



ARIZONA HUMAN TRAFFICKING COUNCIL OUTRAEACH AND AWARENESS COMMITTEE MINUTES

June 19, 2014
3:00 PM

Arizona Lodging & Tourism Association
1240 E Missouri Avenue
Phoenix, Arizona 85014

A meeting of the Arizona Human Trafficking Council's Outreach and Awareness Committee was convened on June 19, 2014 at 3:00 p.m. at the Arizona Lodging & Tourism Association 1240 E. Missouri Avenue Phoenix, Arizona 85014. Notice having been duly given. Present and absent were the following members of the Committee.

Outreach and Awareness Committee Members Present

Chuck Fitzgerald Sarah Suggs
Debbie Johnson

Outreach and Awareness Committee Members Absent

Michael Derfus

Guests

April Jones Lindsay Scornavacco

Staff Present

Tammy B. Paz-Combs

A. CALL TO ORDER

The meeting was called to order at 3:10 p.m.

B. APPROVAL OF MINUTES

Sarah Suggs moved to accept the minutes from the May 20, 2014 committee meeting. Debbie Johnson seconded the motion. Motion passed.

C. REVIEW OF BRAINSTORMING SESSION

Committee members briefly reviewed the items identified during a brainstorming session at the May 20, 2014 committee meeting. Many of the ideas were incorporated into the Outreach and Awareness Committee Plan and discussed in more detail in agenda item D.

D. OVERVIEW OF OUTREACH AND AWARENESS PLAN

Tammy Paz-Combs presented a draft of an Outreach and Awareness Plan based on items identified during the May 20, 2014 meeting brainstorming session.

The proposed plan has an overall goal to “Promote public awareness about human trafficking, victim services and restitution, and trafficking prevention”. It also includes:

- 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.
- Launching 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.

In addition, the plan has separate sections for a Public Awareness Campaign and an Outreach Campaign.

- Public Awareness – Members identified Indiana and Ohio as existing campaigns to look into further for ideas for the Council’s plan. The committee prioritized the components necessary for the public awareness campaign. These components include: develop Arizona specific tagline/logo, create a website, develop distribution plan, develop PSA, revise existing awareness documents to be specific to Arizona, and develop a social media plan.
- Outreach Campaign: Members began identifying existing awareness campaigns with specific target audiences and industries. Members also began to brainstorm other target populations including the medical field, first responders, business community, service organizations, faith-based community and the general public.

The plan will be revised and shared with the full Council at the June 23, 2014 meeting.

E. OVERVIEW OF EXISTING OUTREACH CAMPAIGN

This item was tabled for a future meeting.

F. COMMITTEE REPORT TO COUNCIL

Ms. Paz-Combs stated she would compile a report based on the meeting and discussion. The report will highlight that the Committee identified Indiana and Ohio’s outreach and awareness efforts as those to further research, identify best practices and model Arizona’s efforts after. In addition, that the Committee reviewed and revised the Outreach and Awareness Plan which prioritizes tasks/activities in developing a Public Awareness Campaign and identifies Outreach Campaign target audiences and industries. The draft plan will be attached to the Committee Progress Report.

G. NEXT MEETING

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

H. CALL TO THE PUBLIC

No public comment.

I. ADJOURNEMENT

The meeting was adjourned the meeting at 4:20 p.m.