



## ARIZONA HUMAN TRAFFICKING COUNCIL OUTRAEACH AND AWARENESS COMMITTEE MINUTES

December 11, 2014  
10:30 AM  
1700 West Washington Street, Suite 230  
Phoenix, Arizona 85007

A meeting of the Arizona Human Trafficking Council's Outreach and Awareness Committee was convened on December 11, 2014 at 10:30 a.m. at the Governor's Office for Children, Youth and Families, 1700 W. Washington, Suite 230, Phoenix, Arizona 85007. Notice having been duly given. Present and absent were the following members of the Committee.

### Outreach and Awareness Committee Members Present

Debbie Johnson Sarah Suggs  
Chuck Fitzgerald

### Guests

April Jones Lindsay Scornavacco  
Erin Schulte

### Staff Present

Leah Meyers

### A. CALL TO ORDER

The meeting was called to order at 10:35 a.m.

### B. APPROVAL OF MINUTES

Chuck Fitzgerald moved to accept the minutes from the October 29, 2014 committee meeting. Debbie Johnson seconded the motion. Motion passed.

### C. SPEAKERS BUREAU UPDATE

Ms. Meyers stated that Tammy Paz-Combs is looking for volunteers to help with the creation of the Sex Trafficking 101 PowerPoint to be used by members of the Speakers Bureau. A copy of the PowerPoint template was provided as a handout for review. Ms. Meyers stated that Ms. Paz-Combs has collected three different presentations to use as a guide. Sarah Suggs volunteered the support of Kimberly Klein and Savannah Sanders from the O'Connor House to help with this task. They both provide training in the community and can help create a tailored presentation depending on the time allotted.

Ms. Meyers also asked the committee if they have any specific data elements to request for tracking purposes. The website already asks for the contact information, location and date of the presentation, and she suggested other elements like the group or organization, number of participants in the training as well as the duration of the training. Members also suggested more information about the demographics, psychographics, level of awareness, email addresses of participants, scope of what they want and what type of group will the audience be (e.g., general audience, students, first responders, etc.). There was also discussion about getting outcome data from the presentation, such as an evaluation and how will they use this information. Ms. Meyers stated that the plan would be to provide the *How Can I Help?* document at each presentation, which members agreed can also serve as a call to action.

The members reviewed the *How Can I Help?* document and provided feedback to Ms. Meyers.

#### **D. BLUE CAMPAIGN MATERIALS DISTRIBUTION PLAN UPDATE**

Lindsay Scornavacco reported that she and Erin Schulte, a student from Arizona State University (ASU), stuffed 427 envelopes with posters, a trafficking 101 handout and a cover letter from the chairs to be distributed around the state. The Governor's Office for Children, Youth and Families (GOCYF) ordered more envelopes but they are on backorder. Once the GOCYF receives the remaining envelopes then more packets can be assembled.

Debbie Johnson stated that she passed out packets at her November event, meaning about 50 board members received copies of the posters.

Chuck Fitzgerald mentioned that he was contacted about a federal effort on January 11, 2015. He stated that he will provide Ms. Paz-Combs with the contact information of the individuals who contacted him to determine if there is something we can do in relationship to this effort.

#### **E. PSA DEVELOPMENT**

Ms. Scornavacco reported that she worked with Council member Dominique Roe-Sepowitz and Barb Strachan to create a script for a PSA focused on survivors. The members reviewed the script and agreed that it is good for a PSA. The next step is to follow-up with the Arizona Department of Transportation to proceed with production.

#### **F. REVIEW DRAFT STRATEGIC PLANNING DOCUMENT**

Ms. Meyers provided committee members with a draft copy of a strategic planning for the committee's work. Members provided a few suggestions concerning formation and replacing the word DRAFT with a date to note when it was updated. In addition, it was suggested that the website and Blue Campaign activities be added to show the full work and accomplishments of the committee.

Ms. Scornavacco also asked member if they are okay adding a new PSA with Keri Lake from FOX 10 News. The members agreed to this task addition.

#### **G. NEXT MEETING**

Members agreed to use the Doodle website again to determine the next meeting date. Ms. Scornavacco suggested the PSA distribution as a future agenda item.

#### **H. CALL TO THE PUBLIC**

Erin Schulte stated that she started a group at ASU called the All Walks Project to raise awareness about sex trafficking. They hosted an event in November where they showed the documentary *Stuck in Traffick!* and have hung the Blue Campaign posters—with permission—all over campus. The Project also plans to work with the ASU Sex Trafficking Intervention Research (STIR) office to host an

awareness week at the Tempe and downtown campus prior to the Super Bowl. They are making and selling bracelets that say *ask me* to start a conversation about the issue. In addition they hope to bring the Red Light Rebellion to campus for an assembly.

Chuck Fitzgerald announced that his office staffs the Arizona Council on Faith and Community Partnerships. They recently held their inaugural meeting where the Chair, Dr. Terry M. Crist, Jr., stated that he wants to know how their Council can support human trafficking efforts. It was discussed that maybe he or someone from the Council could join the Speakers Bureau.

**I. ADJOURNEMENT**

The meeting was adjourned the meeting at 11:30 a.m.