

CAN YOU
SEE ME?



CAN YOU
SEE?

**MODERN DAY
SLAVERY EXISTS.**

IF YOU SUSPECT IT,
REPORT IT.

888-373-7888
U.S. 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 impact as points of departure, destination, or transit. Its invisibility, complexity, and internationality mean figures are impossible to verify, though independent reports give staggering estimates.

With victim numbers approaching national populations, traffickers are generating illegal profits comparable to their country's GDPs. This increase incentivizes traffickers while creating enormous challenges for authorities.

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 every number is an individual with a tragic human story.





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

Mother Teresa

Each individual story is complex, painful, and unique. Yet, when seen collectively, within their tangled plots, their patterns are 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.

A21. **Can You See Me?** Our Solution

Victims of modern slavery are often hidden in plain sight, engaged in seemingly legitimate businesses within our local economies. 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 modern slavery and human trafficking 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 personal responsibility.



**I WOULDN'T
HAVE SEEN IT
IF I HADN'T
BELIEVED IT."**

Marshall McLuhan
Media Theorist



C A N
Y O U
S E E
M E ?

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

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

**SLAVERY STILL EXISTS.
IF YOU SUSPECT IT, REPORT IT.**

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 can work across all territories and deliver even in the most demanding 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.

A21. Can You See Me? Our Execution

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THINK GLOBALLY, ACT LOCALLY.

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

A streamlined approach means minimized 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 human trafficking.

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

A21. Can You See Me? Our Production

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

Through these partnerships and relationships, the campaign can 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 governmental agencies, police forces, NGOs, and private businesses, as well as transport hubs and networks, amongst others.

These partnerships and relationships effectively extend the campaign's reach and target 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 SLAV-
ERY, THE MORE
WE FIND EVI-
DENCE OF THE
WIDESPREAD
ABUSE OF THE
VULNERABLE.”**

Will Kerr
Director of Vulnerability, UK





Conceived in the UK in 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.

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 labor 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 traveling 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, ultimately ensuring the girl's safety.



CAN YOU SEE ME?

IMPLEMENTATION GUIDE

HOW TO IMPLEMENT THE CAMPAIGN

This implementation guide explains the concept behind the campaign, and outlines the best way to utilize the provided materials to both raise awareness and interrupt the cycle of human trafficking in your area of influence.

The **Can You See Me?** campaign provides a selection of different human trafficking scenarios, comprised of full-length films (ranging from approximately 2-5 minutes in length), along with shorter 60-second and 30-second versions. It also includes accompanying materials per scenario including posters, leaflets, and explanatory guides. The campaign materials can be utilized 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 organization'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 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, gas stations and taxi stands, hotels, hostels, hospitals, and community health centers. 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 maximize awareness, as for some victims this may be the only time they are not under surveillance. Therefore, having resources available on stall doors is an effective way to increase opportunities for identification and victim assistance.

CHOOSING THE ASSETS

In many high-traffic locations like airports, rail stations, shopping centers, 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 video scenarios to provide viewers with access to supporting materials such as the full-length video scenario, explanatory guides, or contact information.

TRANSLATION OF THE MATERIALS

The ***Can You See Me?*** campaign video scenarios contain limited conversation and were specifically produced to communicate the exploitative situation regardless of a viewer's English proficiency. However, your organization may want to consider providing a translated version of the accompanying materials focused on a particular demographic.

TRAINING MATERIALS

The campaign assets can also be used as educational content to help people recognize human trafficking in their day-to-day work. Organizations may choose to include the campaign resources in regular staff 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 ***Can You See Me?*** scenarios below highlight the role of different industries in various trafficking situations in the United States. While these scenarios include human trafficking situations from the UK as well as the US, each one showcases different types of exploitation that are prevalent here in the US and are equally applicable.



SEX TRAFFICKING:

FALSE JOB OPPORTUNITY

- ▶ 12-minute full-length video
- ▶ 9-minute video
- ▶ 2-minute video
- ▶ 30-second condensed video
- ▶ 15-second condensed video
- ▶ Toolkit Resource: ***Can You See Me?*** Indicators Poster summarizes this scenario 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. The Scenario Guide Resource can be used in conjunction with the videos to provide supplemental detailed information.

LABOR EXPLOITATION:

AGRICULTURAL SCENARIO

- ▶ 16-minute full-length video
- ▶ 14-minute video
- ▶ 6-minute video
- ▶ 2-minute video
- ▶ 30-second condensed video
- ▶ 15-second condensed video
- ▶ Toolkit Resource: **Can You See Me?** Indicators Poster summarizes this scenario 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. The Scenario Guide Resource can be used in conjunction with the videos to provide supplemental detailed information.





LABOR TRAFFICKING: AGRICULTURAL SCENARIO

- ▶ 1-minute full-length video
- ▶ 30-second condensed video
- ▶ Toolkit Resource: **Can You See Me?** Indicators Poster summarizes this scenario 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. The Scenario Guide Resource can be used in conjunction with the videos to provide supplemental detailed information.



LABOR TRAFFICKING: CAR WASH SCENARIO

- ▶ 3-minute full-length video
- ▶ 1-minute condensed video (vertical)
- ▶ 30-second condensed video
- ▶ Toolkit Resource: ***Can You See Me?*** Awareness Poster summarizes this scenario and key signs of potential human trafficking 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. The Scenario Guide Resource can be used in conjunction with the videos to provide supplemental detailed information.

LABOR TRAFFICKING: DOMESTIC SERVITUDE SCENARIO

- ▶ 2-minute full-length video
- ▶ 1-minute condensed video
- ▶ 30-second condensed video
- ▶ Toolkit Resource: **Can You See Me?** Awareness Poster summarizes this scenario and key signs of potential human trafficking 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. The Scenario Guide Resource can be used in conjunction with the videos to provide supplemental detailed information.



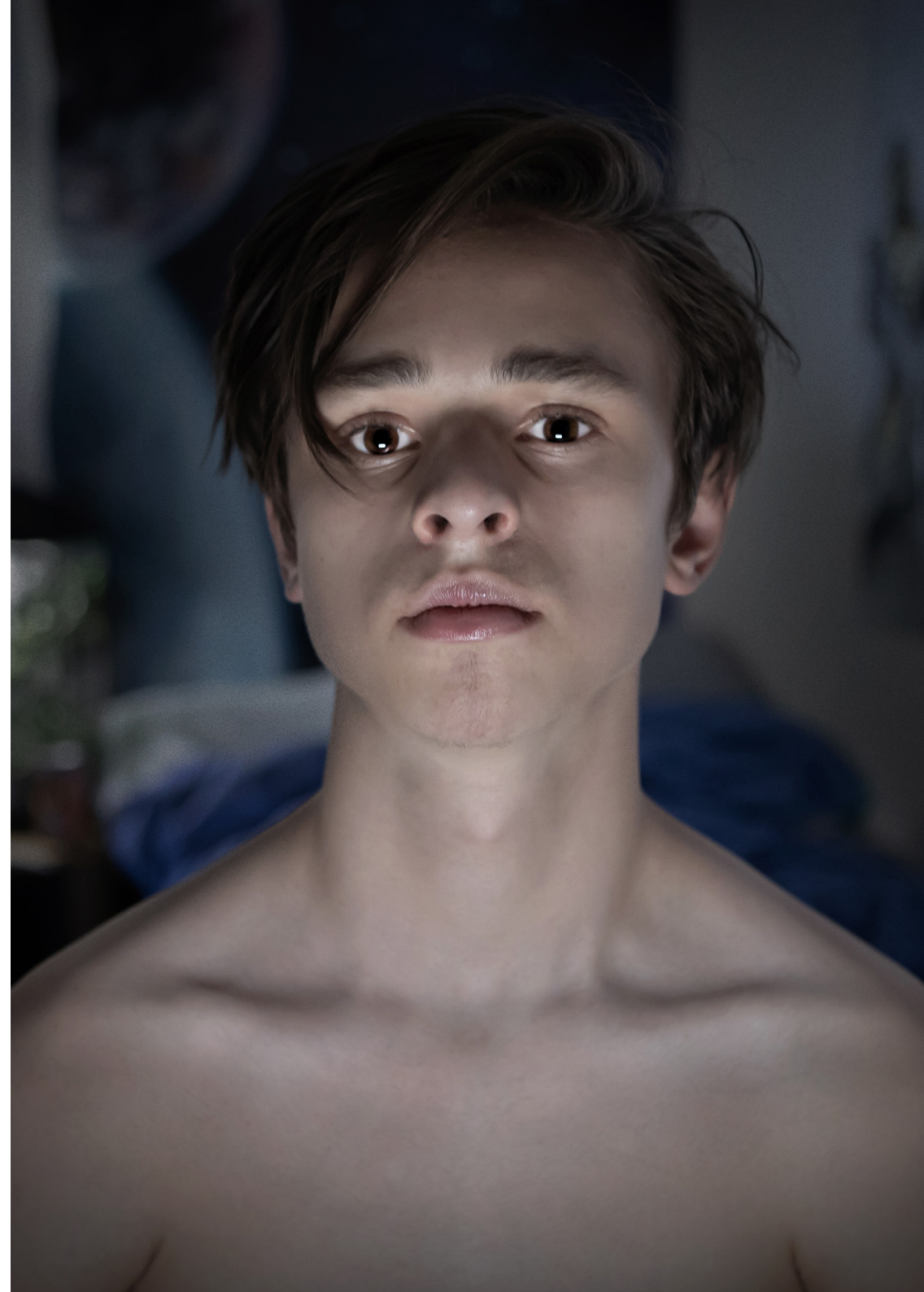


SEX TRAFFICKING: RUNAWAY YOUTH SCENARIO

- ▶ 2-minute full-length video
- ▶ 1-minute condensed video
- ▶ 30-second condensed video
- ▶ Toolkit Resource: ***Can You See Me?*** Awareness Poster summarizes this scenario and key signs of potential human trafficking 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. The Scenario Guide Resource can be used in conjunction with the videos to provide supplemental detailed information.

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 summarizes this scenario and key signs of potential human trafficking or modern slavery. The poster also prompts the viewer to report concerns to the National Center for Missing and Exploited Children. 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. The Scenario Guide Resource can be used in conjunction with the videos to provide supplemental detailed information.



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

A21's ***Can You See Me?*** campaign materials can be utilized for both training and awareness. In addition to the above-referenced ***Can You See Me?*** 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 organization, please contact cysm@a21.org.

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