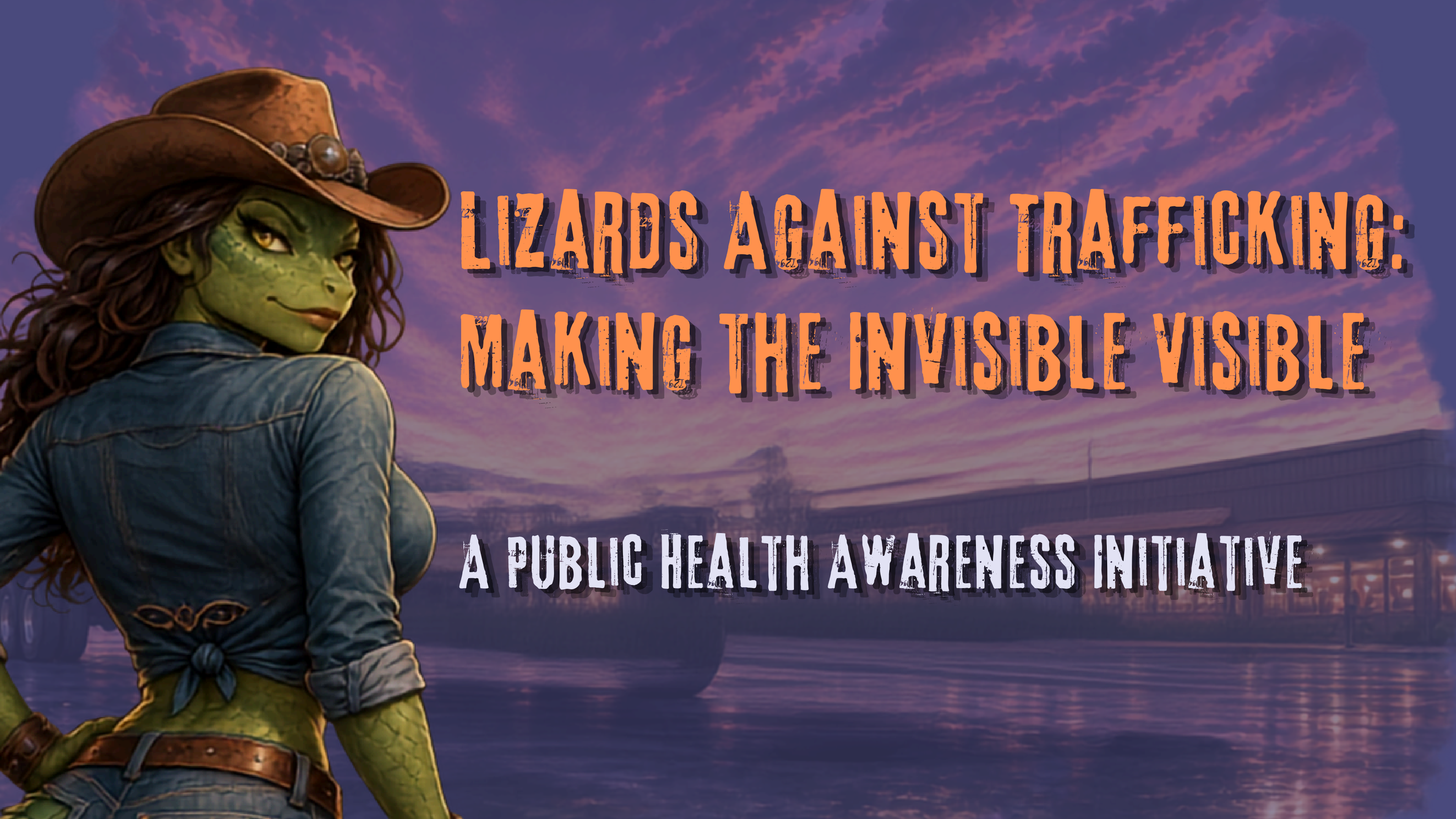

LIZARDS AGAINST TRAFFICKING:
MAKING THE INVISIBLE VISIBLE
A PUBLIC HEALTH AWARENESS INITIATIVE

HUMAN TRAFFICKING IS A PUBLIC HEALTH ISSUE

Human trafficking causes physical and psychological harm,
often with lasting consequences
for a person's health and well-being.

Significant work is already happening to combat trafficking.
Yet much of the problem remains unseen, underreported,
and difficult to measure.

We need to keep finding ways to reach more people, encourage
safer action, and develop better solutions for those who need help.

This is one more idea to move that conversation forward.



ANYONE CAN ENCOUNTER IT.

Not just healthcare professionals.

Not just law enforcement.

Not just truck drivers.

Anyone who travels.

Anyone who stops.

Anyone with eyes.

A FEW HUMAN TRAFFICKING STATISTICS

In 2024, the National Human Trafficking Hotline identified:

- 21,865 victims
- 11,999 trafficking cases

These numbers are significant. But they don't represent the prevalence of human trafficking. ***They represent ONLY the situations brought to the Hotline's attention.***

In Texas, the Hotline has identified:

- 24,876 victims in 10,997 cases since 2007.

Human trafficking occurs in all 50 states and can occur in many settings, including truck stops, rest areas, hotels, residences and online.

For public health, the question isn't only how many victims we can count.
It's how many people are experiencing harm that we never identify.

WHY IS HUMAN TRAFFICKING UNDER-REPORTED?

Human trafficking is significantly underreported.

Many victims are never identified due to ***fear, coercion, language barriers, lack of trust in authorities, or failure to recognize themselves as victims***.

As a result, reported cases represent only the victims who have been identified, not the full scope of the problem.

These barriers can prevent people from being identified and connected to help.

When trafficking remains hidden, the physical and psychological harms can remain hidden too.

MORE EYES. MORE OPPORTUNITIES TO HELP.

Awareness creates opportunities for early recognition, intervention and connection to support.

People already working in transportation are part of that opportunity. More than 2.5 million people have been trained by Truckers Against Trafficking to recognize and report signs of human trafficking.

But this opportunity isn't limited to people who work in transportation. We all move through the world.

Everyday places create opportunities for someone to notice what might otherwise remain unseen.

Anyone who travels can potentially become another set of eyes.





SO HOW DO WE GET PEOPLE TO LOOK?

LET'S MAKE IT IMPOSSIBLE TO IGNORE!

Traditional awareness campaigns can be easy to overlook. So what if we approached the conversation differently?
What if we used humor, surprise and trucking culture to make people stop, look and pay attention?

Awareness only works when people notice.
Let's make it impossible to ignore.



LIZARDS ARE THE HOOK



The unexpected gets attention.

The humor makes people pause.

The message gives them something to think about.

The goal isn't to make light of a serious issue.

IT'S TIME TO MAKE A SERIOUS ISSUE <u>IMPOSSIBLE TO IGNORE.</u>

FROM AWARENESS TO CONVERSATION



We cannot effectively respond to an invisible problem if people don't even realize it's happening.

So let’s generate visibility! Someone sees the lizard.
They stop.
They laugh.

Then they realize the message is about something very real.

That's the moment we're trying to create.

That moment turns: “What the hell is that?”
Into: “Wait. This is actually a problem.”

Getting someone's attention is only the beginning.

NOW WHAT?

Awareness only matters if it leads somewhere.

We want people to notice.
We want people to understand.
And ultimately,
we want people to act.

SEE SOMETHING.
HELP.
SAY SOMETHING.



SEE IT. REPORT IT. BUT IS THAT ENOUGH?

We can encourage people to pay attention.
We can tell people what to look for.
We can tell them where to report it.

But what about the person who can't safely report?

What happens when a victim can't make a call, can't explain where they are, or can't risk being seen asking for help?

Awareness is necessary.
But awareness alone isn't enough.

LET'S BUILD BETTER WAYS TO HELP



- What if technology could give someone a discreet way to signal for help in seconds?
- What if that signal could help communicate their location?
- What if the technology worked around the reality of the victim, instead of requiring the victim to work around the technology?

We need to keep asking what is possible.
And we need the people with the expertise, resources and reach
to **build a better way.**

THIS IS BIGGER THAN ONE INDUSTRY.

Human trafficking isn't just a logistics issue, a healthcare issue, or a law-enforcement issue.

It's a community issue.

Every industry, every community, and every one of us has a role in
making the invisible visible.



SO WHAT CAN WE DO?

Pay attention. Notice what is happening around us.

Know how to help. Understand where to turn when something doesn't feel right.
Speak up. Report concerns when it is safe to do so.

Push for better solutions. Support technology and systems that can help victims signal for help quickly and safely.

Awareness starts the conversation.
Action moves it forward.



IF YOU SEE SOMETHING, KNOW WHERE TO TURN.

Immediate danger: Call 911

National Human Trafficking Hotline
1-888-373-7888
Text HELP or INFO to 233733 (BeFree)
24/7, confidential, 200+ languages.

U.S. Department of Transportation
Counter-Trafficking Resources
Training, reporting guidance, awareness materials and transportation-specific resources.

Department of Homeland Security (DHS) Blue Campaign
Resources for recognizing and reporting suspected trafficking.

AWARENESS IS NOT A SUBSTITUTE FOR EXPERTISE.

This concept is intended to encourage awareness, conversation and action.

It is not a substitute for guidance from trafficking experts, law enforcement, public-health professionals, survivors, or qualified service organizations.

Never confront a suspected trafficker or place yourself or someone else in danger.

REFERENCES & SOURCES

National Human Trafficking Hotline
National Human Trafficking Hotline. National Statistics.
Current national hotline data, including signals, cases, victims identified, reporting channels, and limitations of hotline data.

U.S. Department of Transportation
U.S. Department of Transportation. Resources to Counter Human Trafficking in the Transportation Sector.
Transportation-sector guidance, data resources, awareness materials, reporting resources, and the DOT Roadmap for Countering Human Trafficking.

U.S. Department of Transportation
U.S. Department of Transportation. Trucking Industry Resources to Counter Human Trafficking.
Transportation-specific information, training, awareness materials, and trucking-sector resources.

U.S. Department of Homeland Security
DHS Blue Campaign. Human Trafficking 101 / Indicators of Human Trafficking.
Federal guidance regarding indicators, recognition, and appropriate reporting.

U.S. Department of Homeland Security
DHS Blue Campaign. Blue Campaign.
National public-awareness resources developed for the public, law enforcement, and industry partners.

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STATISTICS AND REPORTED CASES REFLECT KNOWN OR REPORTED INFORMATION AND SHOULD NOT BE INTERPRETED AS A MEASURE OF THE TRUE PREVALENCE OF HUMAN TRAFFICKING.


MAKE THE INVISIBLE VISIBLE. SEE SOMETHING. HELP. SAY SOMETHING.
CONCEPT DEVELOPED BY MONIKA PAWLUS MAXIMUM FREIGHT LOGISTICS | TRUCKIN' TALK