

TUCSON INTERNATIONAL AIRPORT AND BLUE LIGHTNING INITIATIVE

September 2022

TUCSON INTERNATIONAL AIRPORT

2 Million Passengers through July

- Up 42% from 2021



55 Daily Departures

23 Nonstop Destinations

7 Airlines



RYAN AIRFIELD

104k Aircraft Operations in 2021

12 Miles West of Tucson

20+ Businesses

300+ Based Aircraft



WHY COMMIT TO A NEW CAMPAIGN?



- The TAA had previously worked with Southern Arizona Anti-Trafficking Unified Response Network to install anti-human trafficking restroom mirror signage. Signs were continuously removed and/or stolen.
- In 2021, the decision was made to re-engage in an anti-human trafficking program.
- **Educating people on human trafficking is worth the investment.**

WHY THE BLUE LIGHTNING INITIATIVE?



- Researched numerous organizations and reached out to airport colleagues for best practices.
- BLI made the most sense.
 - Aviation specific campaign within Blue Campaign.
 - Direct partnership with DHS and its numerous agencies and FREE collateral inventory.
 - Local TSA leadership was an advocate of the partnership.

CAMPAIGN LAUNCH | JANUARY 2022



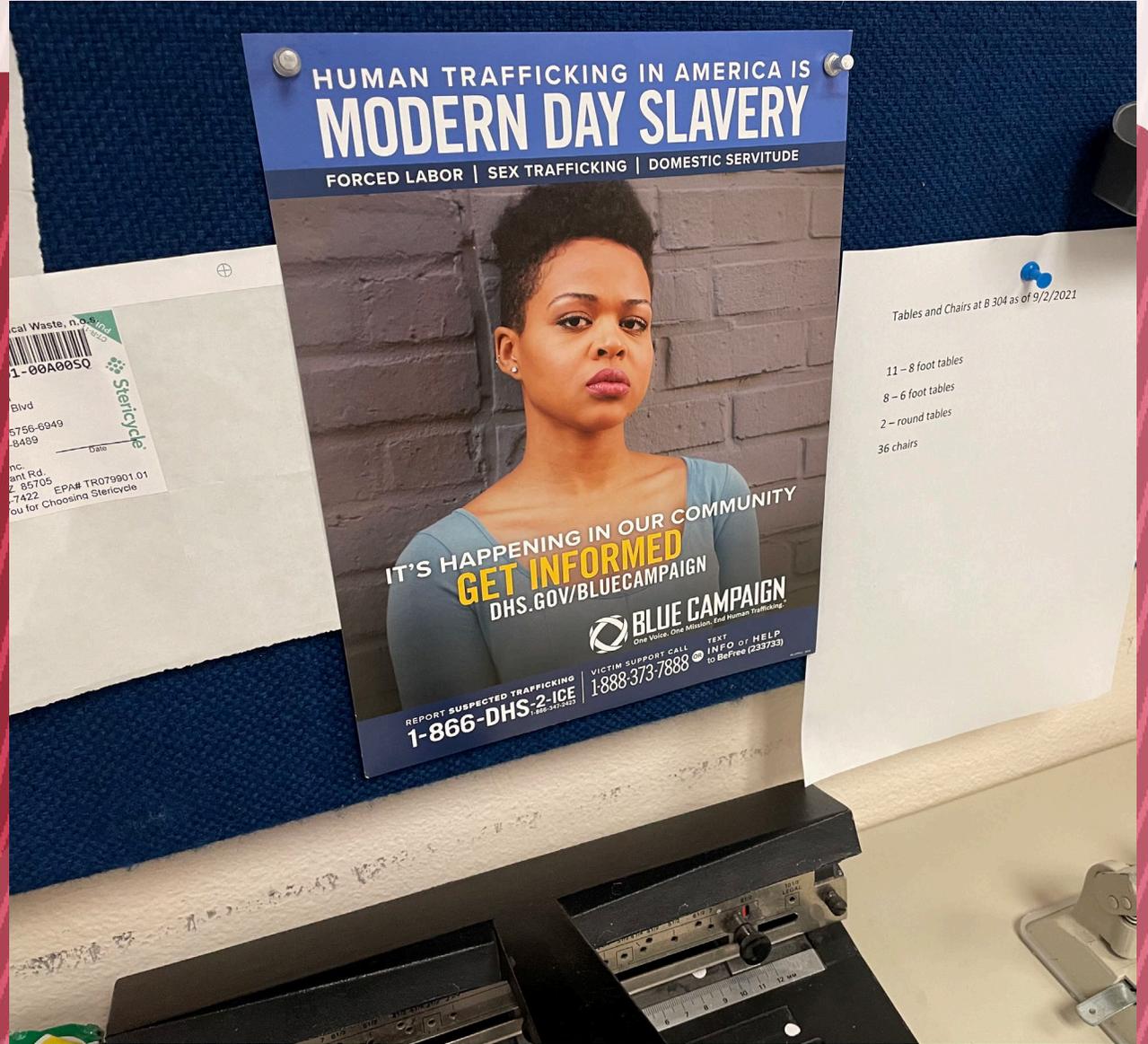
- Developed a communications plan
- Ordered collateral for rollout:
 - Acrylic restroom signage
 - Lanyard cards
- Worked with Airport Security Office to upload training video.
- Met with local law enforcement partners, including Homeland Security Investigations and Tucson Police Dept.

CAMPAIGN LAUNCH



- Campaign was launched to coincide with Tucson Gem and Mineral Show.
- Press release was sent out in coordination with DHS and included quotes from TAAPD, DHS and DOT.
- Collaborated with local law enforcement agencies to spread the word through social media.





CONTINUING EDUCATION



- TAA employees are required to conduct training annually.
 - All airport employees renewing a badge must take the training.
- Quarterly participation in SAATURN meetings with local law enforcement and non-profits.
- Regular editorials and social media postings on importance of anti-human trafficking education.

MOVING FORWARD



- In partnership with DHS, TAA will host a full week of in-person training for airlines, concessionaires, tenants, and airport stakeholders in January.
- Signage and training will be rolled out to Ryan Airfield (RYN), including pilot's lounge and restaurant.
- Increased signage and audio announcements during Super Bowl and Tucson Gem & Mineral Show.

THANK YOU!

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Blue Campaign and Blue Lightning Initiative

FY2022





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BLUE LIGHTNING INITIATIVE (BLI)



BLUE LIGHTNING INITIATIVE

Lead Agencies



U.S. Customs and Border Protection



Mission

Train aviation personnel to:

1. Identify potential human traffickers and/or victims; and
2. Report their suspicions to federal law enforcement

Action

Partners use BLI content to train their:

- Flight attendants, pilots, and customer service representatives
- Airport and Fixed Based Operator staff
- University aviation students

Virtual training module and related materials include:

- Human trafficking indicators
- How to report to federal law enforcement
- Survivor-informed scenario

Reports go through Airline/Airport internal reporting protocol and then the DHS tip line

Impact

100+
aviation partners

200,000+
personnel trained in the
aviation industry



PARTNER WITH BLI



**Airlines,
Air Carriers**



**Airports,
Airport Retailers**



**Associations,
Aviation Businesses**



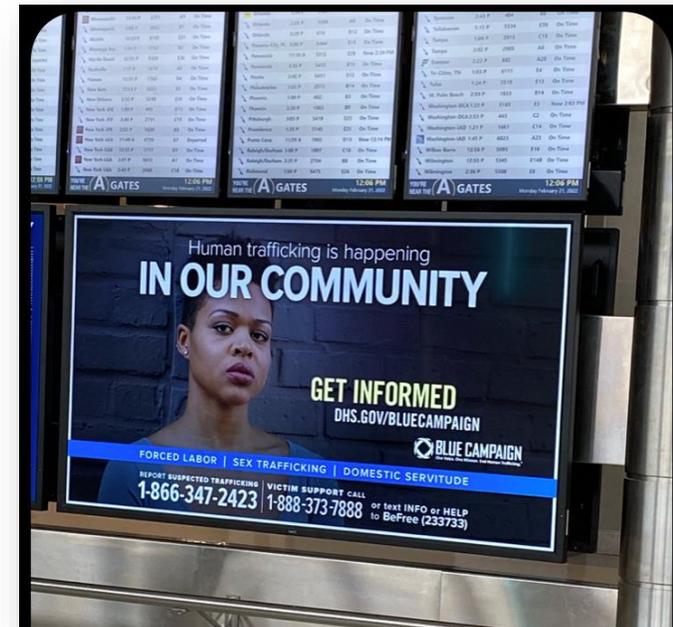
**Training Institutes,
University Aviation
Departments**



AVIATION INDUSTRY SUPPORT

Aviation partners play an important role in raising awareness and supporting survivors. Some of the ways this is done is through:

- Trainings for staff
 - Virtual and/or in-person
- Public awareness
 - Digital displays
 - PSA video promotion
 - Hard copy resource distribution
 - Restroom posters
- NGO and service provider partnerships
- Survivor employment opportunities



Blue Campaign public awareness imagery at a large commercial airport



2020 SUPER BOWL

- A Connecticut man coerced two adult women and a 17-year-old girl to engage in commercial sex acts during the days before the Super Bowl.
- While in Miami, Edward Walker emotionally, psychologically and financially coerced the victims into soliciting customers and having sex with them in exchange for money – all of which Walker kept.
- After the Super Bowl in Miami, Walker planned to take the victims to Chicago during the NBA All-Star Game, New Orleans during Mardi Gras, Las Vegas and other places to further sexually exploit them.
- Walker was found guilty of sex trafficking by force and coercion, sex trafficking of a minor by force and coercion, and transporting a person for sexual activity. Walker was sentenced to 25 years in prison.
- Source: [U.S. Department of Justice, 1/7/2022](#)





BLUE CAMPAIGN OVERVIEW





ABOUT BLUE CAMPAIGN



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**.



Works closely with DHS Components to **develop general awareness trainings**, as well as **specific educational resources** to help reduce victimization within vulnerable populations.



Leverages **partnerships** with the private sector, nongovernmental organizations (NGO), law enforcement, and state/local authorities to **maximize national public engagement on anti-human trafficking efforts**.



Educational awareness objectives consist of **two foundational elements: prevention** of human trafficking and **protection** of exploited persons.



DHS CENTER FOR COUNTERING HUMAN TRAFFICKING (CCHT)



BLUE CAMPAIGN PUBLIC AWARENESS MATERIALS

- Posters
- Toolkits
- Infographics
- Indicator Cards
- Shoe Cards
- Pamphlets



SURVIVOR INFORMED PUBLIC AWARENESS

Human trafficking is happening
IN OUR COMMUNITY



GET INFORMED
DHS.GOV/BLUECAMPAIGN

BLUE CAMPAIGN

FORCED LABOR | SEX TRAFFICKING | DOMESTIC SERVITUDE

IMMIGRANT EXPLOITED TRAFFICKING | VICTIM SUPPORT CALL
1-866-347-2423 1-888-373-7888
or text INFO or HELP to: 847436 (237736)

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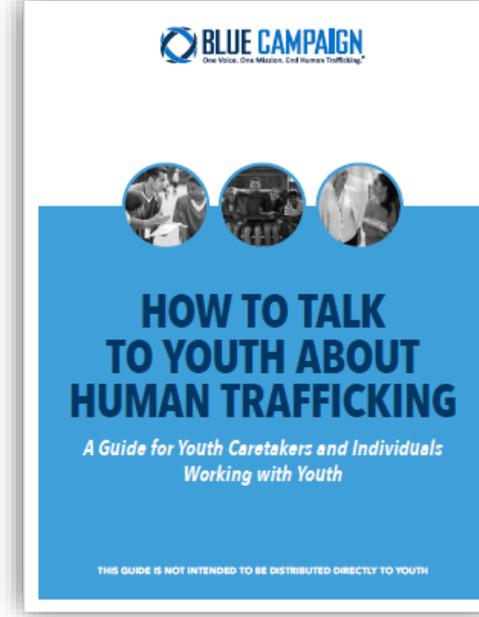
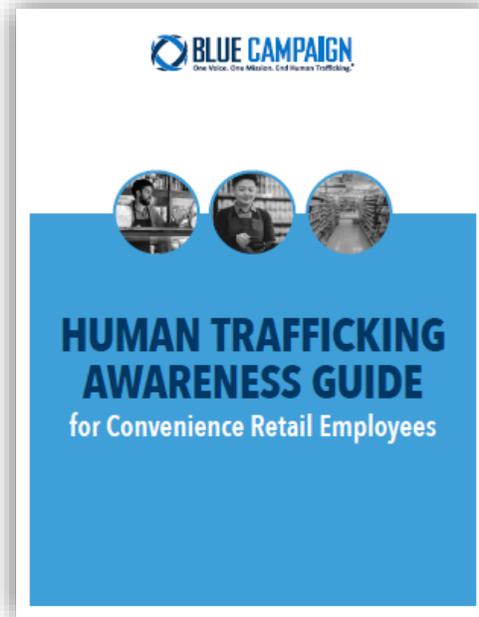
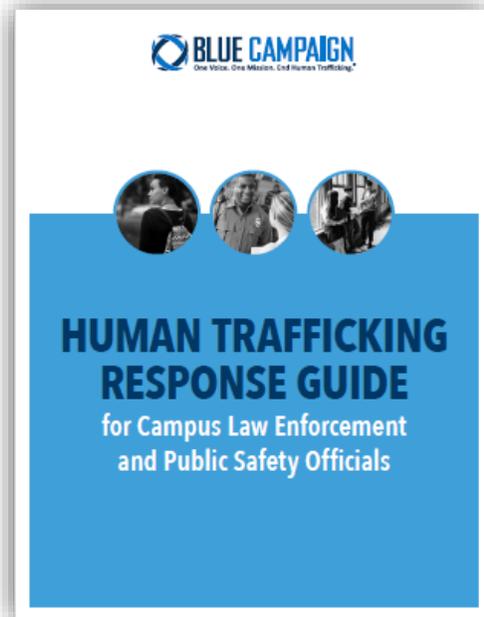
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TAILORED CONTENT



Blue Campaign has specific [resources](#) tailored for target audiences including:

- Adults that work with youth
- Youth
- Campus Law Enforcement
- College Students
- Retail
- Transportation
- Faith and Community based Organizations
- First Responders and Disaster Response Personnel

#WEARBLUEDAY

National Human Trafficking Awareness Day, or #WearBlueDay, is recognized each year on January 11th. In recognition of this important day, and throughout the month of January, Blue Campaign hosts several special events and educational activities.



Los Angeles International Airport
(LAX)



2020 Highlights*

- Twitter: 72.5M impressions
- Twitter: 11.6K tweets from 8.2K users
- Instagram: 3.2K posts

**All metrics reflect hashtag usage from 1/4 - 1/11*



BLUE CAMPAIGN IN FY21

ONLINE

 **956**

calls generated to the National Human Trafficking Hotline and Homeland Security Investigations Tip Line via digital ads

 **+1.5m** clicks on digital ads

 **+1.6m** engagements on organic and paid social media content

 **2.9m** webpage visits

AWARENESS MATERIALS

Available in **33** languages

+700k printed materials delivered

+31k materials downloaded

[Request Blue Campaign Resources](#)



CONTACT US

WWW

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www.transportation.gov/stophumantrafficking



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