

# OVERVIEW:

# The Colorado Human Trafficking Council

Presentation by: Maria Trujillo,  
*Human Trafficking Program Manager*  
April 8, 2022



Presentation to the Colorado Commission on Criminal and Juvenile Justice

# Colorado HB 14-1273

- Result
  - State criminal statutes ~ federal human trafficking statutes
  - Established the Colorado Human Trafficking Council

*C.R.S. § 18-3-505*



## UNIFORM ACT ON PREVENTION OF AND REMEDIES FOR HUMAN TRAFFICKING\*

Drafted by the

NATIONAL CONFERENCE OF COMMISSIONERS  
ON UNIFORM STATE LAWS

and by it

APPROVED AND RECOMMENDED FOR ENACTMENT  
IN ALL THE STATES

at its

ANNUAL CONFERENCE  
MEETING IN ITS ONE-HUNDRED-AND-TWENTY-SECOND YEAR  
BOSTON, MASSACHUSETTS  
JULY 6 - JULY 12, 2013

*WITHOUT PREFATORY NOTE OR COMMENTS*

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By

NATIONAL CONFERENCE OF COMMISSIONERS  
ON UNIFORM STATE LAWS

July 16, 2013

# Innovations with the CHTC

- Funding of the Council
- Full-time staff
- Legislative Mission
- Composition of the Council
- Mandates

# Legislative Purpose

*To bring together leadership from community-based and statewide anti-trafficking efforts, to build and enhance **collaboration** among communities and counties within the state, to establish and improve **comprehensive services** for victims and survivors of human trafficking to assist in the successful **prosecution** of human traffickers, and to help **prevent** human trafficking in Colorado.*

*C.R.S. § 18-3-505(1)(a)*



# Composition of the Council

- 35 members from across the state

*Membership shall reflect, representation of urban and rural areas of the state and a balance of expertise, of both governmental and non-governmental, on issues of human trafficking.*

- Representatives from:

- Law enforcement
- Human services
- Prosecutors
- Defense Attorneys
- Government agencies
- Services Providers
- Victim Advocates
- Regional/City human trafficking task forces & coalitions (5)
- Faith-based organizations
- Academia
- Survivors of human trafficking (4)

# The Legislative Mandates

- Standards for victim services providers
- Recommendations for statutory changes
- **Develop a statewide public awareness campaign**
- Develop training standards and curricula
- Identify best practices for the prevention of human trafficking
- Data collection on the incidence of human trafficking and the efforts of law enforcement
- Publish an annual report
- Research and pursue funding opportunities to fulfill council goals



# Additional CHTC Mandates

- HB15-1019 – Tasked the Council with providing recommendations on whether a law should be enacted that grants immunity or other legal protections for minor victims of sex trafficking.
- HB15-030 – Tasked the Council to conduct a post-enactment review of the affirmative defense for charges of prostitution.

# Council Coordination

- January: Host annual retreat to establish priorities and advisory committees
- February: Seek community stakeholders to serve on advisory committees
- Host monthly meetings of the Council and advisory committees
  - When necessary, invite subject matter experts to present to Council
- August – November: Establish recommendations and final work product to be highlighted in annual report.



# Annual Reports



# CHTC Success Stories: Policy Changes

- HB16-1224  
*Child Sex Trafficking as a form of Child Abuse and Neglect*
- SB19-182  
*Immunity & Affirmative Defense for Minor Victims of Trafficking*
- HB19-1267  
*Updates to Wage Theft Law*
- Volume 7 (Children's Code) Updates  
*Adopted recommendations for 24-hour child care facilities that serve trafficking survivors.*



# SUCCESS STORIES: AWARENESS CAMPAIGN

*“... create an implementation plan for the development of an awareness campaign that will educate the public about human trafficking and place victims services contact information in places where victims of human trafficking are likely to see it.”*

# This Is Human Trafficking

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CHTC Public Awareness & Outreach Campaign  
Overview



## THE GENERAL PUBLIC

*Increase knowledge  
about **all types** of human  
trafficking in the state of  
Colorado.*

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## CAMPAIGN AUDIENCE & GOAL

# How It Started (2017-2019)

- Formative Research & Statewide Survey
- Communications Blueprint
- Campaign Plan
- Survivor-Informed Research
- Creative Concept Development & Selection
- Statewide Concept Feedback
- Funding Development



# CONSUMER PERCEPTIONS AT A GLANCE

Less than 40% believe human trafficking affects their community.

Most respondents believe the public plays a role in combating human trafficking.

## Motivators

- Safety
  - Personal
  - Family/Friends
- Criminal accountability
- Human rights & social justice
- Fair trade commerce

## Barriers

- Lack knowledge
- Fear getting involved
- Fear violent retaliation
- Denial
- Does not have a personal connection to human trafficking

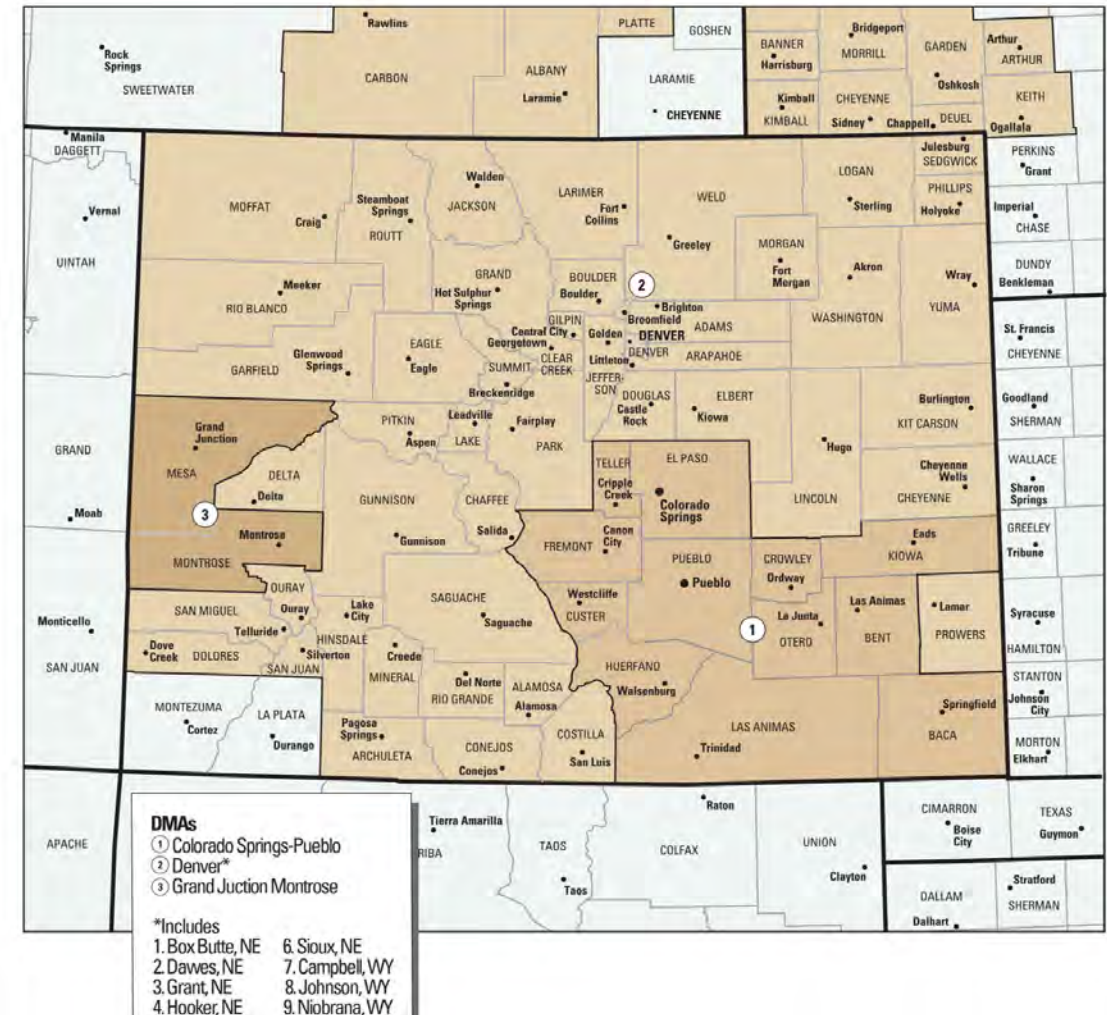
# MEDIA MARKETS

**Demographic Market Areas:** total adult population

- Denver (2) : 3,538,700
  - 79% of total market
- Colorado Springs (1) : 769,700
  - 17% of total market
- Grand Junction (3) : 150,300
  - 3% of total market

Note: Montezuma and La Plata Counties are covered by the Albuquerque DMA

## COLORADO



# CONCEPT STRATEGY

## COMPOSITE NARRATIVES OF DIFFERENT TYPES OF LIVED EXPERIENCES

*Show the coercive statements a victim may hear that exploits their vulnerabilities.*

*See/hear the gradual escalation of kind and flattering words, transitioning into manipulative and threatening language, demonstrating how traffickers trap people.*

*And call this out as wrong and criminal.*



## LIVED EXPERIENCES

- **ELENA:** Sex; Female; Youth; Domestic; Pimp/Organized Crime; Urban
- **JAMES:** Labor/Agriculture; Male; Adult; Familial; Rural
- **LUKE:** Sex; Male; Youth; Suburban
- **ANTONIO:** Labor; Foreign National; Adult; Male; Restaurant
- **BRIAN:** Labor/Magazine Sales Crew; Male; Youth; Domestic; LGBTQ+
- **JASMINE & DANEILA:** Labor/Hotel; Females; Youth & Parent Victims; Foreign Nationals; Intimate Partner

# 2020

- Campaign Strategy Updates & Funding Acquisition
- Survivor Focus Groups
- Media Planning & Buying
- Creative Development & Collateral Production
- Public Relations Strategy & Outreach
- Statewide (Digital Focus) Campaign/Media Launch
- Additional Funding Development



# 2020 PAID MEDIA PLAN - DIGITAL

**TIMING:** Nov 2020-Jan 2021

- After Election
- Lighter in December (decrease competition with holiday ads)
- Heavy during January – Human Trafficking Awareness Month



Digital news websites + over the top (OTT) coverage

All major outlets; Colorado Public Radio; Grand Junction Daily Sentinel



Broadcast TV in key markets (Grand Junction and Co Springs)

News programming only



Unexpected digital ads

Digital billboards + Geo-targeting Pandora audio + banner



Social - Facebook; Instagram; YouTube PreRoll



Coordination with Earned Media

# MEDIA RESULTS-MID-CAMAPIGN OVERVIEW (11/9/20 – 12/6/20)

*Paid Media impression goals reached 95% fulfillment one month into the campaign.*

## EARNED MEDIA RESULTS



Outreach to a minimum of 50 key media contacts



68 media placements within the first month



2 exclusive interviews for 9News & CPR prior to statewide launch



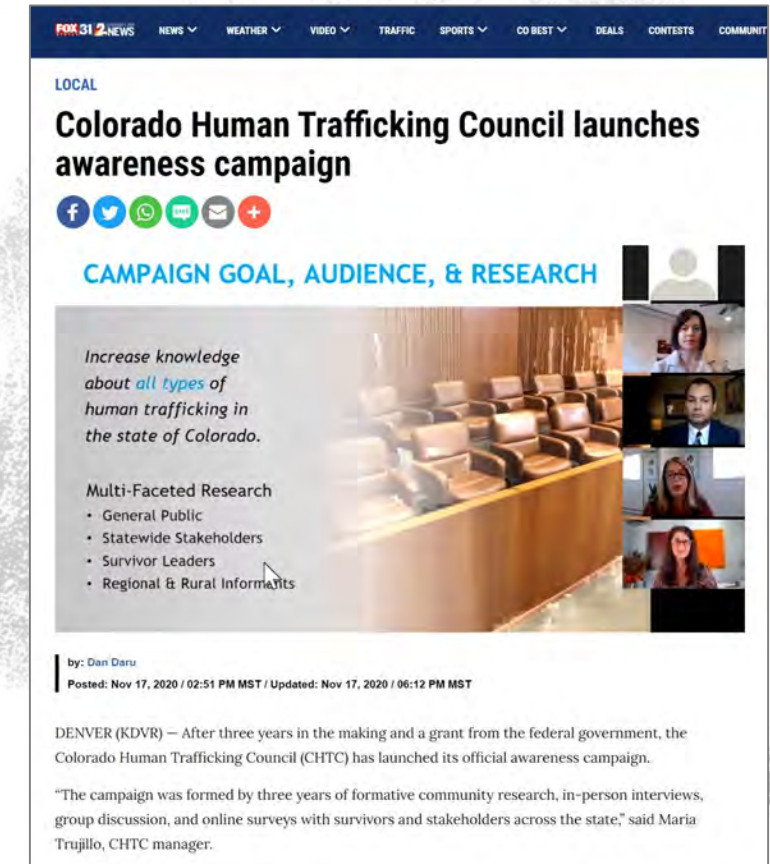
Coverage in a variety of formats including TV and radio news, digital news and print



Coverage by all major TV networks and in all four corners of the state

# IN THE NEWS: A SNAPSHOT

- Hosted a successful Virtual Press Conference
- Fox31 Evening News Story
- CBS4 Morning News Story
- KMGH Channel7 Morning News Story
- 9News Colorado & Company Interview
- Channel7 Mile High Living Interview x2
- Series in January with Colorado & Company
- 30-min segment on KGNU
- A total of **101** earned media placements in 3 months.



# MID-CAMPAIGN EVALUATION RESULTS

- Surveyed a representative sample of 400 Coloradans
  - About a third of people recall hearing or seeing human trafficking messaging in the last three months.
  - **Over 40%** recall seeing or hearing the term “This is Human Trafficking”
  - Just under 1/4<sup>th</sup> recall seeing the presented ad and of those 93% believed they better understand different type of human trafficking.
- Collected data from Colorado’s Human Trafficking Hotline
  - Calls & texts to the hotline **increased by almost 50%** compared to the same 3-month period in 2019/2020.
  - Tips from community members about a situation of HT almost doubled.
  - Of the 174 calls/text, 21 directly referenced the campaign.
  - Call volume increased by 30% while the campaign was in the market, compared to the rest of the year which saw a 24% increase.





## Silver Telly Winner

Local TV: Public  
Interest/Awareness James'  
account of agricultural labor  
trafficking



## Bronze Telly Winner

Local TV: Public  
Interest/Awareness Branded  
Content: Campaign: Social  
Impact for the collective video  
representation of human  
trafficking



## Communicator Award for Excellence

Integrated Campaign, Social  
Responsibility for the website and  
other digital media

## Local Chapter Emmy Winner for PSA Category



## The One Club Awards – Denver Bronze: Moving Image Campaign



# 2021 – Present Day

- Mid-Campaign Evaluation
- Campaign Strategy Updates
- Survivor-Leader Interviews
- Rural Partner Survey
- Media Planning & Buying (x's 2)
- Supplemental Funding Development
- Creative Development & Collateral Production
- 2 Statewide Media/Campaign Flights
- January – National Slavery and Human Trafficking Prevention Month



# July – September 2021 Media Flight

- English Gas Station Television Video Commercial Impressions: 1,386,566
- English Statewide Billboard (Vinyl and Digital) Impressions: 9,702,117
- English Rural Signage (Posers & Cling) in Statewide Convenience Store Impressions: 24,407,040
- English DIA Large-Format Sign Impressions: 9,702,117
- English YouTube Video PreRoll Commercials Displayed: 213,964
- English Bus Posters (Exterior and Interior) Impressions: 28,632,370
- English Over-the-Top Streaming Subscription Television Commercial Impressions: 1,109,945
- English Radio Commercial Impressions: 1,769,544
- English Total Digital Ad Impressions: 1,069,476
- Spanish Broadcast Television Commercial Impressions: 6,067,000
- Spanish Over-the-Top Streaming Subscription Television Commercial Impressions: 200,288
- Spanish Radio Impressions: 2,232,000spots aired
- Spanish Total Digital Impressions: 1,283,413
- Spanish Digital Display Ad Impressions: 450,228; Clicks 888; Click-thru-Rate 0.20% (Benchmark goal 0.09%)
- Spanish YouTube Pre-roll Video Ad Impressions: 282,973 with a 23% engagement rate
- Spanish Facebook Paid Post Impressions (across 5 different posts): 369,952

# Paid Media Items of Note

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2020 media launch was a digital focus for 3 months driving significant traffic to the website

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2021 focused on awareness tactics during late summer months to achieve significant number of impressions across the state

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Adjustments were made to the Spanish language approach with Spanish language URL and website to increase web conversions

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Adjustments to January media buy to blend awareness tactics and trackable media to drive the audience to the website

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Paid social media was combined with a strategically driven organic social media push that started in August

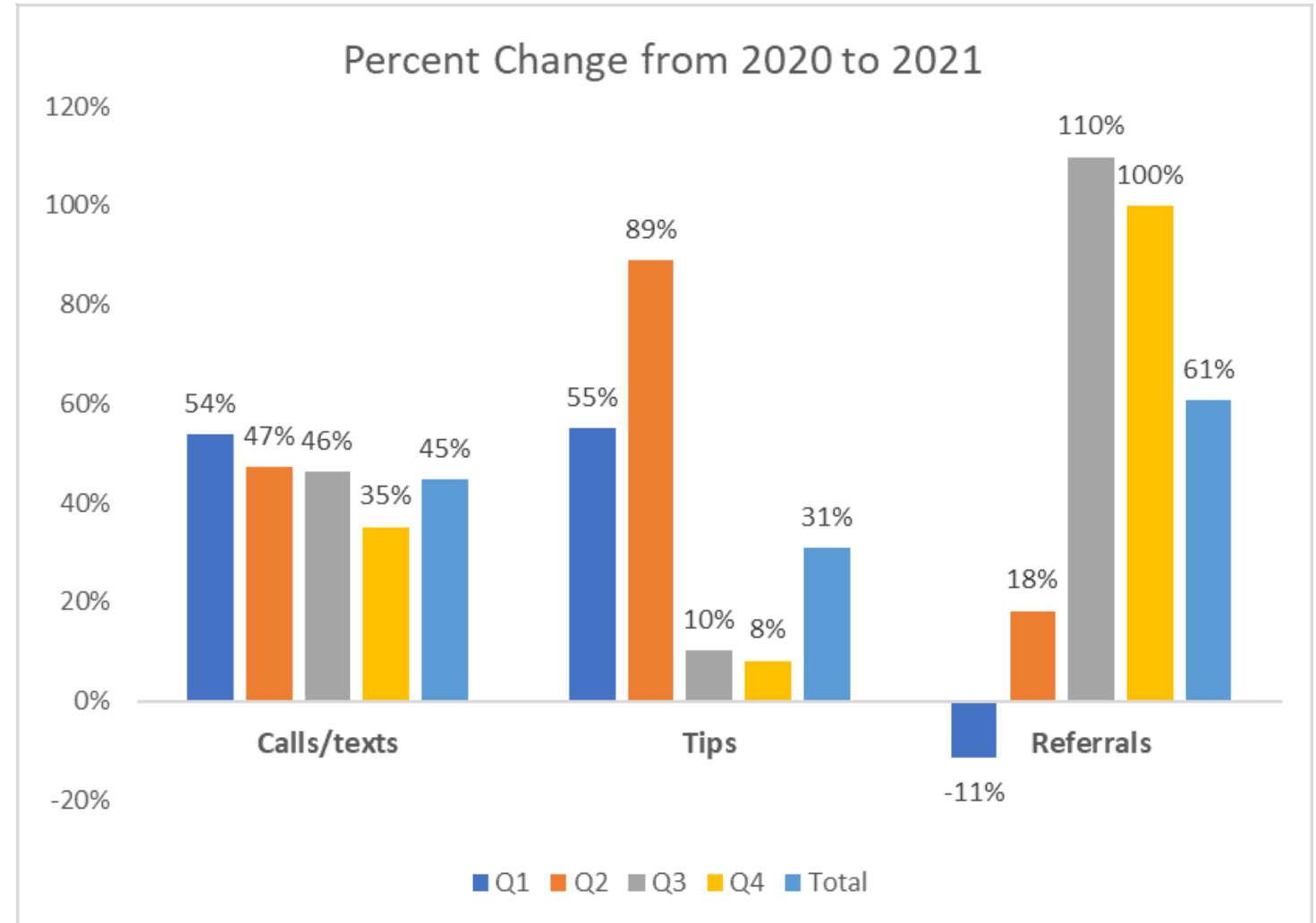
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Strategic assessment and next steps after media metrics are analyzed in March

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# Colorado's Human Trafficking Hotline

- Above average increase in calls/texts (45% typically 20-24%)
- In Q3-2021, the hotline had 8 Spanish speaking callers – there were 0 Spanish speaking calls during the same months in 2020.
- In 2021, there were 901 calls from 696 individuals, 82 of the calls (59 individuals) indicated they heard about the hotline from the campaign.

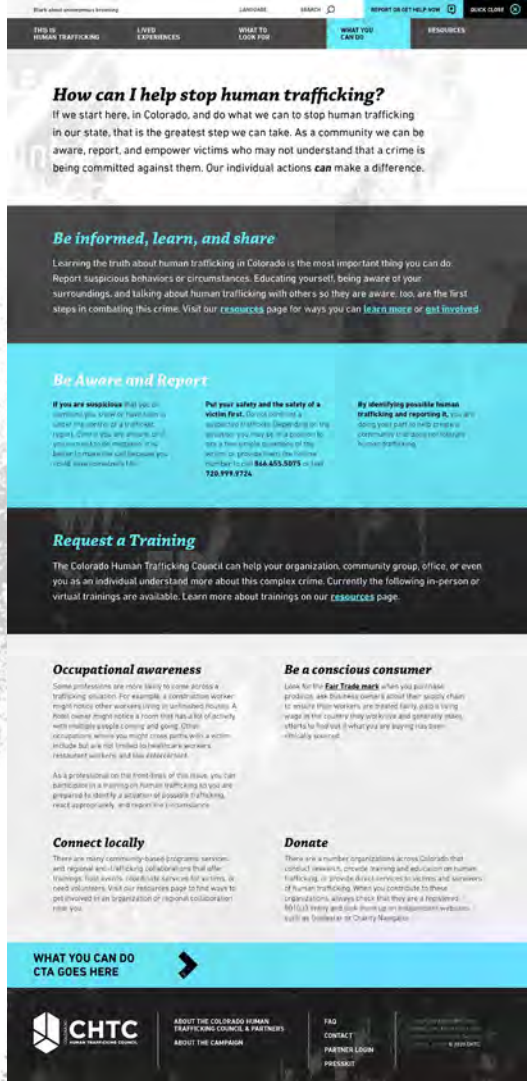




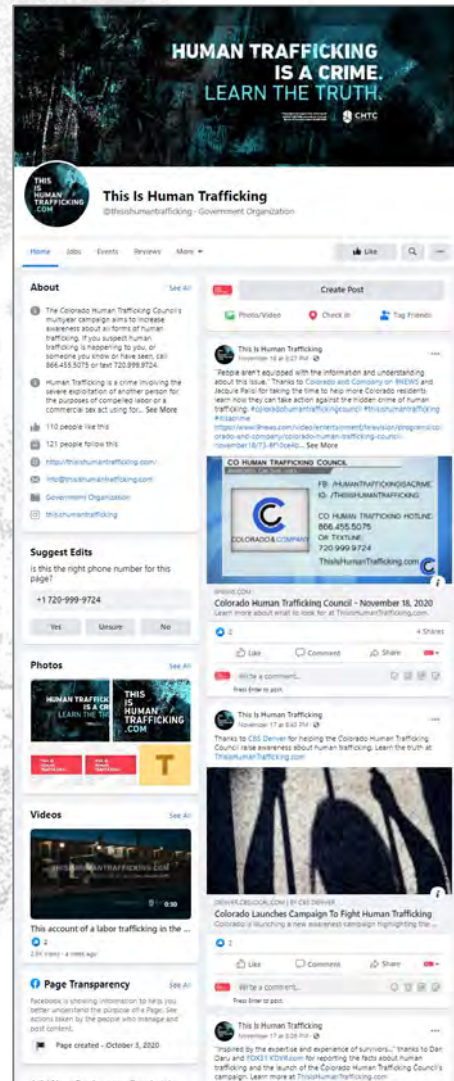
# Campaign Creative

**Video selections related to the Human Trafficking campaign are available at:**

**[thisishumantrafficking.com](https://thisishumantrafficking.com)**



## Facebook



## YouTube



## Instagram



## ANIMATED VIDEO BANNER ADS (ONLINE/MOBILE)

**See video embedded on this slide at:**

**[thisishumantrafficking.com/lived-experiences/brian/](https://thisishumantrafficking.com/lived-experiences/brian/)**

**BRIAN: Labor/Magazine Sales Crew; Male; Youth; Domestic; LGBTQ+**

# STREAMING RADIO AD



ELENA: Sex; Female; Youth; Domestic; Pimp/Organized Crime; Urban

# DIGITAL BILLBOARD & COMPANION BANNER



DANEILA: Labor/Hotel; Females; Youth & Parent Victims; Foreign Nationals; Intimate Partner



CCJJ Presentation: The CO HTC - Human Trafficking Campaign, 4/8/2022



## Spanish Language Materials

**ME MINTIERON,  
ME AMENAZARON  
Y HICIERON DINERO  
A COSTA MÍA.**

**THISISHUMANTRAFFICKING.COM**  
PARA DENUNCIAR O PEDIR AYUDA  
LLAMA AL 866-455-5075

Este proyecto se financió con la subvención federal #2020-VA-21-601-00,  
emitida por la División de Justicia Penal de Colorado.  
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**CHTC**  
HUMAN TRAFFICKING COUNCIL

**EL DIJO QUE ME  
AMABA. LUEGO,  
ME OBLIGÓ A  
HACER COSAS  
CONTRA MI  
VOLUNTA.**

**SE LLEVARON  
TODO EL  
DINERO QUE  
GANE Y ME  
OBLIGARON  
A VENDER.**

**PARA DENUNCIAR  
O PEDIR AYUDA  
LLAMA AL  
866-455-5075**

**ÉL DIJO QUE  
ERA NUESTRO  
DUEÑO Y  
QUE NUNCA  
PODRÍAMOS  
VOLVER A  
CASA.**

**THISISHUMANTRAFFICKING.COM**

**CHTC**  
HUMAN TRAFFICKING COUNCIL

**Spanish Language  
Video & Radio Spots  
were also produced for the  
Human Trafficking campaign**







# PAID SOCIAL MEDIA, SPONSORED ARTICLES & WEB TAKEOVERS

The collage illustrates the CO HTC Human Trafficking Campaign through various media channels:

- Social Media:** Multiple screenshots of Facebook posts from CBS Denver. The posts are sponsored and feature the text: "This is Human Trafficking. It is a crime. If you suspect it's happening to you, or someone you know or have seen, get help." The posts include graphic images with text such as "HE SAID HE LOVED ME. THEN, HE FORCED ME TO DO THINGS.", "THEY LIED TO ME, THREATENED ME, MADE MONEY OFF ME.", "IT WAS SUPPOSED TO BE A SALES JOB. BUT I WAS A HOSTAGE.", and "SHE MADE US LIVE IN HER TRAILER AND DIDN'T PAY US." Each post includes a "Learn the truth." button and a "For help call 866-..." link.
- News Article:** A screenshot of a 7 NEWS article titled "Human trafficking in Colorado takes many forms". The article includes a graphic with the text "THEY TOOK ANY MONEY I MADE AND FORCED ME TO SELL." and the CHTC logo.
- Website:** A screenshot of the CHTC (Colorado Human Trafficking Council) website, showing the logo and the text "HUMAN TRAFFICKING COUNCIL".
- Website Takeover:** A screenshot of a KRDO website takeover. The takeover features the text "Do it for me. You think all this is free?" and "You're so pretty. I love you, baby." It includes a "TOP STORIES" section with a link to "Colorado DMV driver license offices get security update" and a "YOU OWE ME." section with a link to "THIS IS HUMAN TRAFFICKING. IT IS A CRIME." The takeover also includes a "LEARN THE TRUTH" button and the CHTC logo.

## Coronavirus Vaccine Trial Participant Believes He Received The Real Deal, Not A Placebo

By David Miller, The Daily Sentinel Staff Writer | Published: 1/20/2021 10:00 AM

**Vaccine Trials**

**Pfizer** **BIOTECH**

**Johnson & Johnson** **moderna**

**AstraZeneca** **NOVAVAX**

**CORONAVIRUS PANDEMIC**

**SHE SAID SHE'D CALL THE COPS IF WE TRIED TO LEAVE.**

**TO REPORT OR GET HELP CALL 866.455.5075**

**CHTC**

AURORA, Colo. (CBS40) — One of more than 250 participants in Colorado's largest phase 1 clinical trial of the COVID-19 vaccine at UHealth last week up in testing and hospitalization. Michael House, 66, of Denver Park is taking part in the Moderna study for the coronavirus vaccine.



## THE DAILY SENTINEL

# HEALTH & WELLNESS

A READER INFORMATION FEATURE BROUGHT TO YOU BY THE COLORADO HUMAN TRAFFICKING COUNCIL, THE COLORADO DEPARTMENT OF JUSTICE AND THE DAILY SENTINEL

## What you might not know about Labor Trafficking in Colorado: Daniela's experience

Marie Trullio  
Human Trafficking Program Manager  
Colorado Human Trafficking Council

Daniela hoped for a better life for herself and her daughters. Instead, they were trafficked.

This is part of a series from The Colorado Human Trafficking Council's "The Council's" The intention of The Council's public awareness campaign is to call attention to all types of human trafficking in Colorado, and to educate our communities about what it is and how traffickers, recruiters, and buyers operate. The goal is, if we all know more, we can stop it, and prosecute the perpetrators.

Daniela's experience is heartbreaking. Her narrative is a composite of several different real cases of sex and labor trafficking and is representative of how human trafficking happens every where, even in Colorado. Details have been taken from different experiences in order to protect the privacy of the people involved. Many cases, such as this one are complicated; they can have overlapping occurrences of sex trafficking, domestic abuse, labor trafficking, and more. Sometimes, when several crimes are happening at once, it can be even more difficult to identify what is going on.

If you suspect sex or labor trafficking is happening to you or someone else, call Colorado's Human Trafficking Hotline at 1-866-455-5075 or text 720-999-9724.

In Daniela's narrative, we learn she is a single mother with two daughters from Venezuela. She has little family or support there, and her girls know no other around. She has an online relationship with a man from the United States, and they fall in love. At least, that is what she thinks. With promises of marriage, and a job in a hotel that her new fiancé owns, she moves to Colorado with her girls to live with the man she loves.

At first, everything seems very good. It feels like they will have a better life here than they did in Venezuela. Daniela's fiancé, but Daniela—and her young girls—to work right away. He didn't pay them but Daniela thought this was okay because the man was taking care of them. Gradually however, her fiancé started to treat them badly. He called Daniela names, bullied her and threatened her. Eventually, he told Daniela that if she tried to leave nobody would believe her and that her girls could be taken away from her. He held all her identification, there was no way for her to leave the country and return home. She wanted to protect her girls, but it was very obvious they were in

danger. Daniela was scared and very ashamed. What she thought was love was really a trafficker exploiting her and her daughters for his own personal gain.

Daniela's experience is complicated. It can be difficult to understand how this could happen to someone because it goes against what many people think about when they hear the words "human trafficking". To clear up some of these misconceptions, here are some truths related to Daniela's experience:

- Traffickers don't always use physical force. Traffickers prey on the vulnerabilities of potential victims. For example, Daniela's trafficker knew she was looking for a father figure for her girls, and he filled that role. He fraudulently offered love, a better life, and security for her and her daughters to build trust, until they were under his control.
- Not all traffickers are strangers. Traffickers can be an intimate partner or someone that is a victim's survivor lover, often a trafficker is someone with a personal connection who has built an element of trust, like in Daniela's situation.
- Traffickers create dependence. Traffickers can hold immigration paperwork, take advantage of language barriers and lack of familiarity with U.S. labor laws, and create a situation of debt bondage where their victims feel they owe their trafficker money and return home. Victims may stay silent because they don't know what to do, they are

scared and feel trapped—just like Daniela.

- It is not easy for a victim to leave. Traffickers often threaten to physically harm victims or their families (and can follow through on those threats) to continue taking advantage of someone and keep them silent.

Traffickers can exploit almost anyone by finding their vulnerability. Daniela believed she was in love and wanted a legitimate job and place for her family to live. Her trafficker took advantage of her trust.

To report a suspicious situation, even if you are not sure, call Colorado's Human Trafficking Hotline at 866-455-5075 or text 720-999-9724. A trained hotline advocate will answer your questions and walk you through next steps.

Colorado's Human Trafficking Hotline and our line also has a vast referral network of services available to help people who have experienced, or are experiencing, sex or labor trafficking. Hotline advocates can connect people to resources for food assistance, crisis services, mental health, substance abuse, legal services, and more.

Visit The Council's campaign website at [ThisIsHumanTrafficking.com](http://ThisIsHumanTrafficking.com) to learn more about human trafficking and what you can do. By taking the time to understand what human trafficking is, and by being aware of the different types that happen here in Colorado, we can get justice for survivors and make our communities safer places.

**HE SAID HE OWNED US AND WE COULD NEVER GO HOME.**

**THISISHUMANTRAFFICKING.COM**

**CHTC**

**Denver7**  
Paid Partnership · January 28, 2021

The Colorado Human Trafficking Council is raising awareness about human trafficking taking place in our community.

Learn more about the truth behind human trafficking and how to spot it here:  
<http://bit.ly/39mLkHC>

#Denver7Sponsor | KMGH — with This Is Human Trafficking.

**FIGHTING HUMAN TRAFFICKING**  
COLORADO HUMAN TRAFFICKING COUNCIL

37 Comments · 100 Shares

**9NEWS (KUSA)**  
Sponsored by

**THEY LIED TO ME, THREATENED ME, MADE MONEY OFF OF ME.**

**THISISHUMANTRAFFICKING.COM**  
Human trafficking is a crime that happens everywhere

**LEARN MORE**

Like · Comment · Share



CCJJ Presentation: The CO HTC - Human Trafficking Campaign, 4/8/2022

# The Remainder of 2022 ...

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- Post Campaign Evaluation
- Victim-specific Web Page
- Partnership Invigoration & Outreach Support
- Materials Production & Distribution
- Campaign Strategy Updates & Recommendations

# THANK YOU!

Maria Trujillo, Human Trafficking Program Manager

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