



**Metro**

**March 14, 2011**

**TO: BOARD OF DIRECTORS**

**THROUGH: ARTHUR T. LEAHY**   
**CHIEF EXECUTIVE OFFICER**

**FROM: MATTHEW RAYMOND**   
**CHIEF COMMUNICATIONS OFFICER**

**SUBJECT: EDUCATION CAMPAIGN TO COMBAT HUMAN TRAFFICKING**

**ISSUE**

On January 26, Supervisor Knabe requested staff to launch a campaign to increase public awareness of human trafficking in Los Angeles County. The motion requested that Metro post information on Metro buses, rail cars, trains, at stations and on its website.

**DISCUSSION**

Over the past several years Los Angeles County has seen a significant increase in the number of sexually trafficked youth. Minors, some as young as 12 years old, are forcibly coerced and manipulated by adults and are enslaved and sexually exploited for commercial gain.

Posting information on Metro buses, trains, at stations, and on Metro's website will help the public learn to identify the signs of youth in distress as well as report it safely.

**NEXT STEPS**

Metro is preparing to launch print and web materials in March 2012 (see Attachment A) and will continue the campaign in future months with further educational materials on child abandonment and suicide.

**ATTACHMENT**

A. Project Brief: Recognizing People in Distress

# PROJECT BRIEF

3/14/12

---

**PROJECT: Recognizing People in Distress**

---

## 1. Objectives

- To help customers learn to recognize the signs of distressed behavior and to report such issues in a safe manner when appropriate.

## 2. Target Audiences

- Metro bus and rail riders
- General public

## 3. Key Messages

- People in distress can be encountered in any daily situation, including on the Metro system.
- Knowing the signs of distress can help identify potential problems, and even save lives.
- Riders should report any suspicions to law enforcement officers and/or to Metro staff rather than take action directly.

## 4. Strategies

- Use onboard brochures to detail the signs of various problems that riders might encounter
- Use web tools such as The Source and El Pasajero to extend outreach
- Use a positive approach rather than scare tactics
- Highlight the following topics: human trafficking, infant abandonment, suicide

## 5. Tactics

1. Develop a series of onboard brochures, each detailing one of the distressed behaviors and how to deal with it safely, to be distributed onboard all Metro buses and trains
2. Create a web module detailing distressed behaviors and how to deal with them safely on *metro.net*
3. Post rotating banner on *metro.net* linking to the distressed behavior module
4. Post stories on The Source and El Pasajero about the campaign with links to the web module

5. Post items on Metro's facebook page with links to the web module
6. Provide brochures series to Community Centers and other public outlets
7. E-blast notice about the campaign to Employer Transportation Coordinators with link to web module
8. Item about campaign in Metro Briefs ads with link to web module