



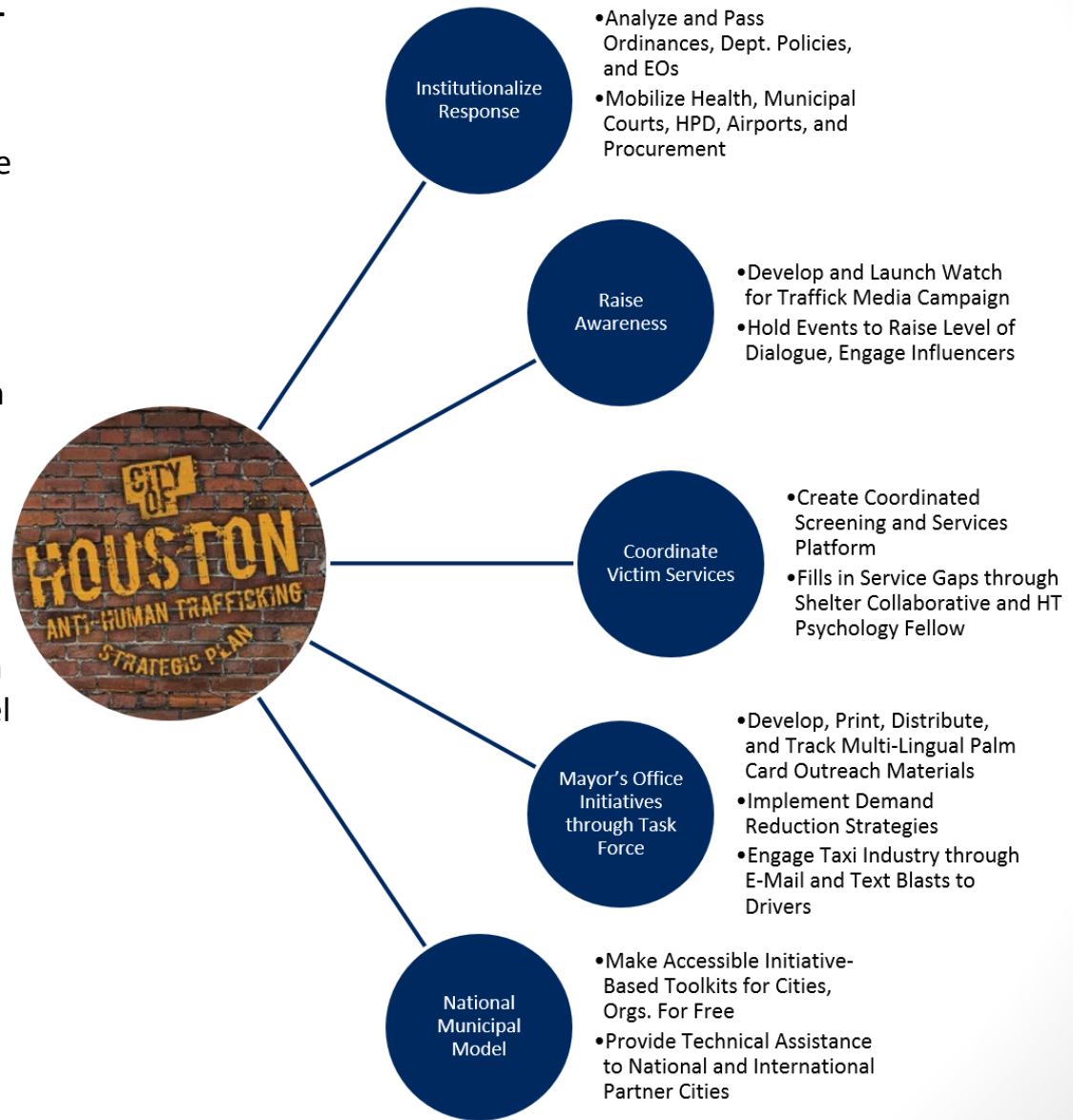
Mayor's Office of Human Trafficking and Domestic Violence  
Strategic Plan and Resources for Children and Youth  
1-13-2021 Presentation for **Council Committee on Childhood & Youth**

# City of Houston's Strategic Plan

## A Brief Introduction to Plan Objectives

### 1<sup>st</sup> Comprehensive, Municipal-Level Strategic Plan in the United States

- **1<sup>st</sup> Objective:** Institutionalize the City of Houston's Response and Implement Trainings at Scale
- **2<sup>nd</sup> Objective:** Raise Awareness and Change Public Perception
- **3<sup>rd</sup> Objective:** Coordinate Victim Services and Engage in Direct Outreach
- **4<sup>th</sup> Objective:** Implement Joint Initiatives of the Houston Area Council on Human Trafficking
- **5<sup>th</sup> Objective:** Establish Houston as the National Municipal Model for Anti-Trafficking Efforts
- Total of 5 objectives, 20 strategies, and 91 tactics.
- **Phase 2:** Released Aug. 2018, includes replication through USCM and Ten/Ten.
- **100%** of Phase 1 and **84%** of Phase 2 completed in under 4 years. Phase 3 in effect.



# City of Houston's Strategic Plan

## Our Approach and Plan Design

- The initial position of Special Advisor was established in 2015 and Houston was the first in the U.S. to create a position like this within a Mayor's Office.
- We talked to over 250 stakeholders across the U.S. and inventoried programs, policies and procedures.
- Then we conducted a local landscape analysis to assess the gaps in policy and services and compared it to the strengths and weaknesses of the Mayor's Office.
- This analysis resulted in the plan pillars I just discussed and resulted in what is very much a gap filling plan; reflective of our external environment.
- A gap filling plan means that we do not do what is already being done well and through strong cross sector collaboration, we are able to deliver what is a holistic response that addresses all aspects trafficking.
- An example of this approach – we focus on ordinance work as that is a strength of the Mayor's Office where it can be more difficult for a community member.



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## Definitions

- Human trafficking is the use of force, fraud, or coercion to compel someone to perform a commercial sex or labor act in which something of value is exchanged.
- Force, fraud, or coercion is not required if the person involved in a commercial sex act is under 18.
- You've heard the phrase, "There is no such thing as a child prostitute." If you are 17 and under you cannot consent to a commercial sex act, it is trafficking.
- Examples of industries where labor trafficking occurs and impacts youth specifically are traveling sales crews, where youth are forced to go door to door to sell magazines, soap, meat etc.



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## Who?

Who is Vulnerable?	Who Are the Traffickers?
Youth with History of Abuse	Romantic Partner
Youth Experiencing Homelessness	Employer
Youth Who are Developing Addictions	Job Recruiter
Youth Involved in Systems	Family Member
LGBTQ+ Youth	Peer
Special Populations (English Language Learners, Differently Abled, Special Needs, etc.)	Gang
All Youth Experience Vulnerabilities	Online Predator

\*Source: Love 146



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## Social Media Anti-Luring Campaign - Preventative Steps

- In order to address the online threat to children, we launched an Anti-Luring Social Media Campaign with Love 146.
- Internet and social media are prominent venues in which at-risk children are lured into exploitation by traffickers.
- Partnered with Love 146 to designed 12 posts for parents/caregivers ages 35-55 and 12 posts for youth ages 12-24.
- Preventative campaign to educate and link to age-appropriate resources on safe internet usage.
- Purchased Facebook ads for prime placement in feeds for over 3 months during summer.
- Engaged 21 local and national partners to post simultaneously.
- National partners from 6 different states and included 3 state governments, 1 city government, 2 NGOs, and 1 university.



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## Associated Image: Social Media Anti-Luring Campaign

### SCHEDULED POSTS DIRECTED AT YOUTH:



7/26  
Someone asking you for a pic?  
Make sure you're in control. Here  
are some things to think about  
and ways to say NO while saving  
face. #WatchForTraffick  
#ChildTrafficking  
<https://love146.org/action/online-safety/omg-the-internet/#three>



8/2  
Someone online trying to make  
your life a nightmare? Stay safe,  
get help, and be in the know.  
#WatchForTraffick  
#ChildTrafficking  
<https://love146.org/action/online-safety/omg-the-internet/#four>



8/9  
"We won't be fooled by those who  
only care about us long enough to  
make money off us." Warning:  
This spoken word video is  
intense. #ChildTrafficking  
#WatchForTraffick  
<https://love146.org/prevent/>



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## Associated Image: Social Media Anti-Luring Campaign

### SCHEDULED POSTS DIRECTED AT CAREGIVERS/PARENTS:



7/24

Is your child on Snapchat? What about Kik? Check out this link for tips to help your child use popular social media apps responsibly.  
<https://love146.org/action/online-safety/internet-safety-guide/#six>  
#WatchForTraffick  
#ChildTrafficking



7/31

The internet is a powerful tool for bringing people together, but can also be used to harm or take advantage of children. Check out this resource guide, and learn how to help protect the kids in your life.  
<https://love146.org/action/online-safety/internet-safety-guide/#six>  
#WatchForTraffick  
#ChildTrafficking



8/7

Traffickers are known to lure children through websites and social media apps. Learn how to spot warning signs to keep your child safe.  
<https://love146.org/action/online-safety/internet-safety-guide/#six>  
#WatchForTraffick  
#ChildTrafficking





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## Partnerships with UAHT- Preventative Programs Offered

### Social Media and Human Trafficking: A guide for parents and students -

- Amidst COVID, social media use and several kinds of abuse, including human trafficking are on the rise.
- This workshop equips youth and parents to stay safe in a digital world.
  - **Program topics include:** What is human trafficking, how traffickers use social media, Social media dangers and safety tools; and how to spot suspicious profiles on social media.

### Conversations with Kiddos –

- An age-appropriate introduction to things like social media safety, consent, and safety planning.
- This presentation equips elementary youth with the skills to stay safe.
  - **Program topics include:** What is human trafficking and abuse, what is grooming; breathing activities & safety plans.



# City of Houston's Strategic Plan

## Partnerships with UAHT- Preventative Programs Offered

### Youth Awareness Workshop –

- This presentation is designed for protecting the next generation from human trafficking.
- Equips middle school and high school youth with the skills to stay safe.
  - **Program topics include:** What is human trafficking, how to recognize a trafficker, the recruitment process and using social media safety.

### Parent Awareness Workshop –

- With Social Media Apps and gaming on the rise, this workshop equips parents and care givers to keep their kids safe.
  - **Program topics include:** What is human trafficking, the signs and signals of human trafficking and exploitation, social media dangers and safety tools; and how to talk to your kids about human trafficking.



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## Partnerships with Love 146 and UAHT – Preventative Programs Offered

### LOVE #146 (Not a Number)

- UAHT specialist are trained in facilitating LOVE 146 not a number curriculum.
- Not a Number is an interactive, five-module prevention curriculum designed to teach youth how to protect themselves from human trafficking and exploitation through information, critical thinking, and skill development.
- Uses open conversations, engaging activities, media, and provides opportunities for self-disclosure.

**To Schedule the aforementioned programs for child or youth groups, please contact:**

**Sara Jayne Breuer, Education Coordinator – [sbreuer@uaht.org](mailto:sbreuer@uaht.org) and phone number is 832-324-2391 to schedule these programs in person or virtually during COVID-19.**

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## Suggested Council Member Actions Steps - Preventative

### For Social Media Campaign:

- Download the toolkit with all social media collateral files and use the included calendar to start your own campaign.
- Use this link to download the toolkit: <https://humantraffickinghouston.org/toolkits/social-media-toolkit/>
- Include images and verbiage from the campaign in monthly newsletters.
- Ask constituents to do the same.
- Plan messages for HTAM month (January), crime prevention month (October) or child safety and protection month (November).

### For Community Partner Presentations:

- Reach out to school principals in your districts and ask them to engage partner programs.
- Leverage existing youth convenings in your districts to bring in a partner to present.
- Set up youth liaisons or committees in districts to manage bringing the programming to your districts.



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## HPD & Governor's Office Child Sex Trafficking Response - Landscape

- Proactive investigations/operations, including, but not limited to, street level, hotel ops, spa/IMBs ; this includes ops conducted by HPD Vice/HTU and in collaboration with Human Trafficking Rescue Alliance partners.
- Reactive investigations are ones referred to HTU by another investigative division upon outcry of juvenile victim, referrals from HTRA partners.
- Patrol traffic stops (recognition of juveniles/possible signs of HT).
- Polaris/National HT Hotline tips.
- Citizen complaints, received via emails to MYR's office, MOHTV&DV, COP.
- Calls directly to the HPD Vice Division's front desk.
- In 2019, HPD recovered 163 underage victims, 2021 (Q1-Q3), HPD recovered 115, Q4 not yet tabulated.



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## HPD & Governor's Office Child Sex Trafficking Response

- First step to child victims' recovery – taken to TRIAD for services, medical center, Children's Assessment Center
- Harris County Child Sex Trafficking Care Coordination Response Protocols
  - Highlights related to the 1<sup>st</sup> step of recovery:
    - 1. Law Enforcement Officer (LEO) recovers a trafficked minor or child sex trafficking (CST) victim.
    - 2. LEO calls TRIAD CST Care Coordinator Hotline and shares relevant info.
    - Requests/Offered assistance of a trafficked minor advocate.
    - 3. LEO leaves to transport minor to Texas Children's Hospital main campus so youth can receive medical treatment.



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Presented by:

**Minal Patel Davis**

Director, Mayor's Office of Human Trafficking and Domestic Violence

Office: (832) 393-0977

Cell: (832) 596-9965

E-Mail: [minal.davis@houstontx.gov](mailto:minal.davis@houstontx.gov)

Website: [www.humantraffickinghouston.org](http://www.humantraffickinghouston.org)



@MayorAgainst  
HTDV



@MYRAgainstHTDV



@mayoragainsththdv



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## Social Media Anti-Luring Campaign Impact - National

Facebook



Twitter



	Parents/Caregivers	Youth
<u>Impressions</u> <i># of Times Content Displayed Regardless if Engaged With</i>	1,068,911	2,736,399
<u>Reach</u> <i># of People Who Saw Content</i>	646,023	787,015
<u>Engagements</u> <i># of Times Content Engaged With</i>	17,029	28,118

Impressions



3,805,310

Reach



1,433,038

Engagements



35,147

Grand Total



# City of Houston's Strategic Plan

## Social Media Anti-Luring Campaign Impact - Local

Facebook



Twitter



	Parents/Caregivers	Youth
<u>Impressions</u> <i># of Times Content Displayed Regardless if Engaged With</i>	247,193	213,823
<u>Reach</u> <i># of People Who Saw Content</i>	100,678	74,979
<u>Engagements</u> <i># of Times Content Engaged With</i>	4,354	4,122

Impressions



461,016

Reach



175,657

Engagements



8,476

Grand Total