



## ARIZONA HUMAN TRAFFICKING COUNCIL OUTRAEACH AND AWARENESS COMMITTEE MINUTES

May 20, 2014  
2:00 PM

1700 West Washington Street  
Governor's Office for Children, Youth and Families Conference Room  
Phoenix, Arizona 85007

A meeting of the Arizona Human Trafficking Council's Outreach and Awareness Committee was convened on May 20, 2014 at 2:00 p.m. in the Governor's Office for Children, Youth and Families Conference Room, 1700 West 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

Michael Derfus (Chairperson)	Debbie Johnson
Chuck Fitzgerald	Sarah Suggs

### Guests

April Jones	Linda Hertzeler
-------------	-----------------

### Staff Present

Leah Meyers	Tammy B. Paz-Combs
John Raeder	

### A. CALL TO ORDER

The meeting was called to order at 2:02 p.m.

### B. REVIEW OF COMMITTEE RESPONSIBILITIES

Tammy Paz-Combs reviewed the handout listing each committee's Executive Order directive and recommendations.

### C. PRIORITIZE RECOMMENDATIONS

The Committee prioritized the following recommendations:

- Require the posting of a national or state help hotline in places where victims are most likely to come into contact with it.
  - Recommending the dual use of the National Human Trafficking Hotline (800-888-373-7888) and 911. Language on outreach and awareness materials, including

training materials, could read – *If you suspect human trafficking in your community, contact the National Human Trafficking Hotline at 800-888-373-7888 or call 911.*

- Launch a public awareness campaign to educate the general public on human trafficking issues. Encourage a zero tolerance policy toward human trafficking, especially with regard to the sex trafficking of minors.

#### **D. BRAINSTORMING SESSION - RECOMMENDATIONS**

The brainstorming activity focused on identifying existing efforts, resources and campaigns both in state and in other states, potential barriers and challenges, existing and potential partners and next steps.

- The Committee began to review outreach and awareness campaigns from national organization and other states to include the Polaris Project, Truckers Against Trafficking, Indiana, Washington, Ohio and Georgia.
- The Committee began identifying existing awareness campaigns with specific target audiences and industries. Two identified include Truckers Against Trafficking and the SAFE Action Project (hospitality industry).
- The Committee began brainstorming other target populations including the medical field, first responders, business community, service organizations, faith-based community and the general public.
- Explore creating a tagline / acronym / symbol that is Arizona specific for outreach and awareness activities.
- Target audiences that were identified to conduct outreach with included the faith-based community, hospitals, service clubs such as Rotary, high school students and parents, and convenience stores.
- Chuck Fitzgerald distributed a list of outreach and awareness ideas that he has gathered from conversations with the West Valley Human Services Alliance and staff of the Office of Faith and Community, Department of Economic Security.

Questions that arose during the brainstorming activity included:

- Request clarification from the Council on how we are defining human trafficking. The majority of the awareness campaigns the Committee reviewed include both labor and sex trafficking.
- Where would funding for outreach and awareness materials come from?
- How will the funds being generated through fines from HB 2454 be disbursed and for what purposes?

Next Steps Identified:

- Michael Derfus will inquire with the Webmaster at the Arizona Department of Transportation about the feasibility of creating a website for outreach and awareness.

- Ms. Paz-Combs will forward the web links for the various websites that the committee reviewed so that each member can spend time reviewing them to bring back ideas of what they like from each site.
- Review the list of outreach and awareness ideas distributed by Mr. Fitzgerald.

**E. COMMITTEE REPORT TO COUNCIL**

Ms. Paz-Combs stated she would compile a report based on the meeting and discussion. The report will highlight the committee's recommendation of the dual use of the National Human Trafficking Hotline (800-888-373-7888) and 911, the discussions that took place regarding the committee's review of other states' outreach and awareness campaigns, and the identification of existing outreach efforts for specific audiences.

**F. NEXT MEETING**

Members agreed to use the Doodle website again to determine the next meeting date.

**G. CALL TO THE PUBLIC**

No public comment.

**H. ADJOURNEMENT**

Michael Derfus adjourned the meeting at 3:34 p.m.

DRAFT