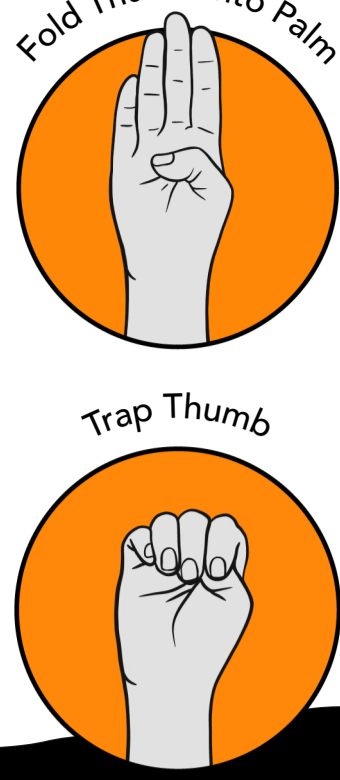


Hand Signal for "Help"



North Carolina ranks number-nine in the nation for most human trafficking cases, many of which involve children and youth. UNC School of Social Work researchers have teamed up with state agencies to create Project No Rest, an effort to increase awareness and prevent trafficking among young people.

WHAT IS HUMAN TRAFFICKING?

Human Trafficking is a crime involving the **exploitation** of a person for **labor, commercial sex, or services**. Human trafficking can be divided into three categories, with some cases involving multiple types:

Labor Trafficking

Exploiting people for work or services through the use of force, fraud, or coercion, oftentimes within agriculture, manufacturing, restaurant, and construction jobs.

Sex Trafficking

Involving the use of force, fraud, or coercion to convince someone to perform a commercial sex act such as prostitution, pornography, stripping, or erotic massage.

Domestic Servitude

Individuals hired as live-in workers that find themselves working unreasonably long hours for little to no pay, such as house cleaners or childcare workers.

HOW TO SPOT HUMAN TRAFFICKING

The **Action-Means-Purpose (AMP)** Model is used to help identify human trafficking situations based on the federal definition of a "victim of severe forms of trafficking in persons."

Human trafficking occurs when an offender (trafficker), takes any one of the following actions :	...by any of the following means :	...for any of the following purposes :	...to convince the victim to provide labor, commercial sex acts, or services.
<ul style="list-style-type: none"> induce recruits harbors transports provides obtains 	<ul style="list-style-type: none"> force fraud coercion 	<ul style="list-style-type: none"> exploitation involuntary servitude peonage debt bondage slavery 	<p>NEED HELP? WANT TO REPORT SOMETHING?</p> <p>Call 1-888-373-7888 or Text "HELP" to BeFree (233733)</p>

BY THE NUMBERS

In 2021, the **International Labor Organization** estimated that...

27.6 million people were victims of human trafficking/forced labor globally.



About **11.9 million** of those are **women & girls**.

More than **3.3 million** of those in forced labor are **children**.

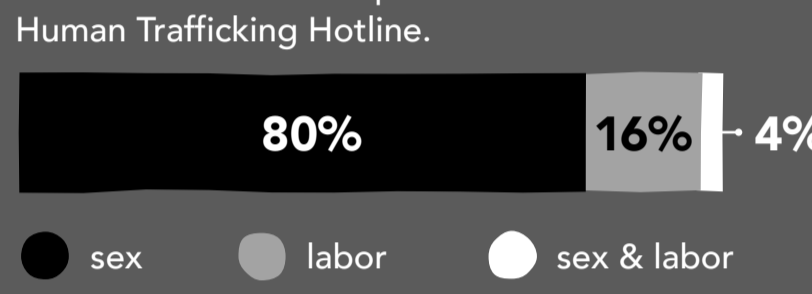
According to Polaris, an organization focused on ending labor and sex trafficking in North America...

16,554 likely victims of trafficking were identified in the U.S. in 2021

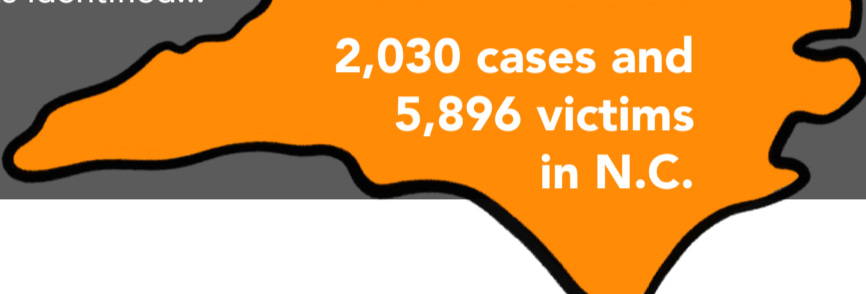
Polaris's data shows that **victims are generally recruited by someone they know**.



In 2021, **340 victims** in N.C. were involved in **223 cases** that were reported to the National Human Trafficking Hotline.



Since 2007, the Human Trafficking Hotline has identified...



WHAT UNC-CHAPEL HILL IS DOING

In partnership with the UNC School of Social Work and state agencies, Project NO REST (North Carolina Organizing and Responding to the Exploitation and Sexual Trafficking of Children) is a statewide campaign to increase awareness and prevention around human trafficking and how it affects young people in N.C.

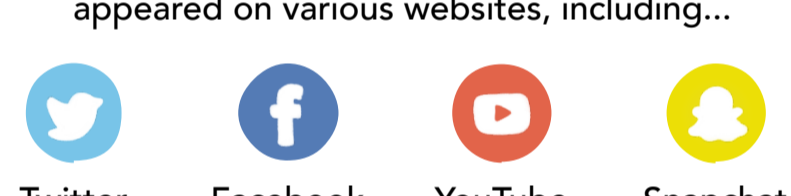


projectnocest.org

PROJECT NO REST GOALS

- Increase awareness** of human trafficking affecting children and youth in N.C., especially those involved in the child welfare system.
- Reduce** the number of youth who are trafficked.
- Youth who may have been trafficked will be contacted using a **trauma-informed approach**.
- Improve** outcomes for those who are trafficked.
- Address, minimize, and assess** trauma experienced by youth before, during, and after trafficking.
- This includes **outreach and engagement, screening and intake, and prevention services**.

Project NO REST created **advertisements** that appeared on various websites, including...



Created **multiple videos** in

4 different languages
(English, Spanish, Mandarin, & Korean)



Project NO REST created a **screening tool** to assist child- and youth-serving agencies with identifying possible victims. Organizations that serve at risk populations, such as **runaway/homeless youth** and **youth involved in child welfare or juvenile justice**, may choose to screen all youth served by the agency. It is important for screeners to understand that questions designed to screen for human trafficking situations are invasive by nature and may reveal that a youth is suffering.

PROJECT NO REST NUMBERS



TV & radio spots about Project NO REST have reached **90%** of N.C.



Web advertisements received **78,000,000+** digital impressions during the campaigns.

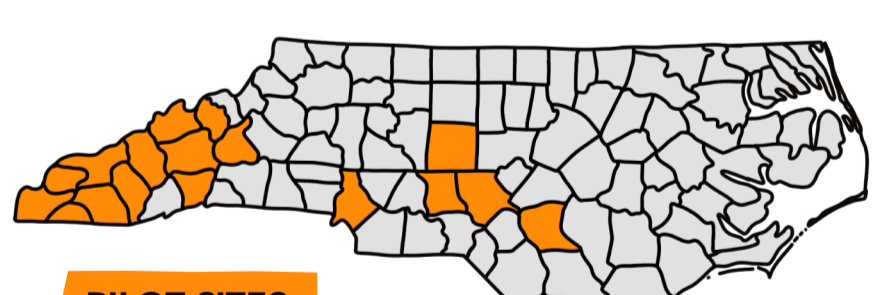


to the National Human Trafficking Hotline and a **297.5% increase** in calls from victims & survivors from 2015 - 2021.



total visits in 2017 - 2018.

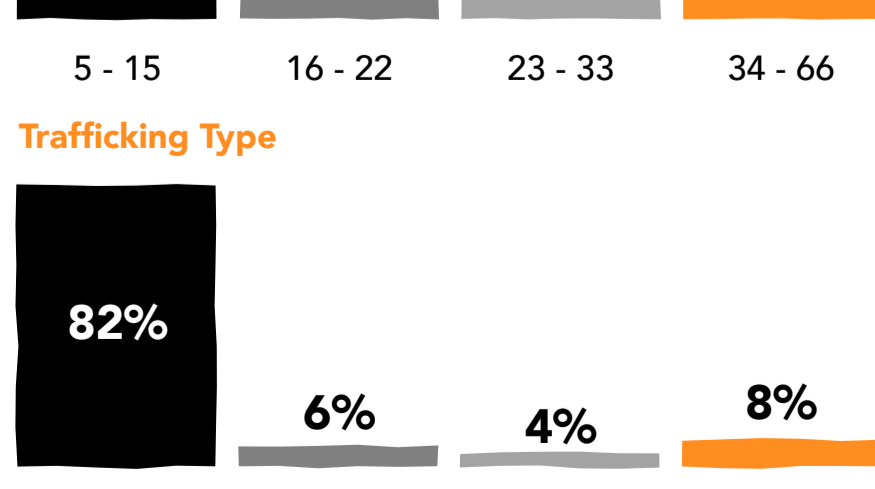
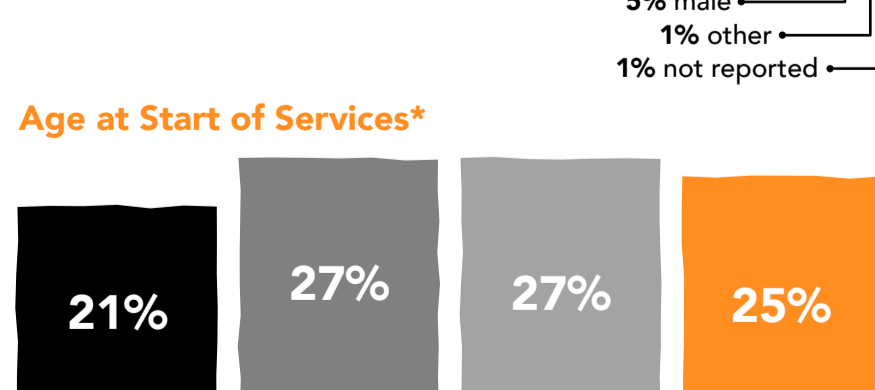
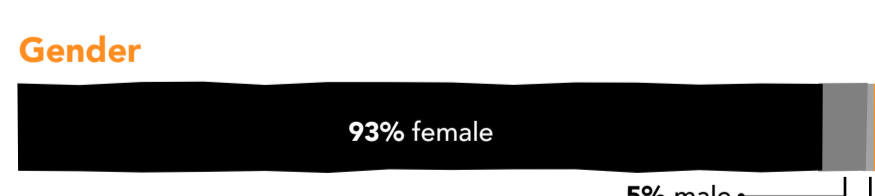
5 Pilot Sites & 2 Campaigns



PILOT SITES

- Pat's Place Child Advocacy Center** Mecklenburg County
- 30th Judicial District** Cherokee, Graham, Clay, Macon, Swain, Jackson, and Haywood counties
- Friend to Friend** Randolph, Montgomery, and Moore counties
- Our Voice** Madison, Buncombe, Henderson, McDowell, and Yancy counties
- Cumberland County Sheriff's Department** Cumberland County

Of the **532 people served...**



* Missing data for age. Only 256 with age reported.

CAMPAIGNS

What's at Stake?

April - May 2018
A **sex trafficking prevention pilot program** in the **Fayetteville, N.C.** area. "What's at Stake?" ads were **serviced to individuals that exhibited online risk behaviors** such as visiting websites where sex could be purchased. Additionally, places like **strip clubs** and **hotels** in high risk areas of Fayetteville were **targeted with ads**.

Capitol Broadcasting utilized platforms that included **geo-fencing and social media** to increase a target audience. When clicked, these **messages linked directly** to more information about the **consequences of purchasing sex**.

+1.5 million overall "What's at Stake?" ad impressions

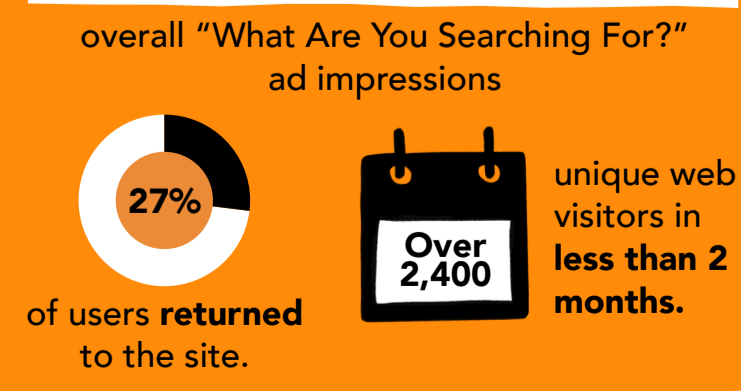


What Are You Searching For?

January - February 2021
A **sex trafficking prevention pilot program** in **Wake County**. "What Are You Searching For?" ads targeted potential perpetrators in Wake County based off of their online search history. The goal was to **encourage these individuals to become more self-aware and to teach them that purchasing sex isn't the solution**.

Capitol Broadcasting utilized platforms that included **behavioral retargeting and social media**. In partnership with local law enforcement, Capitol Broadcasting also used geo-fencing in areas that were deemed "high risk" for human trafficking.

+1.8 million overall "What Are You Searching For?" ad impressions



NEED HELP? WANT TO REPORT SOMETHING?

For more information about Project NO REST, please visit projectnocest.org

Call 1-888-373-7888 or Text "HELP" to BeFree (233733)

Sources outside of Project NO REST and The University of North Carolina at Chapel Hill: United States Department of Justice, Polaris, International Labor Organization, and North Carolina Department of Administration