CAN YOU SEE ME?


CAN YOU SEE ME?
SLAVERY STILL EXISTS.
IF YOU SUSPECT IT, REPORT IT.
0800-222-777
THE NATIONAL HUMAN TRAFFICKING HOTLINE
A21.ORG/CANYOUSEEME

SLAVERY STILL EXISTS.

In its modern forms, slavery is global, both in scale and geography. Few countries escape its effects either as points of departure, destination, or transit. It's invisibility, complexity, and internationality mean figures are impossible to verify, though independent reports give estimates that are truly staggering.

With victim numbers approaching national populations and generating illegal profits comparative to their GDPs, the incentives for traffickers and challenges for authorities are enormous.

The numbers are as vast as they are unimaginable, and, devoid of any social context, almost meaningless. It's easy to become overwhelmed or inured to such statistics, but behind each and every number is an individual and a tragic human story.





IF I LOOK AT THE MASS I WILL NEVER ACT."

Mother Teresa

Each story is in itself complex, painful, and unique – yet when seen collectively, within their tangled plots, the patterns are discernable and predictable.

The aim of the **Can You See Me?** campaign is simple:

TELL THE STORIES,
BREAK THE PATTERNS.

It is essential that these stories accurately reflect the reality of how victims are being exploited.

By presenting the human face of a global crisis we engender empathy and create a connection between viewer and victim.

Victims of trafficking in persons are often hidden in plain sight, engaged in seemingly legitimate businesses within our local economonies. The control exerted over them can be subtle and financial or psychological as well as brutal and physical; this can keep the crime, the criminal, its victim, and their plight invisible to an unknowing public.

Can You See Me? shines a light on trafficking in persons in an effort to make the invisible visible. It does this through:

COMMUNICATION

By talking openly about the problem we give the issue global visibility.

INFORMATION

By targeting communities with specific stories we give the issue local relevance.

ACTIVATION

By highlighting potential environments, indicators, and victims we create individual awareness, and through that, personal responsibility.





CAN YOU SEE ME?

Can You See Me? is an integrated campaign that uses commissioned photography and film to depict everyday situations where trafficking exists.

It uses a consistent typographic campaign device to 'cage' the victim and a simple, direct call to action:

SLAVERY STILL EXISTS.
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The call to action asks the viewer to be aware and to report their suspicions. As individual members of a community, we are best placed to spot the unusual in the everyday.

The hotline provides a discrete means of reporting concerns instead of calling the police.

The campaign follows both creative and design templates described in detail in the **Can You See Me?** Guidelines. Designed for consistency and flexibility, the campaign is able to work across all territories and deliver even in the most demanding of media spaces.

While it uses core elements from the **A21** branding, care has been taken to maintain a degree of neutrality to allow partner brands to co-own the media and communication.



THINK GLOBALLY, ACT LOCALLY.

Augmenting a small, core team, we work with local talent to generate content specific to that territory. This ensures that the campaign maintains the balance of creative consistency and regional nuance necessary for its effective communication.

A streamlined approach means minimised overheads and a team that's best fit creatively, geographically, and strategically for each execution, and agile enough to respond to the changing patterns in trafficking in persons.

By tapping into a determined, flexible, global network of advocates, we are able to expose and stand against a determined, flexible, global network of traffickers.



The **Can You See Me?** campaign has successfully gained traction by working with government bodies, NPOs, public and private institutions, and businesses at a local, regional, national, and global level.

It is through these partnerships and relationships that the campaign is able to cross the range of channels and territories (both international and domestic) and deliver the impact required to fulfill its ambition.

Between them they provide the intelligence, the finance, the authority, and the logistics to connect and engage with the public in a meaningful and culturally appropriate way.

To date, we have worked with media owners, governmental agencies, police forces, NPOs, and private businesses as well as transport hubs and networks.

These partnerships and relationships provide an effective way of extending the campaign's reach and targeting the victims themselves by mirroring the routes often used by the traffickers.

We are constantly seeking new partners to add resources and resolve in our campaign to eradicate the global trade of human bondage.

"THE MORE WE LOOK FOR MODERN SLAVERY, THE MORE WE FIND EVIDENCE OF THE WIDESPREAD ABUSE OF THE VULNERABLE."

Will Kerr
Director of Vulnerability. UK



U.S. Department
of Transportation

PUT THE
BRAKES ON
HUMAN
TRAFFICKING

AMTRAK




O'HARE
INTERNATIONAL
AIRPORT

Heathrow

Heathrow
Express

YOUR
LONDON
AIRPORT
Gatwick

George Best
BELFAST
CITY AIRPORT

manchester
airport

NATIONAL CENTER FOR
MISSING &
EXPLOITED
CHILDREN

Liberate

Polaris
Freedom
happens
now.

ecpat

THE
CODE
.ORG
We protect
children from
sex tourism.

ACCOR HOTELS
Feel Welcome

Department of
Justice
www.justice-ni.gov.uk

Border Force

AVON &
SOMERSET
POLICE & CRIME
COMMISSIONER

THAMES VALLEY
POLICE

METROPOLITAN
POLICE

County Durham
SAFEGUARDING ADULTS
INTER-AGENCY PARTNERSHIP











Conceived in the UK in late 2016, the **Can You See Me?** campaign was initially launched with a single constabulary partner on the backs of local buses.

Since then, it has grown nationally in the UK to include multiple regional police forces and numerous airports, including Heathrow, and more recently on the London Tube in 2022.

Its spread has been equally impressive internationally. In addition to the UK, targeted campaigns have reached the United States, Mexico, Guatemala, South Africa, Bulgaria, and Thailand, with new developments planned for Greece, Cambodia, and Latin America.

Since its 2018 national launch in the United States, the campaign has been featured in at least seven airports, 38 Amtrak rail stations, approximately 1,000 roadway billboards, and throughout other transportation systems. Moreover, the Can You See Me? campaign has been found to meet best practice standards for public and targeted awareness campaigns by the 2019 US Department of Transportation Advisory Committee on Human Trafficking. It is estimated the campaign had a reach of over 1 million people in the United States in 2021, 1.1 million people in Guatemala since its launch in 2022, and 3.2 billion people globally since its inception.

A21. Can You See Me? Global Trajectory

These metrics have a demonstrated response; Kent & Essex Police, the campaign's first partner, recorded a 1200% increase in victim identification by the public and a 400% increase in reporting following a modest but strategic media plan. Every poster or link increases the issue's visibility and the campaign's effectiveness, with feedback providing compelling, corroborating evidence.

The A21-operated Bulgarian National Human Trafficking Hotline received a call shortly after the campaign launch in Bulgaria; the callers had been victims of labour trafficking for several years. After hearing a Can You See Me? scenario promoting the Hotline on the radio, the victims called for assistance. The Hotline worked with the victims and assisted law enforcement in coordinating their and their children's safe recovery.

In the UK, a passenger flying into Heathrow was disturbed to observe another passenger viewing sexually explicit material on his phone and travelling with a very young girl. They were immediately concerned for the girl's welfare but unsure what to do. On arrival at Heathrow Airport, they observed A21's Can You See Me? posters at three separate locations throughout the terminal, highlighting the Modern Slavery Helpline. After observing the third poster, they finally decided to make a report to the Helpline. With this report, Border Force and the police launched an investigation.



"NEVER BELIEVE THAT A FEW, CARING PEOPLE CAN'T CHANGE THE WORLD..."

Margaret Mead
Cultural Anthropologist

CAN YOU SEE ME?

IMPLEMENTATION GUIDE

HOW TO IMPLEMENT THE CAMPAIGN

This implementation guide serves to explain the concept behind the campaign, and the best way to utilise the campaign materials to both raise awareness and interrupt the cycle of trafficking in persons in your area of influence.

The *Can You See Me?* campaign provides a selection of different trafficking scenarios, comprised of full-length films (ranging from approximately 2-5 minutes in length), along with shorter 60-second and 30-second versions, and accompanying materials per scenario including posters, leaflets, accompany and explanatory guides. The campaign materials can be utilised in a variety of ways from displaying the posters highlighting the National Human Trafficking Hotline, to featuring the videos on digital billboards or for training purposes. Given the multi-faceted nature of the campaign, implementation and distribution can be adjusted to complement and enhance your organisation's counter-trafficking strategy, depending on specified needs.

The following points provide guidance on key areas to consider in your implementation strategy:

DISTRIBUTION LOCATION

Having resources in locations where victims might be encountered is crucial so that those working in these frontline sectors understand what to look out for and where to report concerns. Key distribution locations include transportation hubs such as airports, train and bus stations, petrol stations and taxi ranks, hotels, hostels, hospitals and community health centres. Transportation hubs are common places where victims, by nature of the crime of trafficking, may travel or be transported through. To encourage self-identification and self-reporting, the campaign is also displayed in easily accessible places for passers-by and victims or potential victims. Bathrooms in particular can maximise awareness, as for some victims this may be the only time they are not under surveillance. Therefore, having resources available on the back of toilet doors is an effective way to increase opportunities for identification and victim assistance.

CHOOSING THE ASSETS

In many locations of high traffic such as airports, rail stations, shopping centres, etc., the average individual is in passing for just a short period of time. Therefore, when determining which video version to use, consider using the shorter 30 or 60-second scenario video rather than the full-length version.

USING A QR CODE

A QR Code can be used on posters or at the end of the shorter 30 or 60-second video scenario to provide viewers with the ability to access supporting materials such as the full-length version of the video scenario, explanatory guides, or contact information, at a later point in time.

TRANSLATION OF THE MATERIALS

The *CYSM?* campaign video scenarios contain limited conversation and have been specifically produced to successfully communicate the exploitative situation regardless of the English proficiency of the viewer. Your organisation may however want to consider also providing a translated version of some of the accompanying materials focused on a particular demographic.

TRAINING MATERIALS

The campaign assets can also be used as content for training resources to educate people to recognise trafficking in persons in their day-to-day work. Organisations may choose to include the campaign resources in regular staff safeguarding training. The different videos can be included in presentations or online training platforms to highlight the primary forms of trafficking, with the accompanying materials as handouts to the participants.

These *CYSM?* scenarios presented below highlight the role of the different industries and social contexts in various trafficking situations in South Africa. While these scenarios include trafficking situations from the US as well as South Africa, each scenario showcases different types of exploitation that are prevalent here in South Africa and are equally applicable.



SEXUAL EXPLOITATION:

LOVERBOY METHOD SCENARIO

- 2:19-minute full-length video
- 60-second condensed video
- Toolkit Resource: ***Can You See Me?*** Indicators Poster summarises the exploitation type and key signs. The poster also prompts the viewer to report concerns to the National Human Trafficking Hotline. The poster can be printed in multiple sizes and co-branded for distribution.
- Toolkit Resource: ***Can You See Me?*** Scenario Guide provides more detailed information about this scenario including exploitation and recruitment patterns. The Scenario Guide Resource can be used in conjunction with the videos to provide supplemental detailed information.

FORCED LABOUR/CHILD LABOUR:

TEXTILE INDUSTRY SCENARIO

- 2:54 full-length video
- 60-second condensed video
- Toolkit Resource: ***Can You See Me?*** Awareness Poster summarises the exploitation type in this scenario and key signs of potential trafficking in persons or modern slavery. The poster also prompts the viewer to report concerns to the National Human Trafficking Hotline. The poster can be printed in multiple sizes and co-branded for distribution.
- Toolkit Resource: ***Can You See Me?*** Scenario Guide provides more detailed information about this scenario including exploitation and recruitment patterns. The Scenario Guide Resource can be used in conjunction with the videos to provide supplemental detailed information.





DOMESTIC SERVITUDE:

FORCED LABOUR IN PRIVATE RESIDENCE SCENARIO

- 4:25 full-length video
- 60-second condensed video
- Toolkit Resource: ***Can You See Me?*** Awareness Poster summarises the exploitation type in this scenario and key signs of potential trafficking in persons or modern slavery. The poster also prompts the viewer to report concerns to the National Human Trafficking Hotline. The poster can be printed in multiple sizes and co-branded for distribution.
- Toolkit Resource: ***Can You See Me?*** Scenario Guide provides more detailed information about this scenario including exploitation and recruitment patterns. The Scenario Guide Resource can be used in conjunction with the videos to provide supplemental detailed information.

SEXUAL EXPLOITATION OF A CHILD:

RUNAWAY YOUTH SCENARIO

- 2-minute full-length video
- 1-minute condensed video
- 30-second condensed video
- Toolkit Resource: ***Can You See Me?*** Awareness Poster summarises the exploitation type in this scenario and key signs of potential trafficking in persons or modern slavery. The poster also prompts the viewer to report concerns to the National Human Trafficking Hotline. The poster can be printed in multiple sizes and co-branded for distribution.
- Toolkit Resource: ***Can You See Me?*** Scenario Guide provides more detailed information about this scenario including exploitation and recruitment patterns. The Scenario Guide Resource can be used in conjunction with the videos to provide supplemental detailed information.
- Please note that this is a scenario from the US and therefore provides US contact details. Should this scenario be reported in South Africa, the National Human Trafficking Hotline number (0800 222 777) should be called.





FORCED LABOUR:

AGRICULTURAL FORCED LABOUR SCENARIO

- 2:03 full-length video
- 60-second condensed video
- Toolkit Resource: ***Can You See Me?*** Awareness Poster summarises the exploitation type in this scenario and key signs of potential trafficking. The poster also prompts the viewer to report concerns to the National Human Trafficking Hotline. The poster can be printed in multiple sizes and co-branded for distribution.
- Toolkit Resource: ***Can You See Me?*** Scenario Guide provides more detailed information about this scenario including exploitation and recruitment patterns. The Scenario Guide Resource can be used in conjunction with the videos to provide supplemental detailed information.
- Please note that this is a scenario from the US and therefore provides US contact details. Should this scenario be reported in South Africa, the National Human Trafficking Hotline number (0800 222 777) should be called.

ONLINE CHILD SEXUAL EXPLOITATION:

SEXTORTION SCENARIO

- 6-minute full-length video
- 1-minute condensed video
- 30-second condensed video
- Toolkit Resource: ***Can You See Me?*** Awareness Poster summarises the exploitation type in this scenario and key signs of potential trafficking in persons or modern slavery. The poster also prompts the viewer to report concerns to the National Human Trafficking Hotline. The poster can be printed in multiple sizes and co-branded for distribution.
- Toolkit Resource: ***Can You See Me?*** Scenario Guide provides more detailed information about this scenario including exploitation and recruitment patterns. The Scenario Guide Resource can be used in conjunction with the videos to provide supplemental detailed information.
- Please note that this is a scenario from the UK and therefore provides UK contact details. Should this scenario be reported in South Africa, the National Human Trafficking Hotline number (0800 222 777) should be called.



HOW TO UTILISE RESOURCES FROM THE *CAN YOU SEE ME?* CAMPAIGN:

A21's ***Can You See Me?*** campaign materials can be utilised for both training and awareness. In addition to the above-referenced ***CYSM?*** Toolkit resources, the ***Can You See Me?*** public awareness campaign resources include compelling billboards available in both print and digital formats, and in a variety of sizes, available upon request.

FOR MORE INFORMATION:

For more information on the campaign, to discuss partnership options or to request resources for your organisation, please contact info.sa@a21.org.

A21.org/CanYouSeeMe