IMPACT REPORT 2024

LATIN AMERICA



HUMAN TRAFFICKING IN THE LATIN AMERICA

Latin America (LATAM) is a vibrant and diverse region with a population of almost 666 million. Brazil, Mexico, and Colombia are the most populous countries in the region. However, it is also a region deeply affected by migration, violence, economic instability, and social inequalities, making it a fertile ground for human trafficking and exploitation. Many countries in LATAM serve as transit, source, and destination points for trafficking, leaving locals, migrants, and asylum seekers vulnerable to forced labor, sexual exploitation, and child trafficking. Human trafficking in Latin America is not just a criminal or governmental issue; it is a societal issue rooted in deep inequalities, poverty, and the lack of opportunities for millions. The most vulnerable populations—including women, children, indigenous communities, and migrants—are often targeted by traffickers.

Child labor is a significant concern, with millions of children forced into exploitative work, including domestic servitude, forced begging, and sexual exploitation. Gender-based violence, corruption, and weak law enforcement further fuel this crisis, making it difficult for victims to seek justice or escape their circumstances.

To address human trafficking in Latin America, governments, civil society, and faith-based organizations must work together to strengthen laws, provide support to survivors, and create economic opportunities that break the cycle of poverty and vulnerability. Raising awareness, fostering community resilience, and advocating for policy changes are crucial steps in the fight against modern-day slavery in the region.

A21'S RESPONSE

CAN YOU SEE ME? IN LATIN AMERICA

A21's awareness work continues to have far-reaching impacts across the region, with key initiatives happening in Mexico, Honduras, Guatemala, Argentina, and the Dominican Republic. Through A21's mass awareness campaign, Puedes Verme? (Can You See Me?), A21 works closely with government and civil society agencies to raise awareness about human trafficking.

MASS AWARENESS EFFORTS THROUGH A21's PUEDES VERME? CAMPAIGN (CYSM?)



The campaign is designed to reflect trafficking trends noted across Latin America. It includes scenarios depicting Child Labor Trafficking, Sex Tourism, Forced Child Begging, Child Sexual Exploitation, and Online Child Sexual Exploitation. Utilizing the filmed scenarios alongside informational fact sheets and awareness posters, A21 champions each nation's anti-trafficking efforts through digital and printed awareness.

MEXICO

Since its launch in 2018, this campaign has garnered millions of impressions across Mexico. This year, on the World Day Against Trafficking, Can You See Me? debuted at Mexico City Airport, reaching an estimated 9 million people in six months.

HONDURAS

The government of Honduras has continued to implement the Can You See Me? campaign through digital and in-person outreach events. By traveling to remote locations, the Comisión Interinstitucional Contra la Explotación Sexual Comercial y Trata de Personas de Honduras (CICESCT) has reached some of the most vulnerable communities in Honduras with prevention and safeguarding materials, reaching an estimated one million people.

Honduras also implemented the campaign in high-visibility locations, advertising to raise awareness among tourists, including a place that is publicly known to tourists as a port for sexual trafficking. Approximately 4-5 ships/cruises arrive with 18,000 tourists per day, and all of them, upon entering the port, are exposed to seeing the campaign, reaching up to 2.8 million people annually.



Roatan Honduras, Can You See Me?

THE DOMINICAN REPUBLIC

On World Day Against Human Trafficking, the Dominican Republic Federal State Government launched a film and image festival to raise awareness of human trafficking in Latin America utilizing CYSM scenarios, which were originally filmed in the DR. The exhibition lasted three weeks in the Government building.



CAN YOU SEE ME? LAUNCH IN COLLABORATION WITH THE DOMINICAN REPUBLIC GOVERNMENT



A21 LATAM signed an MOU with the Ministry of Foreign Affairs, officially launching it in Santo Domingo, Dominican Republic. This alliance marks a new national commitment to combat human trafficking. With this alliance, we take another step in preventing and raising awareness of this crime, empowering every citizen to identify and report it.



CELEBRATING 10 YEARS OF WALK FOR FREEDOM

A21's global awareness event, Walk For Freedom, is designed as a mass outreach opportunity generating both local and international impact through community engagement and media coverage. For our 10th anniversary in 2024, 64 Walks for Freedom took place across the region, bringing together over 5,000 participants in a powerful awareness movement. The initiative spanned 15 countries, including Guatemala, Mexico, the Dominican Republic, Honduras, Costa Rica, Peru, Uruguay, Paraguay, Chile, Brazil, Argentina, Ecuador, Bolivia, Colombia, and Venezuela. The campaign's media reach was significantly amplified, with digital and print coverage across the continent, resulting in more than 51 million impressions.
With the close of 2024, we celebrate our most impactful Walk For Freedom, marking a decade of meaningful change and awareness.

"It's a milestone to have walked for freedom in Latin America for 10 years—a decade of raising our voice against human trafficking, proving that every step matters and that hope keeps moving forward."

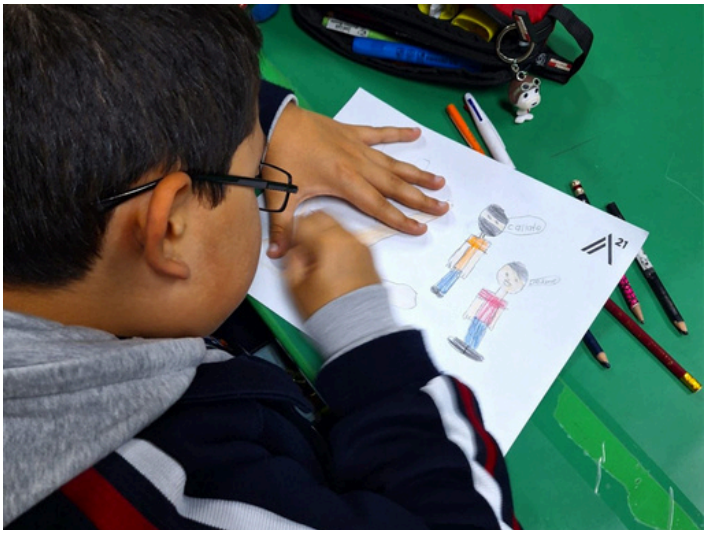
Danielle - Walk For Freedom 2024 Participant

PREVENTION AND CHILD SAFEGUARDING INITIATIVES

Due to the hidden nature of the crime and the inconsistent reporting, it is impossible to determine the exact age of child trafficking victims in Latin America. However, available data suggests that child trafficking victims in the region are predominantly between 12 and 17 years old.[1] It is also important to note that further research suggests that the average age of children exploited in the region is decreasing, indicating that younger children are increasingly becoming victims.[2] For this reason, A21's resources are designed to address human trafficking and exploitation in an age-appropriate way with children, beginning as early as three years of age and ranging through to adulthood.



These resources include A21's Early Childhood Prevention Program (ECPP), Primary Prevention Program (PPP), Steps to Staying Safe storybook, Staying Safe Online comic book, and Safety Guides (i.e., Student Digital Guide Educator Guide, Safe Relationship Guide, Safe Employment Guide, and Parent Guides). These resources provide children and young people with information about identifying and responding to situations where they may be vulnerable to exploitation or be aware of someone else's vulnerability.



"The organizers comment that everything is well designed so the children understand it, and the activities are plentiful."

Mexico City´s Municipality Staff



A21 LAUNCHES REGIONAL TOOLKIT

In 2024, A21 LATAM officially presented the LATAM - Spanish ToolKit to the members of the Regional Coalition Against Human Trafficking and Smuggling of Migrants (CORETT) in Guatemala. This regional coalition includes Belize, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama and the Dominican Republic.



A21'S COLLABORATION WITH UNODC

Over the past three years, our alliance with UNODC has grown significantly, with notable progress in 2024. A21 is an active member of the UNODC network and the Civil Society Unit for the United Nations in the LATAM region. Our role as an expert and influential voice within the framework of organized crime distinguishes our collaboration. Our Can You See Me? The campaign's LATAM-specific scenarios have been officially recognized as an endorsed and representative campaign of UNODC.

A21 LATAM has played a key role in the first pilot of the United Nations Convention against Transnational and Organized Crime (UNTOC) mechanism, participated in constructive dialogues at the international level, and contributed to developing recommendations for member states on mechanisms and strategies to combat organized crime.



"From Guatemala, we share that the collaboration with A21 Latin America has been extremely valuable for us, primarily through the "Can You See Me?" campaign. This campaign includes digital elements that allow us to carry out informative and preventive actions. Above all, it stands out for its call to action, its emphasis on raising awareness, and its challenge to not remain indifferent to human trafficking situations.

We highlight that, in our region, we use these resources in various awareness and training activities we develop. The short videos created by A21, which address different forms of trafficking—especially sexual exploitation and labor exploitation—have become very valuable tools for us. These resources strengthen our prevention efforts, provide key information, and encourage the public to report trafficking cases."

LIC. Danissa - Guatemala Government

QUOTES FROM THE FIELD

"The importance of utilizing all available tools, including A21's "Can You See Me?" campaign in Honduras, has proven evident and highly beneficial. This campaign not only raises awareness but also serves as a call to action, inviting everyone who sees it to become actively involved in the prevention of human trafficking. Through its nationwide dissemination, the campaign has successfully generated public awareness while also equipping the population with the knowledge needed to identify signs of trafficking and report them effectively. Its implementation has been key in strengthening our country's response to this crime.

A powerful example of the campaign's impact occurred on the day of its official launch in Honduras. In coordination with national authorities, more than 39 trafficking survivors were rescued simultaneously on a tourist island. This event highlights how the connection between prevention and immediate action can save lives.

Therefore, it is crucial that these tools continue to be used and that they generate a multiplying effect across other countries in the region. By adopting campaigns like "Can You See Me?", nations can strengthen their prevention strategies and improve mechanisms for victim support and response to human trafficking."

–LIC. SUSA, Honduras Government

ENDNOTES

1. Webb, D & Rodriguez de La Vega, L (2011) Security and Well-Being in the Triple Frontier Area of Latin America: Community Awareness of Child Trafficking, the Smuggling of Persons and Sex Tourism, Social Indicators Research Series ([SINS, volume 46]) (pp 291–322), available https://link.springer.com/chapter/10.1007/978-94-007-2278-1_11?utm_source=chatgpt.com
2. Trafficking in persons in Latin America and the Caribbean. (2011). Trends in Organized Crime, 14(3), 272–277. https://doi.org/10.1007/s12117-011-9135-z

© A21 USA, INC. 2025. ALL RIGHTS RESERVED.