



## ARIZONA HUMAN TRAFFICKING COUNCIL MINUTES

September 10, 2014

9:00 AM

1700 West Washington Street, Governor's 2nd Floor Conference Room  
Phoenix, Arizona 85007

A meeting of the Arizona Human Trafficking Council was convened on September 10, 2014 at 9:00 AM. in the 2<sup>nd</sup> Floor Conference Room, 1700 West Washington, Phoenix, Arizona 85007. Notice having been duly given. Present and absent were the following members of the Council.

### Members Present

Cindy McCain (Co-Chairperson)  
Gil Orrantia (Co-Chairperson)  
Margery Ault  
Allie Bones  
Chris Bray  
Chad Campbell  
Timothy Chung  
Michael Derfus  
Jon Eliason

Chuck Fitzgerald  
Sheila Polk  
Debbie Johnson  
Dominique Roe-Sepowitz  
Sarah Suggs  
Brian Steele  
Grant Woods

### Members Absent

Carolyn Jones

### Staff Present

Leah Meyers  
John Raeder

#### 1. CALL TO ORDER

The meeting was called to order at 9:06 AM.

#### 2. INTRODUCTIONS

Mrs. Cindy McCain requested that the members introduce themselves.

### 3. APPROVAL OF MINUTES

Ms. Sarah Suggs moved to approve the June 23, 2014 and August 18, 2014 minutes as drafted by staff. Mr. Jon Eliason seconded the motion. The motion passed unanimously.

### 4. THORN PROJECT PRESENTATION

Ms. Brook Istook, Director of Strategy and Operations, Thorn, discussed the history of Thorn and explained that the organization quickly recognized that technology and the internet play a huge role in facilitating crimes against children; in particular sex trafficking, child pornography and sex tourism. They also learned that three out of four underage victims of sex trafficking are advertised or sold online and the number of reported child pornography files online had increased from 450,000 in 2004 to 17 million in 2011. Ms. Istook explained that technology allows for materials to be easily produced and distributed, connects predators, and normalizes behaviors that are dangerous and illegal. In 2012, Thorn refocused the mission of the agency to drive technology innovation to fight child exploitation and invest and deploy the latest technologies to remove the anonymity of the internet; and create a more hostile environment for those who participate in crimes against children.

Ms. Istook further explained that an important aspect of Thorn success is the utilization of a Technology Task Force which serves as a source for Thorn's work and advisor on the latest advancements in the technology sector. The Technology Task Force is comprised of more than 20 technology companies that lend their knowledge, time and resources to support the work of Thorn.

Ms. Istook continued by stating that Thorn's strategy is to focus on leveraging technology to do the following:

- Deterrence – Speaking directly to potential abusers and attempting to get them to change their behavior before it's too late. Disrupting the environments they're in and making these environments more hostile to their activity.
- Enforcement – Helping law enforcement prioritize cases and use their time as efficiently and effectively as possible to find the worst offenders and keep them from doing more harm.
- Protection – Reaching vulnerable populations with messaging, tools, and resources that enable them to exit a dangerous situation or avoid being involved in the first place

Ms. Istook then provided a presentation on Thorn's new *Spotlight* tool. *Spotlight* is Thorn's first nationwide technology application, powered by Digital Reasoning's Machine Learning software deployed in Amazon's AWS Cloud, which can be accessed from any browser and will provide law enforcement with real-time intelligence and leads about suspected human trafficking networks and individuals in order to rescue victims and apprehend perpetrators.

Thorn conducted research and examined current law enforcement practice, which requires officers to conduct manual searches of online classified advertisement in order to launch operations or stings. Thorn wanted to assist law enforcement by using technology to take the "messy" data that's on the internet and leverage that data to assist law enforcement. Ms. Istook explained that *Spotlight* allows law enforcement officers to make the massive volumes of data available online into an asset, and allow for aggregate learning across jurisdictions to improve lead generation.

Ms. Istook provided the members of the Council with a demonstration on how *Spotlight* can search key indicators across the internet and generate leads. The tool aggregates data and allows for mapping of activity, aggregates online advertisements, consolidates photos, and identifies indicators of control.

Ms. Istook explained that the *Spotlight* tool is nearing the end of development. Arizona will be the site of the first statewide role out of the tool. Ms. Istook emphasized the importance of engaging law enforcement to ensure that the tool assists in making their job easier. She noted that Thorn had been working with a law enforcement advisory group consisting in Arizona and California and was excited to get the tool in the hands of law enforcement so they could begin using it as early as October 6<sup>th</sup>. Ms. Istook thanked Mrs. McCain and the McCain Institute for their support of the project.

Sgt. Chris Bray asked if the filters for the *Spotlight* tool will be modifiable.

Ms. Istook responded by explaining that the filters and alerts are completely user driven and user created and could be modified to meet law enforcement needs.

Mr. Eliason inquired about the availability of data on child pornography and how it overlaps with sex trafficking.

Ms. Istook replied that Thorn has not seen any data that shows a correlation between perpetrators in those two areas.

Mr. Eliason remarked that several of the technology companies listed on Thorn's Technology Task Force are hesitant in assisting law enforcement or prosecutors on the issue.

Ms. Julie Cordua, Executive Director, Thorn, stated that she appreciated the comment and explained that Thorn is trying to move the industry from a place of ignorance to being proactive in addressing crimes against children. She also noted that Thorn offers free engineering help to assist companies that indicate that they do not have the resources.

Mrs. McCain noted that the leader of Thorn was a vociferous advocate in the technology industry.

Ms. Sarah Suggs asked if the October 6<sup>th</sup> launch date was going to be a beta-test.

Ms. Istook explained that the tool will be launched with real data, on or around October 6<sup>th</sup>, to the advisory group in Arizona that had been assisting Thorn with the development.

Mr. Brian Steele stated that social service providers often work with law enforcement to locate victims that may have been in a residential facility at one time. He asked if Thorn had any plans in the future to partner with the private sector to offer this service.

Ms. Istook indicated that the 1<sup>st</sup> phase has been focused exclusively on law enforcement.

Mr. Gil Orrantia inquired about the details of the test phase of the role-out.

Ms. Istook stated that the test will be done with real time data that can be used for investigations. During the test phase law enforcement will have the opportunity to offer suggestions for modification to the tool.

Mr. Gil Orrantia followed-up by asking about Thorn's plans after the testing period.

Ms. Istook stated that Phase II of the project will include more robust photo analysis. She also explained that Thorn will also look to add enhancements to the tool and find alternative data sources that can be incorporated.

Ms. Cordua added that Thorn was currently looking for a partner to assist in taking the *Spotlight* tool nationwide. Currently Thorn is working with Fox Valley, which provides training nationally to interned crimes against children (ICAC) teams, and would be able to incorporate training on the *Spotlight* tool into existing modules. Ms. Cordua noted that it was important to keep in mind that as jurisdictions become more effective at identifying victims it is imperative that aftercare networks are prepared for the increased volume.

Mrs. McCain asked how law enforcement officers can use the tool while in the field.

Ms. Istook explained that a common use would be to provide officers with broader search capabilities in the field in order to find the next, most relevant lead to follow. It would also allow officers to search phone numbers, map out networks, and receive pro-active alerts.

Sgt. Bray noted the tool allows law enforcement to do in minutes what used to take hours. It also removes the over reliance on personal relationships to tie cases together.

Ms. Suggs asked if California and Arizona would roll-out simultaneously and interface.

Ms. Istook responded that only three or four jurisdictions in California would be using the tool. She also noted that the *Spotlight* tool is not restricted based on the number of participating jurisdictions.

Ms. Cordua added that when law enforcement is using the *Spotlight* tool they can tag an advertisement with contact information so that law enforcement across jurisdictions can collaborate if looking at common indicators. Law enforcement can also flag decoy advertisements being deployed as part of a sting or operation so they are not investigated by other agencies.

Lt. Colonel Timothy Chung thanked Thorn and stated that the tool was a powerful and robust investigative tool and carries forward the philosophy that we need to put technology, information, and intelligence at the fingertip of officers. He inquired about the process for law enforcement agencies to gain access the *Spotlight* tool.

Ms. Istook explained that Thorn was still working on the deployment processes. She stated that the current Arizona law enforcement advisory group, which consists of Phoenix, Mesa, Glendale, Chandler, Tempe, Gilbert and Scottsdale, will all have access. Thorn is still formalizing a process for deployment to other law enforcement agencies in the State.

## 5. COMMITTEE REPORTS

### Data and Research Committee

Dr. Dominique Roe-Sepowitz announced that the Data and Research Committee would be willing to assist the other committees with surveys or other data collection efforts.

### Outreach and Awareness Committee

Commander Michael Derfus updated the Council on the following Outreach and Awareness Committee activities:

- The Committee is recommending the use of the U.S. Department of Homeland Security's (DHS) Blue Campaign for statewide outreach and awareness efforts. The Phoenix Human Trafficking Task Force will be utilizing the Blue Campaign in their outreach efforts and as not to have two different campaigns throughout the state it was determined that it is in the best interest of the Council to also adopt the Blue Campaign. A representative from the Blue Campaign presented to the Committee at the August 18, 2014 meeting regarding the resources that will be available which include PSAs/videos, posters, indicator cards, pamphlets, fact sheets, shoe cards and tear cards. The majority of these items, with the exception the PSAs/videos, will be co-branded with the Council's logo. The DHS will provide the materials with the co-branding and the Council would be responsible for the cost of printing and distribution.
- "End Sex Trafficking AZ" has been determined as the tagline the committee has recommend to the Council Co-Chairs to be used on the Council's outreach and awareness efforts.
- An End Sex Trafficking AZ logo is being designed.
- An End Sex Trafficking AZ website is under development. Content on the homepage of the website will include a video of the Governor and the Council Co-Chairs, quotes from each of them, a recent news section, and the Polaris Hotline Number. Tabs and content on the website will include: Arizona Human Trafficking Council; What's Human Trafficking; Legislation; Resources to include outreach and awareness materials, research and data, training and speakers bureau; About Us; and Contact Us.

Commander Derfus announced that the Outreach and Awareness Committee will be working on the following in the future:

- Work with the Department of Homeland Security to co-brand the Blue Campaign outreach and awareness materials.
- Continue to develop the End Sex Trafficking AZ website in an effort to launch on October 2.
- Further develop the outreach plan to include identifying target populations including the medical field, first responders, business community, service organizations, faith-based community and the general public to which we can promote the website and its resources.
- Identify existing awareness campaigns with specific target audiences and industries to post on the website.
- Develop a Speakers Bureau.

### Training Committee

Lt. Colonel Chung updated the Council on the following Training Committee activities:

- The Committee continues to collaborate with AZPOST to finalize details for adding sex trafficking as a basic curriculum requirement for new officer training at Arizona police academies.

- On August 6, George Steuer, Supervisory Special Agent, FBI, provided the members of the Training Committee with an update on the FBI's efforts to address human trafficking. Special Agent Steuer discussed Operation Cross Country and the FBI's work with the Phoenix Human Trafficking Task Force. Mr. Steuer also stated that the FBI has the capacity to provide training and could deliver training to different disciplines upon request. The Committee will look for areas to collaborate with the FBI.

Lt. Colonel Chung announced that the Training Committee will be working on the following in the future:

- Examine the possibility of hosting an Arizona Solutions Summit.
- Work with Dr. Dominique Roe-Sepowitz, Arizona State University, to implement a training and evaluation project with the new Department of Child Safety (DCS) modeled after the Arizona Court Counts assessment recently completed by Dr. Roe-Sepowitz.
- Contact state agencies to determine: current training requirements (new employee and continuing education requirements); and current trainings offered to employees on sex trafficking. On August 19, staff met with the Arizona Nursing Board. Joey Ridenour, Executive Director, Arizona Nursing Board has committed to featuring sex trafficking in the next Arizona Regulatory Journal which will be released in October. The publication will be sent to 120,000 nurses in Arizona and will be featured on the Nursing Board's website.
- Identify existing law enforcement protocols, utilized in other states, for working with runaway youth.
- Work to identify a sex trafficking curriculum to be incorporated in the Prevent Child Abuse Arizona Children's Justice Training Offerings available to law enforcement, child welfare and child advocates statewide free of cost.
- Examine ways to work with the Arizona Prosecuting Attorney's Advisory Council (APAAC) on the computer based training module that is currently being developed.
- Work with the Administrative Office of the Courts (AOC) to execute the Integrated Sex Trafficking Plan that was presented to the Council.
- Contact the Arizona Chiefs of Police and the Arizona Conference of Police and Sheriffs to arrange presentations to their respective boards.
- Contact the Arizona League of Cities and Towns to obtain assistance in working with city councils and law enforcement agencies to prioritize training on sex trafficking.

#### **Victim Services Committee**

Ms. Sheila Polk updated the Council on the following Victim Services Committee activities:

- The Victim Services Committee received a presentation from TRUST on their process and progress with the Polaris Hotline protocols. There was discussion on how the Committee or Council can assist with this project. GOCYF Staff have had follow-up meetings with TRUST and reached out to Jenna Novak from Polaris to offer assistance with this project.
- The Victim Services Committee completed a list of actions for the Committee to achieve. Attached is the Victim Services Committee Actions document for review by the Council.

Mr. Orrantia thanked the members of the Council for their hard work.

Mrs. McCain also thanked the members of the Council for their hard work and dedication.

**6. CALL TO THE PUBLIC**

Ms. Lynda Hartzler, Streetlight USA, asked that if there would be an opportunity in the future to incorporate girls that are currently in residential facilities into the *Spotlight* tool.

Ms. Lynnette Graybull, commended the Council members for their trailblazing efforts in the human trafficking field. She also emphasized the need to examine human trafficking in Native American communities.

Katie Resendiz, TRUST, stated that after the passage of the Trafficking Victims Protection Act (TVPA) great efforts were made to enhance the law enforcement response and create services for victims of trafficking. However, not enough has been done to inform victims and survivors that the services are available. Ms. Resendiz stated that the best way to connect to victims is through the promotion of the national hotline.

Andrea Evans, Race Against Trafficking (RAT Race), provided an update on the RAT Race. She announced that currently 25 teams have signed up to participate and have pledged to bring over 700 runners and/or walkers to the event.

**7. ADJOURN**

Mrs. McCain adjourned the meeting at 10:30 AM.