthouse at once. Which pushed back court hearings to later dates and interrupted current cases. The internship activities were also conducted online which has had a negative impact on learning. Everyone needed to make changes quickly and make adjustments to everyday life because the pandemic has really affected everyone in many different ways.

Communities Served: Demographic Profile

The racial makeup of San Benito county is 60.8% Hispanic or Latino, 32.8% White, and 6.4% other. The County includes the more populated cities of Hollister and San Juan Bautista,

Aromas, Paicines, Tres Pinos and more remotely, outlying areas include Bitterwater, New Idria, Panoche and Pinnacles National Monument/Park. At least 1/3 of the population lives in rural areas and over 49% of the employed commute out of the county. Agriculture remains the largest industry in San Benito County. Roughly 32,000 acres are farmed and 510,000 acres are grazed. Manufacturing, private and small businesses and the County and City government also provide employment (Victim Assistance PMT, 2019).

A majority of the number of individuals who received services from the Victim Witness Assistance Program during the reporting period for 2019, were mostly hispanic or latinos at 58% compared to other races. The highest reporting gender were women and the highest reporting ages were between ages 25-59. (Victim Assistance PMT, 2019). Women and girls are disproportionately effected by human trafficking, accounting for 71% of all victims (ILO, 2017).

The city of Hollister is the main seat of the county with two-thirds of the county's population. Hollister continues to grow with several new developments throughout the city, including several low income apartment communities, senior apartment communities, and several single family home communities. Housing projects are also occurring outside of Hollister city limits in great numbers, including Santa Ana Ranch, many developments off Fairview Road and San Juan Bautista Valley. As a result of the increased population and increased costs of housing, the county continues experiencing the negative outcomes associated with poverty and overcrowding. Specifically the District Attorney's office has seen an increase in the rates of domestic violence, theft and child sexual assault due to shared living conditions. More and more families are stretched thin and as a way to help meet financial obligations and maintain housing, people will pull resources together in an effort to secure housing even if that means shared

housing with extended family, room rentals, and converted garages, etc (Project Narrative, 2019).

Analysis of Community Needs and Assets

A primary problem faced by the community is that law enforcement personnel and criminal justice agencies alone do not have sufficient resources to assist crime victims in facing the aftermath of crime related trauma and issues associated with the criminal justice system.

Including providing crime victims with guidance and information necessary when navigating through the criminal justice system or helping them look for special services required in the process of recovery. Individuals, their families and the community suffer personal and financial loss, physical and emotional trauma, as well as a sense of safety and trust in the criminal justice system. Victims' family members, especially those who live in the same household are similarly affected. The community as a whole can suffer a sense of loss, security, and trust.

At the personal level, anyone can help combat the issue of human trafficking. By encouraging schools to work with students by including human trafficking and exploitation material in their curricula. Parents, educators and school administrators should be made aware of how human traffickers target minors with deceptive advertising. Healthcare providers can learn how to identify victims of human trafficking and help victims overcome their circumstances. Working with local religious organizations to help spread awareness of the problem. (Geogrey, 2019).

Project Title: A Marketing Campaign to Increase Community Awareness of Human Trafficking Victims

Project Description/Strategy

This project was focused on developing a marketing/awareness campaign in San Benito County to increase public awareness of the problem of human trafficking in the region. The main components were to research and target an audience, create a marketing plan, develop and distribute a poster including information on human trafficking. Elements of the poster included research and documentation on the locations where posters should be focused on; which included truck stops, bars, massage places and labor camps. Research on what other jurisdictions such as Monterey County have done to carry out the requirements of this law and documentation of different options such as posters, tabling and surveys assisted in finding the information that went on the poster. Examining and outlining the Human Trafficking Model Notice requirement from the State of California Department of Justice helped formulate a better and informative poster. The agency previously attended community human trafficking meetings/webinars which gave the agency and staff current information and allowed them to collaborate with people from the police department and helped the agency improve its programs/services for the community.

The agency's expectations were that the marketing campaign/poster gets completed by May 2021 and that it had all the details/areas required per Senate Bill 1193. I collaborated with a graphic designer to create the poster. I also collaborated with Monterey county, they assisted the agency with some graphics they had already created, but the agency added their own verbiage. I consulted with my mentor and got the drafted versions approved until we got a final version. My mentor and Candice who is the district attorney approved the final poster for printing. The District Attorney authored a notice letter that accompanied the posters that were distributed to the identified businesses in San Benito county. The letter explained what the posters contained, stated the law, and instructed them to post in a visible location and if they did not comply, they would be subject to a fine.

Project Justification

The project's objective was to increase the public's knowledge and awareness about Human Trafficking. The poster addressed the "invisible problem" of Human Trafficking which informed and educated San Benito residents about this serious problem. The completion and distribution of the poster fulfilled the agency's part of the section 52.6 in the Senate Bill 1193, Human Trafficking notice, that the law requires specified businesses and other establishments to post a notice informing the public and victims of human trafficking of hotline telephone numbers to seek help or report unlawful activity. (Bonta, R 2019). The agency expectations were to accomplish an increase in human trafficking prevention and increased use of the human trafficking hotlines from implementing the project. The project contributed to the long term outcome of decreasing human trafficking rates and eventually eliminating it completely.

Stakeholders

The people who have been victims of human trafficking are important stakeholders. Individuals living in difficult conditions may become desperate and desperation makes them vulnerable. Traffickers prey on others weaknesses, unfortunate circumstances, unfamiliarity, and inexperience. Traffickers are trained to identify vulnerability and expert manipulation tactics to persuade and control their victims. They identify a void and offer to fill it.

Traffickers themselves are stakeholders because the more that traffickers participate in the exploitation of others the more money they make for themselves. The success of this project will hopefully cause a decline in human trafficking rates which will cause them problems. However, not all traffickers do it for money, some traffickers are victims who have aged out of their positions and been offered a job as a trafficker. While some accept the new position to

escape their own victimization. This project may release another set of victims from a different set of shackles.

Lastly, the Police Department are stakeholders. Human trafficking is one of the fastest growing sources of income for organized crime, only exceeded by drugs and arms trade. (The exodus rd). Combating human trafficking takes a collaborative effort from federal and local departments. The success of the project will minimize the victims and revictimization from dealing with the police. It also will hopefully bring more traffickers to justice.

Benefits

Some potential positive impacts expected as a result of the project for the agency and the community it serves are that it will reduce the number of individuals that are victimized and that it helps primary and secondary victims of crime stabilize their lives after victimization. It will also inform and educate the community of how real of a problem human trafficking really is. The agency hopes to continue to be a viable and credible resource to victims, their families, the community, and their partners in law enforcement. Most importantly, by spreading awareness of the issue the project can expect to make a huge impact.

Implementation Method

The implementation method is to develop a marketing and awareness campaign for human trafficking in San Benito County including creating and distributing marketing materials, such as a human trafficking poster that will be posted at different business in San Benito County. More research on community marketing campaigns will aid me with a better direction and help me understand expectations on the posterSome strategies that will be implemented to support the

campaign is to research examples of “best practices” through a review of other jurisdiction’s human trafficking posters and to conduct research on where the “hot spots” are in the county where most of the human trafficking occurs and other locations where human trafficking is high. Once this research has been completed and the educational resources have been selected, a graphic designer must be found to collaborate on the project and assist in the development of the poster. The final poster will be submitted to the mentor and the District Attorney to be reviewed and approved for printing and distribution to the designated businesses. Lastly, to enforce the law requiring this information be posted on-site, the District Attorney’s investigator will follow up and check on those businesses to ensure the posters are visible to customers and procedures are in place to handle complaints. If a business does not comply with the law, they will face penalties for non-compliance.

Participants

Some participants who will be included in the capstone project are the Victim Witness Assistance Coordinator, the District Attorney, the graphic designer, and the investigator. I will be collaborating with the graphic designer on how to set up the poster and which content will be on the poster. The graphic designer will be identified and will have a primary role in collaborating on the design of the poster. The Office of the Attorney General, CA will choose and provide a list of the businesses and other locations that have been identified as having a high degree or risk for human trafficking to distribute and display the poster. The San Benito District Attorney will approve the final draft of the poster and the Service Coordinator will review and approve the final poster before being distributed to businesses and other locations to be posted. She will also author a letter that accompanies the poster and explains the purpose and requirements of posting it, the state law, and instructions for posting it in a visible location. Lastly, the investigator will

make visits to businesses to ensure that they are complying with the state law. He will warn them if they aren't complying and inform them that they will be penalized and fined. After the warning is given a few times and they are allotted time to discuss ramifications and correct the mistakes, if nothing has changed the investigator will bring it to the District Attorney Candice to file charges and fine the businesses in violation of the law.

Resources

The agency had their own timeline of when the poster needed to be completed. The graphic designer was introduced in April. It was a brief introduction and encounter. He was emailed a detailed description of the poster layout, specific details on where and how changes needed to be done. I compiled a list of businesses that fit the description for the bill. The list was made up of names of businesses, their telephone number and addresses. Once the poster was finalized and approved by the District attorney it was sent to the printers. When the agency received the posters they were mailed out by the postal office. There will be no need to find any funding, the agency has the costs of the posters and envelopes in the budget already.

Supplemental

Reviewing and understanding Senate Bill 1193 (SB 1193) an act to amend section 52.6 of the civil code, relating to human trafficking can provide additional knowledge to assist with the project. This bill will require specified businesses and other establishments, upon availability of a model notice developed by the Department of Justice, to post a notice, as specified, that contains information related to slavery and human trafficking, including information related to specified nonprofit organizations that provide services in support of the elimination of slavery and human trafficking. The bill would require the establishments to post the notice in a

conspicuous place near the entrance of the establishment or in another conspicuous location in clear view of the public and employees where similar notices are customarily posted. The bill also would also require the establishments to print the notice in English and Spanish, and in one other language that is the most widely spoken language in the county where the establishment is located and for which translation is mandated by the Federal voting rights act (Bill Text 1193).

Potential Challenges

One of the primary challenges is that some businesses might not be willing to display the poster. Failure to comply with the posting requirements is punishable by a civil fine of \$500 for a first offense and \$1,000 for each subsequent offense. The amount of content that can fit on the poster might be restricted because there is so much information that needs to be included in a limited amount of space. My work schedule/limited time can also be a potential challenge since deadlines can be hard to make especially with the holidays coming up which will increase time needed for my job at the Gilroy Premium Outlets with the work environment getting more hectic and shifts getting longer and later than usual.

Covid 19 Accommodations

There are few accommodations needed to distribute the posters as they have been mailed before and will continue to be mailed to the businesses chosen. The businesses will still be notified via email or telephone to inform them of the date they should expect the posters to arrive and to remind them of the rules and regulations for posting the information on-site. The agency has had to make adjustments to the way normal day-to-day operations are conducted. For example, the staff rotated days at the office and worked from home the other days. Only one

person per office room was allowed and a bilingual speaker would have to be in the office at all times.

SOW Overview

Generally, the research and design part of the poster do not have a specific deadline as long as the poster is completed by May 2021. The project will be implemented in three stages including: First, conducting research on “best practices” for community marketing campaigns to know exactly what is expected. Second to research other jurisdictions' previous posters to have a template for the poster being developed. Third, conduct research to find local “hot spots” with a high level of human trafficking. Lastly, to design content for the poster and collaborate with the graphic designer to create the poster to get approved by the mentor.

SOW table and timeline

Scope of Work Template <i>(Sample phases, activities, deliverables, timeline)</i>
Title: A Marketing Campaign to Increase Community Awareness of Human Trafficking Victims
Project description: Create and develop a community marketing/awareness campaign to inform and educate San Benito County residents and reduce Human Trafficking
Purpose/Primary objective of the project: To implement SB 1193 requiring posting information on human trafficking to businesses and other locations where there is a high level of trafficking.

Longer term goal: Reduce Human Trafficking in San Benito County

Phases		Activities/Tasks		Deliverables	Timeline/ deadlines
1	Select capstone project	1.1	Discuss capstone project ideas with mentor and agency staff	Generate a list of capstone project ideas.	Sept 2020
		1.2	Discuss ideas with agency staff	Submit a list of potential ideas to mentor for review/approval	Oct 2020
2	Plan project	2.1	Research community marketing campaigns	Submit a list of ideas and expectations for the poster to the mentor for review/input/approval.	January 2021
		2.2	Research other jurisdictions previous posters	Submit a template for the poster to the mentor for review and approval	March 2021
3	Implement project	3.1	Research data analysis for “hot spots”	Submit draft list of distribution locations to mentor for review/approval	February 2021

		3.2	Gather all data/research for poster		March 2021
		3.3	Collaborate with the graphic designer to design the poster	Submit draft poster design	March 2021
4	Assess project	4.1	Create a rough draft of the Human Trafficking Poster	Approval from District Attorney will allow for final print of the poster	April 2021
		4.2	Finalize any changes to the poster and print		April 2021
5	Report on project findings	5.1	Complete reporting requirements	Final agency and capstone reports	May 2021
		5.2	Prepare capstone presentation in selected format	Present at Dress Rehearsal for grading	May 2021
		5.3	Final preparation for Capstone Festival	Final Capstone Festival presentation!	May 2021

Introduction

Increasingly, traffickers are using fear tactics to lure children and youth into commercial sex acts and/ or compelled labor. The base of the issue is the traffickers goal of exploiting and enslaving victims and the coercive and deceptive practices they use to do so. Many survivors may end up experiencing post traumatic stress, difficulty in relationships, depression, memory loss, anxiety, fear, guilt, shame and other severe forms of mental trauma. There is also a higher risk of contracting sexually transmitted diseases, infections, diabetes, cancer and other illnesses. The state of vulnerability creates ideal opportunities for traffickers to strike.

Figure 1. Problem Model Template		
CONTRIBUTING FACTORS TO AGENCY PROBLEM	AGENCY-SPECIFIC “MICRO-LEVEL” PROBLEM ADDRESSED BY PROJECT	CONSEQUENCES TO AGENCY
Social factors/Cultural practices	Too few residents know about Human trafficking in San Benito	Increased rates of human trafficking
Is an “invisible” problem, very underground		Increased rates of STDs, disease and death

Unstable families/support structure leads to a lack of adult supervision		May increase homelessness of young girls
CONTRIBUTING FACTORS TO BROADER PROBLEM	BROADER “MACRO-LEVEL” HEALTH/SOCIAL PROBLEM	CONSEQUENCES TO SOCIETY
Poverty and lack of education	Too high of “modern slavery” rates in California	Stigmatization of the victim by the community
Demand for cheap labor/sex		Increased rates of illegal smuggling/sexual exploitation
Lack of human rights for vulnerable groups/lack of legitimate economic opportunities		Repeated violation of human rights increases rates of human trafficking

Micro Level agency problem description

Too few know about Human Trafficking in San Benito. Some causes of are social factors, cultural practices, the underground issue, unstable families and support structure that leads to a lack of adult supervision and those who have previously experienced child abuse. Traffickers

may also use a variety of techniques to instill fear in victims and ensure they remain under their control.

Those most directly affected are children younger than 18 years old and women. It is estimated that about 15,000-50,000 children and women are forced into sexual slavery. Men are sometimes used in sex trafficking as well. Traffickers target at risk populations such as individuals who have experienced or been exposed to other forms of violence like child abuse or gang violence. Individuals disconnected from stable support networks such as runaways and homeless are also at-risk populations. Young people, especially those with risk factors, are vulnerable to human trafficking. These young people are often preyed on by traffickers and lured with false promises of love, money, or simply a better life. Some consequences result in leaving people exposed and vulnerable to be easily targeted, death from neglect, abuse, disease and torture, and rates of Human Trafficking increases (Fact Sheet, 2017). Human trafficking can have physical, emotional, and psychological effects for anyone involved. It has the power to impact someone's life forever.

Macro level health/ social problem description

Too high of "modern slavery" rates in California. Human trafficking happens in every country around the world, including the United States. Traffickers represent every social, ethnic, and racial group. Traffickers are not only men, women are also perpetrators. (IGWYP, 2020)

Although trafficking can happen to anyone, certain groups are more vulnerable like those with substance use issues or mental illness, someone who just moved or someone who's LGBTQ. The average age of children is 15 when they're first trafficked. Human trafficking is a global problem

that can be solved through hard work through stakeholders in government, nonprofits and in communities around the country and world.

Some causes to this modern-day slavery are poverty, lack of education, the demand for cheap labor and sex, the lack of legitimate economic opportunities and the lack of human rights for vulnerable groups. Which result in the following consequences like the violation of basic human rights, loose immigration policies and weak national statues against traffickers, and illegal smuggling and sexual exploitation. It causes mental trauma, physical trauma, ostracism, and lack of independent living skills (Hartmann, 2021)

Expected Outcomes

The expected outcome that is hoped to be achieved as the result of the capstone project is to create and distribute an effective Human Trafficking poster. It's distribution will ideally increase the community's awareness of the problem of Human Trafficking and provide outreach and education for victims to self-identify and reach out for assistance. San Benito doesn't necessarily have high rates of Human Trafficking, but the problem does exist.

Measures

Some measures that will be used to assess the project's progress towards achieving the identified outcome is a short survey. Some of the survey questions asked will be based on the quality of the poster, it's effectiveness, accessibility, visibility and whether the SB 1193 guidelines were met. The survey will include 3 questions and be used to gather information from key personnel in the agency individually and possibly some members of the public who are regular customers at "hotspots" where the poster is distributed. The survey will

consist of some yes or no questions and short answers (P.Salcedo, personal communications, March 11,2021).

Method

The method used were interview calls with business owners or managers of the businesses that fit the description of Senate Bill 1193. They were asked three survey questions to determine the posters effectiveness, accessibility, visibility and whether it met guidelines. The questions were a combination of yes or no questions and open questions. The method used to gather evidence to measure the intermediate and longer term outcomes, over time, will be to develop a Human Trafficking awareness campaign and survey. There are a lot of Human Trafficking cases that are unreported which makes some of the intermediate and long term outcomes difficult to ascertain. The following table provides a brief description of the short term, intermediate term, and long term expected outcomes related to the project. Short term outcomes are the immediate effects of the program. They often focus on the knowledge, skills and attitudes gained by participants as a direct result of the program. Intermediate outcomes are actions that lead to the longer-term outcomes and are typically made up of behavioral changes as a result of the intervention. Long term outcomes refer to the ultimate impacts of a project and a change in the conditions of interest over a longer term like ten years or more.

Short term outcome(s)	Intermediate outcome(s)	Long term outcome(s)
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Create a quality, accessible, and functional poster	Increase in usage of Human Trafficking hotlines and Human Trafficking prevention	Decrease Human Trafficking rates and eventually eliminate Human Trafficking completely
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Findings

After interviewing the business owners or managers of the listed businesses that were required to have the poster my findings were that people were familiar with the “typical” human trafficking. When they thought of human trafficking they assumed two forms sex trafficking and labor. They did not know the other types of human trafficking and assumed some were normal because of cultural practices. They do not feel like anyone would need the poster resources in San Benito because it is a small sleepy town. But they do comply with guidelines because of the fine they would have to pay if they do not.

Assessment Results

The project did achieve its short-term outcomes of completing and distributing the anti-human trafficking poster to identified businesses and making sure it was in a visible and accessible area for victims or would be victims. The poster met the guidelines from the Senate Bill 1193 and that it was easy to read and understand in two languages. The hotline number was in a bright color and a big enough font that you can see it from a distance. The display of the poster will increase knowledge and awareness of human trafficking.

Recommendations

The project is important to know and share to spread awareness. However, the human trafficking poster notice can be improved. The poster itself needs to be modified and updated yearly, but there is only so much information it can fit with its size. Maybe if the agency or student can come up with a webinar to inform their community or local businesses about problems in their community or even problems close to them that could be helpful. I would not recommend keeping this project as a capstone project. But there is room to build on the human trafficking topic. A project focused more on an actual micro level issue would probably bring in better results.

Conclusion

The most important insights gained from the year long research and report writing process is that it's a lot of work. It definitely is a process and takes a considerable amount of time to finalize. It is so detail oriented and has so many sections. Some reflection on my personal and professional growth I experienced from designing, planning, implementing, and assessing my capstone project is that I really was determined to finish it along with working full time and putting in over 187 hours the last semester. I had a lot on my plate, yet I still pushed through to the finish line. This project gave me insight on how many victims there are in the world and brought the fire in my heart to make a place in this world to help them.

My in-person interactions with victims were an experience that contributed the most to my learning goals. A lesson learned was that I needed to remove my mental thinking that everyone was a criminal or using the system for profit rather than understanding they are really a victim and that they need our help. I am usually used to fast past environments and getting things done quickly yet with the interactions it was best to be patient and take my time to get to know the

victim and build a connection with them to make them feel comfortable and safe. Something that I will remember most about this project in 10 years, was how easy the victims felt safe to tell me their most vulnerable situation and show me a side to them that many may not see, simply because I was at the agency. That cemented my passion to help people in their most vulnerable times and to advocate for all victims in life.

Some future advice for future CHHS student interns on what to expect and how to approach their senior placement and capstone project is to get started right away. Time flies and there is not enough time to get it all done on top of your daily life. Try not to overfill your plate like me, I was burned out the last couple weeks of the semester. Do not be afraid to keep reminding your mentor of upcoming assignments and advocate for yourself. They are there to help you and guide you in your experience. The last semester may seem easy or feel like you are almost finished but do not get too comfortable until the last assignment is turned in. Lastly, it would also be nice if the agencies who are providing the internship have a hiring position or spot where in case the student does well in their internship, they would have a higher chance of getting a job in the end. We are told that with everything we are doing we are most likely going to get a job upon graduating but that does not apply to all students.

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Appendix

SB 225: Section Bill 225 requires the human trafficking model to provide a specified number that victims can text for services and support.

The Civil asset forfeiture reform act of 2000 (CAFRA)

The Customs and facilitation and trade enforcement reauthorization act of 2009

The intelligence reform and terrorism prevention act of 2004

The Mann act of 1910

The PROTECT act of 2003

The Victims of Trafficking and Violence Prevention Act (TVPA)

U.S Code, Title 22, Chapter 78- Trafficking Victims Protection