



BLUE BULLETIN

CAMPAIGN

December 2018

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What's New with Blue?

Mark Your Calendars - #WearBlueDay is January 11th

January is dedicated to raising awareness of human trafficking. In collaboration with stakeholders and partners, Blue Campaign will be hosting events throughout the month to raise awareness of the crime and highlight work being done to combat it.

Our largest awareness event is #WearBlueDay on January 11th – National Human Trafficking Awareness Day. On this day, we ask you to wear a piece of blue clothing, take a photo of yourself or with others, and share it on social media (Facebook, Twitter, or Instagram) with #WearBlueDay. It not only raises awareness of human trafficking, it generates online conversation about the crime. Don't forget to tag us using @DHSBlueCampaign on Facebook, Twitter, and Instagram, so we can see how you are participating in #WearBlueDay!

Why the color blue?

Blue is internationally symbolic of human trafficking awareness. Put your blue on and join us!

Ways you can participate

Need ideas for #WearBlueDay? Here are some creative ways you can participate:

- **Take a Group Photo** - Make it a team effort and invite your friends, family, and colleagues to wear blue and take a group photo. Share it on social media using #WearBlueDay.
- **Light Up a Landmark** - Coordinate with your local governments to light a capitol building, landmark, fountain, or bridge blue to raise awareness of human trafficking. Los Angeles City Hall was lit blue in 2018 and Mayor Eric Garcetti tweeted a photo with #WearBlueDay.
- **Host an Event** - Host a panel discussion with local organizations combatting human trafficking or screen a human trafficking documentary. Encourage the audience to wear blue and post photos from the event with #WearBlueDay.

To learn about more how you can get involved, check out our #WearBlueDay page [here](#).

Follow Us for More Updates

Follow @DHSBlueCampaign on [Twitter](#), [Facebook](#), and [Instagram](#) where we will be announcing more human trafficking awareness events happening in January.

News You Can Use

[New California laws target human trafficking with transit, hotel workers](#) (NBC)

California established human trafficking awareness training and education requirements in the hospitality and transit industries. Under the law, hotels and motels are required to

provide 20 minutes of classroom or other interactive training regarding human trafficking awareness to each employee likely to interact with victims of human trafficking.

[Human Trafficking Law Signed into Law with Help from Local Lawmakers](#) (The Mercury)

New protections for victims of human trafficking in Pennsylvania are set to be signed into law thanks to the work of state Senator Andy Dinniman and others.

[White House recognizes Houston's efforts fighting human trafficking](#) (KHOU11)

Houston, Texas' first human trafficking advisor, Minal Patel Davis, received a presidential medal at the White House for her ground-breaking work against sex slavery and labor exploitation.

[IBM's Efforts to Fight Human Trafficking](#) (Nasdaq)

IBM is collaborating with Stop the Traffik and Western Union, Barclays, Lloyd's Banking Group, Liberty Global, Europol, University College London to form the Traffik Analysis Hub, a platform to facilitate the exchange of information about human trafficking across organizations.

Social Media Shareables

Blue Campaign can now be tagged on [Twitter](#), [Facebook](#), and [Instagram](#) using @DHSBlueCampaign. Each month we will share content you can distribute on your own social channels to raise awareness of human trafficking in your communities.

- You can make a difference! Participate in @DHSBlueCampaign's #WearBlueDay on January 11th. Take a photo of yourself and others wearing blue and share it on social media with #WearBlueDay to raise awareness of #humantrafficking.
- Want to help raise awareness of #humantrafficking? Follow @DHSBlueCampaign on Twitter, Facebook, and Instagram to learn more about its free resources and events.
- We're bringing out our blue with @DHSBlueCampaign on January 11th to raise awareness of #humantrafficking. Share a photo of yourself wearing blue and tell us why you're participating in #WearBlueDay.
- @DHSBlueCampaign offers free resources for your #humantrafficking awareness activities this January. Download them here: <http://bit.ly/2rx34HW>
- January 11th is National Human Trafficking Awareness Day. We'll be wearing blue for #WearBlueDay with @DHSBlueCampaign to bring attention to #humantrafficking. Learn how to participate: <http://bit.ly/2QpR7CU>

For more information visit the [Blue Campaign](#)

To report suspected human trafficking: 1-866-347-2423

To get help from the National Human Trafficking Hotline: 1-888-373-7888
or text HELP or INFO to BeFree (233733)

 SHARE

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