



BLUE CAMPAIGN

One Voice. One Mission. End Human Trafficking.®

TV PUBLIC SERVICE CAMPAIGN

In families you know. In safe neighborhoods.
Human trafficking may be right outside your door.

ABOUT BLUE CAMPAIGN

The U.S. Department of Homeland Security's Blue Campaign is a national public awareness campaign designed to educate the public, law enforcement, and other industry partners to recognize the indicators of human trafficking, and how to appropriately respond to possible cases. Blue Campaign works closely with DHS Components to develop general awareness trainings, as well as specific educational resources to help reduce victimization within vulnerable populations. Blue Campaign's educational awareness objectives consist of two foundational elements, prevention of human trafficking and protection of exploited persons.

To learn more visit dhs.gov/bluecampaign.



Learn more about Blue Campaign

[BLUE CAMPAIGN](#)



[FACEBOOK](#)



[INSTAGRAM](#)



Dear Public Service Director,

Millions of men, women, and children in the United States are forced or coerced into human trafficking each year. Human trafficking involves the use of force, fraud, or coercion to exploit individuals for labor or commercial sex acts. This crime does not discriminate—it can happen in any community and victims can be any age, race, or nationality.

Causing someone under the age of 18 to engage in a commercial sex act, regardless of using force, fraud, or coercion, is also human trafficking under U.S. law. This includes familial trafficking, which is a type of human trafficking where a family member (such as a father, mother, sibling, grandparent, uncle, or aunt) or a guardian (such as a foster parent or intimate partner of a parent) facilitates the exploitation of a minor. Familial trafficking can happen anywhere, in families you know and in neighborhoods that seem safe.

You can help play a role in ending human trafficking by learning key indicators of the crime, raising awareness of human trafficking within your community and reporting suspected trafficking incidents. The U.S. Department of Homeland Security's (DHS) Blue Campaign is a national public awareness campaign designed to educate the public, law enforcement, and other industry partners to recognize the indicators of human trafficking, and how to appropriately respond to possible cases. The Blue Campaign works closely with DHS agencies, programs, and offices to develop general awareness trainings, as well as specific educational resources to help reduce victimization within vulnerable populations.

By working together, we can raise awareness and help protect children from familial trafficking. Please share this important message with your audience by airing the PSA titled "**Familial Trafficking**" (:60, :30). Through this powerful PSA, we see a boy at a soccer game and watch as his father takes photos of him, acting as seemingly just another proud parent. As the story unfolds, we learn of the father's financial struggles and shocking decision to traffic his son. The spot emphasizes how easily familial trafficking can happen behind closed doors. The PSA, which has **no end date for use**, encourages audiences to visit dhs.gov/bluecampaign to learn how to spot the signs and help protect children in our communities.

Thank you in advance for your support of this public service campaign.

Best regards,

Brandi Bynum
Acting Unit Chief | Outreach and Engagement
Center for Countering Human Trafficking
Department of Homeland Security

TV PSA SCRIPTS

"Familial Trafficking" (:60)

MUSIC UP AND UNDER

GRAPHIC: The following storyline depicts a familial trafficking scenario, which is when a family member (such as a father, mother, sibling, grandparent, uncle or aunt) or a guardian (such as a foster parent or intimate partner of the parent) facilitates the exploitation of a minor.

Viewer discretion is advised.

MAN O/C: Good job buddy. Hey Buddy, it's time, gotta go. Listen, I can be there in fifteen minutes. Yep, see you soon. Alright you know the drill. Your brother could always do it. That's what I thought.

GRAPHIC: In families you know. In safe neighborhoods. Human trafficking may be right outside your door.

To report suspected human trafficking, call the U.S. Department of Homeland Security (DHS) tipline: 1-866-347-2423.

Visit dhs.gov/blue campaign to learn more.

CHILD V/O: I just, I just want it to stop

FADE SOUND AND PICTURE OUT

TV PSA SCRIPTS

"Familial Trafficking" (:30)

MUSIC UP AND UNDER

GRAPHIC: The following storyline depicts a familial trafficking scenario, which is when a family member (such as a father, mother, sibling, grandparent, uncle or aunt) or a guardian (such as a foster parent or intimate partner of the parent) facilitates the exploitation of a minor.

Viewer discretion is advised.

MAN O/C: Hey Buddy, it's time, gotta go. Listen, I can be there in fifteen minutes, yep see you soon. Alright you know the drill.

GRAPHIC: In families you know. In safe neighborhoods. Human trafficking may be right outside your door.

To report suspected human trafficking, call the U.S. Department of Homeland Security (DHS) tipline: 1-866-347-2423.

Visit dhs.gov/blue campaign to learn more.

CHILD V/O: I just, I just want it to stop

FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<https://psaconnect.c360m.com/blue/>

This PSA has no end date for use

"Familial Trafficking" (:60, :30)

Please let us know your preferences on receiving
PSAs by contacting:

Holly Mulé: via e-mail at hmule@c360m.com
or by phone at (212) 624-9196.

The logo icon consists of three interlocking blue rings that form a circular shape with a central void, resembling a stylized globe or a network.

**BLUE
CAMPAIGN**

One Voice. One Mission. End Human Trafficking.®