

## **SEX TRAFFICKING: A PUBLIC AFFAIRS PLAN TO HELP CURB A FORM OF MODERN SLAVERY**

Ali M. Kanso, The University of Texas at San Antonio  
ali.kanso@utsa.edu

Kathryn Dinnin-Schultz, Media Consultant and Public Relations  
kdinnin-schultz@mail.com

### **ABSTRACT**

Human trafficking is one of the most immoral crimes afflicting our civilization. In fact, it is the single fastest growing criminal offense. Most victims of human trafficking are forced into the sex trade by coercion and deception. Other forms of trafficking involve forced labor in sweatshops, factories, migrant agricultural work, and even domestic servitude. This public affairs plan focuses on human trafficking in the sex industry. The main purpose of the plan is to highlight the severity of global human trafficking and raise awareness of this ever-growing issue among specific target publics in the United States. The plan is based on personal interviews with knowledgeable sources and a nation-wide online survey.

*Keywords:* Human trafficking, Moldova, sexual slavery, and United Nations

### **INTRODUCTION**

Human trafficking is irrefutably one of the most immoral crimes plaguing the global society. Due to an increasing activity by organized crime syndicates, human trafficking is estimated to be the single fastest growing criminal offense. According to the Administration for Children and Families, a division of the United States Department of Health and Human Services, most victims of human trafficking are forced into the sex trade by compulsion and deception. Other forms of trafficking involve forced labor in sweatshops, factories, migrant agricultural work, and even domestic servitude (Department of Health and Human Services [DHHS], 2012). This public affairs plan focuses only on human trafficking in the sex industry. The main purpose is to highlight the severity of this ever-growing issue. The primary target publics are members of the United States Congress, the armed forces and government officials. These key publics can help slow down the growth of human trafficking. The plan is based on both qualitative and quantitative research.

### **SITUATION ANALYSIS**

Human trafficking, also described as modern slavery or involuntary servitude, affects 700,000 to 2 million people around the globe every year. About 17,500 individuals are brought annually into the U.S. and held against their wills as victims of human trafficking (Chisolm-Strake, 2014). Women and children are tricked or kidnapped mainly from economically deprived

countries in South America, Asia, and Eastern Europe and taken to wealthier locales in Moscow, Tokyo, Dubai, and Los Angeles to work as slaves in the sex industry (Flynn, 2007). Traffickers have a propensity to instill fear in their victims to keep them enslaved. While women and children are often held under lock and key, the most common intimidation practices are: debt bondage, isolation from the public, seclusion from family members and members of their ethnic and religious community, confiscation of passports, visas, and/or identification documents, use of threat or violence toward victims and/or families of the victims, and telling victims they will be imprisoned or deported for immigration violations if they contact authorities (DHHS, 2012).

The Trafficking Victims Protection Act of 2000 made human trafficking illegal in the United States. This federal law was enacted to: (a) help prevent the trafficking of humans by imposing stiff penalties, (b) offer victims of trafficking refuge within the U.S. to rebuild their lives, and (c) prosecute the traffickers under strict federal penalties (106<sup>th</sup> United States Congress, 2000). Shortly following the enactment of this act, the Trafficking in Human Being Task Force (THB Task Force) was established to work in association with several U.S. agencies including but not limited to the Federal Bureau of Investigations (FBI), the Department of Homeland Security (DHS) as well as other international organizations such as the International Organization of Migration (IOM), the Stability Pact Task Force on Trafficking in Human Beings (SPTF), the International Center for Migration Policy Development (ICMPD), the International Criminal Police Organization (INTERPOL), and European Law Enforcement Organization (EUROPOL).

As defined in the Trafficking Victims Protection Act of 2000 and provided by the Administration for Children and Families (ACF) website, “Sex trafficking is the recruitment, harboring, transportation, provision, or obtaining a person for the purpose of a commercial sex act, in which a commercial sex act is induced by force, fraud, or coercion, or in which the person forced to perform such an act is under the age of 18 years” (DHHS, 2012). For this study, the ages of trafficked women are not confined to 18 and under but they encompass every range to ensure the target publics are capable of comprehending the full impact of the horrific tragedies.

Trafficking is not just smuggling. By a broad definition, it is consensual, transnational, and generally a breach in the integrity of international borders. On the other hand, trafficking of humans is consistently against the will of the victim. Although most traffickers move their so-called slaves across borders to keep their identity and behavior anonymous, human trafficking is not always transnational. In Moldova, according to the British Broadcasting Corporation’s Radio 4 documentary program *Crossing Contents*, one in six adults has left to work abroad and the children they abandon become rich pickings for human traffickers in and out of the poor former Soviet republic (Rooke, 2007). In recent years, the United Nations has stepped in to make the fight against human trafficking a global issue and not a crisis left to the resources or vices of any one individual country. Former United Nations Secretary Kofi Annan described human trafficking in a report published by the UN as “one of the most egregious violations of human rights” (United Nation [UN], 2002, p. 4). The report suggests that the main intent of the UN is to represent the objectives and interests of member nations that suffer during times of crisis or post-crisis situations because they are the most susceptible in being manipulated and overrun by entities such as organized crime mafias and corrupt government officials as seen in the real life trafficking interviews (Flynn, 2007). In the International Organization for Migration 2000

publication “Forced Prostitution is Slavery,” UN peacekeepers can sometimes provide a beacon of hope for women and children who are at risk of being trafficked by corrupt and evil entities, according to Sebastian Junger’s (2002) “Slaves of the Brother” article in *Vanity Fair*.

Research suggests that organizations around the globe are making concerted efforts to combat the trade of humans. Some of these programs include the development of training materials focusing on appropriate strategies and tactics for entities to use in fighting trafficking. The main objectives of the majority of these organizations is to assist women and children who are in danger of being trafficked and provide tools that can support the efforts of not only those volunteering for the morality of the cause but also to assist those who are currently trapped in the trafficking trade. According to the International Organization for Migration 2010, the trade of humans is an international crime (International Organization for Migration [IOM], 2014).

A major difficulty in combating the trade of humans is the struggle to determine the specific geographic area or region at the heart of the trafficking trade. Many people who were contacted during the research phase of this plan assumed that most victims of human trafficking come from Asia. This is partly correct. A large number of people subjected to the trafficking trade come from Asia followed by smaller percentages from the Pacific Islands, Africa, U.S., and Eastern Europe. Russia Intercessory Prayer Network affirms that Moldova, being the poorest nation in Europe, is leading the sex slave industry by a landslide. Many citizens of this impoverished nation feel they should seek work outside of their country where wages are significantly higher. Fred Larson of the International Organization for Migration (IOM) was quoted as saying, “Moldova is probably the country in Europe from which the most trafficked migrants come” (Chubashenko, 2001, para. 1).

Due to the underground nature of the trafficking industry, accurate data confirming the actual number of women and children caught up in trafficking is very difficult to determine. According to the IOM, just under half of the women rescued from the brothels in the Balkans are trafficked from the tiny nation of Moldova. A main obstacle in combating human trafficking is that it flourishes in impoverished second and third world countries where resources are limited and basic human needs go unmet. Sociologist Eduard Mihailov pointed out that four of five people claim that they cannot meet their personal and family needs and over half of them want to leave their country (Chubashenko, 2001).

## **RESEARCH**

This study used both qualitative and quantitative research. The qualitative research consisted of personal interviews for a period of two months and the quantitative research involved an online survey for a period of three weeks. The research was conducted to: (1) determine the target public’s awareness of transnational human trafficking, (2) investigate the target public’s reactions to transnational human trafficking, and (3) probe into the public opinion on how to curb the trade of humans on a global scale.

## Personal Interviews

Between the months of February and April 2007 four personal interviews were conducted with: S. Davis, Executive Director of Children’s Emergency Relief International (CERI); D. Ieseanu, Director of the Moldovan CERI operations; C. Belciug, Central Region Missions Director of CERI, Moldova; J. Long, Training Specialist at the Federal Emergency Management Administration (FEMA). In addition, a telephone interview was run with A. Raiu, a young Moldovan lady who once begged on the streets of Chisinau, Moldova and has been in transitional living program. Here is a summary of the interviewees’ viewpoints.

A common thread of agreement among the interviewees was that the human trafficking trade is fueled by corruption, greed and money. Davis reported that the causes of the human trafficking problem include poverty, criminal and governmental corruption and collusion. He also indicated that the anonymity of children at risk is due to underdeveloped social support systems and lack of interdictory personnel and infrastructure (personal communication, April 11, 2007). Ieseanu considered job opportunities as the reason for women and girls to become trafficked. He said, “Since there are limited opportunities in their home countries, they take certain organizations up on questionable offers that ultimately lead them to a desperate situation.” He added, “Those of us who try to help these victims call this form of trafficking ‘trickery’. The women and girls are ‘tricked’ into believing that they are trying a respectable job to support their family back home but they end up trapped in a life full of sex, drugs, abuse, and all around horror” (personal communication, April 12, 2007). He pointed out that women and children look for work to support their crumbling families while false advertisements lead them to fall into the clutches of organized crime. He also indicated that once they cross their home country’s border, these victims fall into the hands of traffickers and the nightmare begins with taking their passports and capturing them into a life of imprisonment. Due to this “trickery”, many towns and villages in Moldova and other countries have lost up to half of their inhabitants (personal communication, April 12, 2007).

Both Davis and Ieseanu noted that each country and entity involved in the fight against trafficking needs to be conscious of the events that take place around the world. This is because rules, regulations, and responsibilities vary widely across governments who have troops or citizens in foreign countries that employ trafficking. They also stated that different laws create inconsistent prosecution or a habit of blindness to the problem. For example, people who commit crime in a foreign country are tried for their actions in their respective home country. The same applies to human trafficking violations. Thus, catching and prosecuting those who violate human rights outside their country is difficult. The punishment of those who violate a person’s civil liberty falls on the home country’s shoulders. However, in many countries ignorance, inaction, and blurred legal responsibility prevail. Long said, “*See no evil, hear no evil, and speak no evil* is applicable to these sorts of situations. In countries like the United States, it is easier for the government, military, and even humanitarians to turn a blind eye since trafficking and the practice of forced sexual labor is not occurring in their own backyard” (personal communication, March 16, 2007).

Prevention can be attained with a global effort. However, according to Belciug, trafficking cannot be stopped altogether. Based on her own experience in Moldova,

Job opportunities and income levels need to be increased in poor countries to encourage young women and girls who seek work to stay in their home countries. Since economic development is so poor in many developing countries these women and girls think that their only chance of being able to make money and support their families is to travel abroad where they are often trafficked into the sex trade. (personal communication, April 12, 2007)

Ieseanu agreed with Belciug that creating jobs in poor countries would minimize human trafficking but he added, “If Moldovan officials and leaders of countries all over the world could break ties with organized crime and find a way to prosecute the mafia instead of taking their money, then the rate of human trafficking would probably drop at a very fast pace. Belciug and Ieseanu also consented that foreign military nourish the trade of humans for their constant presence in brothels all over the world. Furthermore, they contended that if the U.S. shows more interest in educating the military about human trafficking and take necessary steps against human trading hot spots or brothels, then the trend of human trafficking would be restrained (personal communication, April 12, 2007).

Raiu asserted that most young women in Moldova are trafficked because they look for jobs and need the money. She mentioned when young girls are in desperate situations they will do anything for money. Raiu has three younger siblings. One sister has already fallen into the hands of traffickers because she did not heed her warnings. She also has a younger brother who hangs around with mafia recruiters associated with trafficking. It is not uncommon for families like Raiu’s to experience these activities on a daily basis. Raiu who makes \$55 per month at a furniture factory was initially hesitant to talk about the trafficking industry and the mafia for fear of retribution. She thought that Moldova has the ability to change with more honest and better-paid jobs. She also recommended the use of more television shows to educate young girls about the dangers of trafficking. Raiu concluded, “People in the U.S. live better than Moldovans. You have much freedom and a better chance to work in good jobs making money for the family. If there is a chance for people to support a child with just little money to eat, buy clothe, and receive education, then trafficking might be stopped” (personal communication, April 13, 2007).

According to the International Organization for Migration, the United Nations trained peacekeepers in 2011 to educate young girls who are at the greatest risk of being trafficked (IOM, 2014). Therefore, severe punishment needs to be enforced when abuse is suspected by peacekeepers, humanitarian workers, other UN personnel, missionaries from countries around the globe, and even local officials.

### **Online Survey**

A national online survey of 16 questions was administered from April 22 to May 2, 2007. Using surveymonkey.com, the survey was emailed and posted on discussion boards and student websites to determine people’s awareness levels of human trafficking. Since networking is important in the communication field, one co-author of this article relied on her connection with some organizations to distribute the questionnaire. For example, the Baptist Child & Family Services allowed her to send out a personalized email to 500 employees and business associates

implored them to participate in the survey. She also asked her family and friends to forward the survey link to all people in their address books to glean as many different opinions as possible.

One hundred and sixty-five people responded to the online survey. There were more female than male respondents (59% and 41% respectively). A little over half of the participants (50.3%) graduated from college and their ages ranged from 18 to 63. About 77% of the respondents were white/Caucasian, 15.3% Hispanic/nonwhite, 3.8% American Indian or mixed races, 3.2% Asian/pacific islander, and 1.3% were African American.

The findings revealed that 148 respondents (89.7%) were aware of the transnational human trafficking and only 26 (15%) were exposed to the human trafficking trade. Of the latter group, only nine claimed to have been personally associated with the trafficking trade either by working against it on a regular basis, or having a friend or family member close to them that had been trafficked, or stumbling upon it while traveling. The other 17 respondents indicated that they were made aware of the issue either through churches, associates, work places, or schools. About 58% of the respondents believed that human trafficking affects their daily lives.

Given that most of the survey participants live in the United States (with approximately 5% responding from other countries such as the Philippines, Moldova, England and Sri Lanka, the data suggest that the trade of humans does not only affect countries in economic distress but world powers as well. The vast majority of the respondents (73%) knew of human trafficking through television news. About 54.5% of the participants mentioned newspapers as their source of information about trafficking. Surprisingly, almost 40% of the respondents mentioned word of mouth as their source of knowledge about human trafficking. About 36% of the respondents indicated that human trafficking is common in the United States and 55% claimed that this phenomenon is very common in other countries. Furthermore, 93% of the participants either strongly agreed or agreed that the U.S. can make a difference in the fight against human trafficking. Almost half of the respondents (47%) considered the Internet as an effective medium to learn about global issues.

When participants were asked which group of people they believed is most affected by human trafficking, they were split on this issue: 38% answered children, 30.4% said women, and 24.7% mentioned adolescents. Respondents were also asked to identify the most affected region by the transnational human trafficking. Unexpectedly, 52.5% answered Asia, followed by Europe with 15.8%, the United States 10.8%, Africa 8.9%, and the Pacific Islands 5.7%. A few respondents mentioned South America and the Middle East.

The respondents offered invaluable input on how to curb the human trafficking trade. Some of their recommendations included: (1) placing more severe penalties on anyone caught being involved in any aspect of the trafficking experience, (2) improving communication between countries and law enforcement agencies, (3) establishing moral, medical, and spiritually educational programs, (4) using covert task forces, (5) reinforcing border patrols, (6) establishing victims rights groups, (7) providing early intervention programs that target at-risk youths, (8) employing better background checking systems to catch the traffickers crossing borders, (9) asking the United Nations to devise a plan that helps reduce global poverty, (10) imposing economic sanctions on any entity that facilitates human trafficking, (11) instating an immediate

death penalty to send a strong message to other traffickers, and (12) conducting conferences that encourage global agreement on the issues at hand.

## PLANNING

Based on the study findings, this public affairs plan articulates some techniques to raise awareness of human trafficking among the following publics: Members of the United States Congress, the armed forces, the general public, and local and national media. More specifically, the plan addresses the horrors of transnational human trafficking and brings not only the facts to the target publics but also attempts to enable people to reach out and help those who become victims. It is hoped that the plan will generate sympathy for the victims and persuade governments around the world to take swift and decisive actions to severely punish trafficking oppressors, abusers, and offenders.

### Target Publics

***Current and future members of the U.S. Congress.*** The United States legislature consists of two sections: the Senate and the House. Members of each are assigned to committees that propose law to govern the sole remaining superpower. The Senate oversees appropriations, armed forces, finance, and judiciary while the House concentrates on such issues as energy, commerce, appropriations, armed services, and judiciary.

***U.S. armed forces.*** The United States military consists of five branches that are headed by a mastermind of intelligence officers at the Pentagon. These branches are the Army, Marine Corps, Navy, Air Force, and Coast Guard. The groups often work under tremendous amounts of pressure and stress while on assignment overseas. Due to circumstances of being away from home, many men give into their sexual frustration and look for distractions from their duties. The easiest form of release for these men is through their sexual desires. Leaders of organized crimes and individuals who partake in the trafficking of humans understand this weakness and exploit it to the utmost by purposefully building brothels around many military bases. Thus, the plan will focus heavily on this public because the saying of “what happens outside the country stays outside the country” does not hold true. Despite the fact that some of these men are stationed in other countries to help save women, they help carry on the cycle, wittingly or not, of abuse for these women and children.

***The general American public.*** Feigning naivety and ignorance reflects negatively on a super power such as the U.S., thus educating the masses is necessary. As mentioned earlier, about 90% of the surveyed people are aware of transnational human trafficking and a vast majority of these respondents live in the United States. If those people are acquainted with the issue at hand, then there should be more of a movement to aid those in need.

***Local and national media.*** No campaign can have an impact without the media attention. The media can highlight the horrors of the trafficking industry at local, national and global levels. After drawing the public’s attention with true stories of the poor women and children who are trapped in this slave industry, the media can communicate the steps or actions taken to help rescue these poor souls or aid them in their escape back to life.

## Objectives, Strategies and Tactics

Objective 1: To increase awareness of transnational human trafficking among members of the Congress by 30% in one year.

- Strategy: Develop a campaign that leaves a long-lasting impression on the members of Congress to ensure further progress towards the battle against human trafficking.
  - Tactic: Distribute a brochure to all members of the Congress and their local staff to educate them about the threat of transnational human trafficking.

Objective 2: To increase awareness of transnational human trafficking within the U.S. armed peacekeeping forces by 25% in two years.

- Strategy: Develop a campaign that is specifically directed at the U.S. military by drawing upon relationships the armed forces respect such as superiors and significant others.
  - Tactic: Establish different levels of sensitivity and awareness courses for all military personnel to participate in as part of their required mission training.

Objective 3: To encourage the U.S. military public relations departments to devise a plan that will raise awareness of transnational human trafficking within U.S. soldiers and media.

- Strategy 1: Persuade the military to publicly acknowledge human trafficking and its consequences on the stability of national and international relations.
- Strategy 2: Appeal to the U.S. military officers by encouraging them to develop a course to educate all deploying military overseas.
  - Tactic: Produce a multimedia educational program for use at military training bases to educate soldiers on the devastation of human trafficking, detailing the stories of girls living in the brothels surrounding bases overseas.

Objective 4: To increase awareness of the issue of transnational human trafficking within the general population in the United States by 5% in one year.

- Strategy: Develop a succinct and direct message to the average American emphasizing specific situations of trafficking in order to gain empathy.
  - Tactic 1: Create an Internet initiative including a website with blogs, information and links to other helpful sites that will be easy to use.
  - Tactic 2: Distribute media kits that will disseminate information about transnational human trafficking to citizens of the United States.
  - Tactic 3: Develop a quarterly email newsletter for advocates working to counter the human trafficking problem. Make the newsletter available at no cost to leaders who have resources and can help make a difference either in public policy or public education. Insert returns in the newsletter to help track readership and measure awareness levels of transnational human trafficking.

Objective 5: To educate 20% of U.S. adolescents and children under the age 18 of the dangers of being trafficked by the mafia while traveling overseas in one year.

- Strategy 1: Create a lesson plan for use in Social Studies that is offered to teachers across the nation.

- Strategy 2: Develop pro-active communication materials that bring awareness to the United States' next generation of human trafficking and its dangers around the world.
  - Tactic: Establish a program for high schools and colleges to instate in their curricula. This program will be a module with lesson plans attached for use by high school political science teachers and college professors.

Objective 6: To increase the United Nations' approval rating of anti-trafficking tactics of the United States government by 30% in one year.

- Strategy: Build confidence in the United Nations' fight against human trafficking to make future progress on the issue.
  - Tactic 1: Use the Internet to publicly account for the positive ideas and actions the U.S. government, military and citizens pursue to help combat the trade of humans.
  - Tactic 2: Write and distribute opinion/editorial letters addressing the trafficking problem and supporting successful programs and ideas initiated by the UN for national media.

Objective 7: To hold forums once a semester on selected high school and college campuses (scheduled around major traveling holidays) to educate students about the dangers of crossing the mafia while traveling.

- Strategy: Develop a campaign aimed at high school and college leaders to help bring greater awareness to campuses.
  - Tactic: Provide educational modules that appeal to school district superintendents and fit within the current required curricula.

Objective 8: To enlist leaders of 30 organizations that already supported victims of human trafficking to tell real stories for use in public service announcements during Mother's Day each year.

- Strategy: Capitalize on a national holiday like Mother's Day by appealing to the parents' sympathetic nature that this campaign has a better chance of success.
  - Tactic: Make customized public service announcements that fit organizations' missions to bring awareness of human trafficking to their constituent publics.

Objective 9: To establish a web site with updated information and statistics on the global human trafficking issue and make the site accessible and user friendly.

- Strategy: Use the Internet as a global grassroots tool to reach mass audiences and effectively communicate the urgent need to report or help women and children who are either in danger of being trafficked or are already prisoners of organized crime.
  - Tactic: Publicize the website to allow all countries to become involved in the fight against human trafficking.

Objective 10: To generate at least 200,000,000 media impressions during the first year of the campaign.

- Strategy: Establish and maintain open and frank relationships with all targeted media and offer them updated news on the fight against human trafficking.

- **Tactic:** Distribute print and electronic materials pertaining to the issue of human trafficking to at least 40% of local and national media in one year.

## **Theme**

This campaign involves a highly sensitive issue. Thus, the following theme should have a global appeal: *A free society cannot be born of slave mothers. Help stop the trade of humans today.*

## **Key Messages**

### ***Members of the U.S. Congress:***

- It is time for the U.S. government to take more actions to prevent human trafficking on American soil.
- Actions of the U.S. military overseas will not only bring support from constituents at home, but also help prevent men in the armed forces from using the trafficked brothels.

### ***U.S. armed forces:***

- It is time for the military to return to the glory days of being respected for honor, dignity, and courage.
- Helping women and children who are in danger of being trafficked or already have been trafficked will shine a positive light on men in the U.S. armed forces.

### ***The general American public:***

- Anyone can make a difference in the struggle to end the tragedy of human trafficking by contacting organizations that work against the trade of humans.
- Joining advocacy groups can help combat the trade of humans.
- Contact your elected leaders and ask them to support legislation that puts teeth in punishments for those who are involved in or benefit from trafficking

### ***Local and national media:***

- People all over the world are in danger of being trafficked every day.
- Media assistance in raising awareness for this campaign can save lives.

## **IMPLEMENTATION**

- Enlist the aid of a globally known public relations firm to help reach every target public.
- Alert U.S. Congressional members and key members of the administration of the campaign to gain the assistance of key leadership and public relations resources.
- Kick off the campaign by having a rally in Washington D.C. involving political leaders, celebrities, and organizations that work for this particular cause. The event will generate a media blitz and show that America is united against the transnational trade of humans.
- Let U.S. military work with host nation law enforcement authorities to prevent U.S. military personnel from visiting brothels.

- Recruit a multilingual celebrity like Mira Sorvino, an advocate against trafficking, to star in radio and video PSAs that can be aired in the United States as well as throughout the world.
- Enlist a woman who has experienced trafficking to write a feature story from her perspective. If it is acceptable, have her film a video PSA as well.
- Connect with organizations such as Children’s Emergency Relief International, the International Organization of Migration, Amnesty International, and the Administration for Children and Families to help spread the message across the globe.
- Establish a web site containing basic information on the trafficking trade, with blog areas, ways the public can help, and links to other organizations such as the ones mentioned before to allow those visiting the site access to as much information as possible
- Establish a nation-wide educational program titled Operation Freedom. The program should include courses for high school and college students, the military, the government, and the average citizen. Each course should be tailored to a specific target public but all courses should be housed under the same program to assure uniformity in messages.
- Create traveling seminars with special speakers such as former U.S. Secretaries of States and women who have experienced trafficking. These seminars will be open to the public and address actual accounts of trafficking incidents, the U.S.’s stance on the issue, personal feelings of the victims, and ways the public can help. These seminars should be held at major venues such as Madison Square Garden and the Staple Center and include live music from bands that are advocates of the issue at hand, such as U2, to help draw a crowd.

To draw the targeted publics’ attention to various kinds of materials recommended in this plan, horrific stories and statistics of human trafficking around the globe will be highlighted. In addition, the numbers of women and children who have been helped since the U.S.’s involvement will be publicized.

## EVALUATION

- Conduct multiple focus group sessions to determine the effectiveness of print materials and major campaign events.
- Establish a post-online survey inquiring about the levels of awareness in the U.S. after the campaign completion.
- Mail out post surveys to all people who received newsletters and brochures to measure their levels of awareness at the end of the campaign.
- Monitor the media to document the number and length of media impressions gained.
- Collect baseline data from members of the U.S. military who have engaged in visiting brothels and evaluate the success of the prevention and educational efforts.
- Keep track of the number of hits on the [www.notrade.org](http://www.notrade.org) website concurrent with the campaign to gauge its effectiveness.
- Survey the U.S. Senate and government officials to determine increases in their awareness levels and figure out what they have done to help curb the trade of humans.

## REFERENCES

- 106<sup>th</sup> United States Congress. (2000, October 28). *Public Law 106–386*. Retrieved from <http://www.state.gov/documents/organization/10492.pdf>
- Chisolm-Strake, M. (2014). Human trafficking information and resources for emergency healthcare providers. Retrieved from <http://www.humantraffickinged.com>
- Chubashenko, D. (2001, October 7). Moldova: Europe's poorest nation feeds sex slave industry. *WorldNews.com*. Retrieved from [http://article.wn.com/view/2001/10/07/Poor\\_Moldova\\_feeds\\_Europes\\_sex\\_slave\\_industry/](http://article.wn.com/view/2001/10/07/Poor_Moldova_feeds_Europes_sex_slave_industry/)
- Department of Health and Human Services (DHHS). (2012, August 2). *Fact sheet: Sex trafficking*. Retrieved from <http://www.acf.hhs.gov/programs/orr/resource/fact-sheet-sex-trafficking-english>
- Flynn, S. (2007, March). The sex trade, part 2: The great sex migration. *Gentlemen's Quarterly*. Retrieved from <http://www.gq.com/news-politics/big-issues/200703/phillipine-sex-clubs-global-sex-trade-part-2>
- International Organization for Migration (IOM). (2014). Counter-trafficking: IOM's approach. Retrieved from <http://www.iom.int/cms/countertrafficking>
- Junger, S. (2002, July). Slaves of the brothel. *Vanity Fair*, 503, 112-117 & 162-166.
- Rooke, J. (2007, April 11). Helping Moldova's deserted children. Retrieved from [http://news.bbc.co.uk/2/hi/programmes/crossing\\_continents/6542385.stm](http://news.bbc.co.uk/2/hi/programmes/crossing_continents/6542385.stm)
- United Nations (UN). (2002). *In Kosovo Counter-Trafficking Unit situation report*. Retrieved from [http://www.un.org/womenwatch/osagi/resources/faces/10-Traffick\\_faces\\_en.pdf](http://www.un.org/womenwatch/osagi/resources/faces/10-Traffick_faces_en.pdf)

---

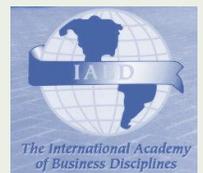
# QRBD

## QUARTERLY REVIEW OF BUSINESS DISCIPLINES

---

August 2014

Volume 1  
Number 2



A JOURNAL OF INTERNATIONAL ACADEMY OF BUSINESS DISCIPLINES  
ISSN 2334-0169 (print)  
ISSN 2329-5163 (online)