

What is human trafficking?

- Human trafficking is a serious crime and a flagrant violation of human rights, as established by the United Nations International Convention of Palermo, which has been ratified by all Latin American countries.
- Most victims are women and children who are forced into prostitution, organ extraction, sweatshops and domestic servitude. They are manipulated to travel far from home — often given false promises of work, marriage and schooling — only to be abducted, sold and exploited. They do not receive any salary, do not have access to personal identification papers and cannot escape the location where they are trapped.
- Poverty, unemployment and lack of opportunity cause millions of people to look for a better life outside of their immediate surroundings. However, human trafficking claims victims of all ages, both genders and any social status. Anyone who decides to travel in search of opportunity or a new life is vulnerable.
- Human trafficking deprives countries of their human and social capital, which not only translates into significant labor and productivity losses, but also has a strong impact on education and health, affecting school attendance and performance, and contributing to the spread of sexually-transmitted diseases like HIV/AIDS.



Call and Live

The Inter-American Development Bank, the Ricky Martin Foundation and the International Organization for Migration have partnered to raise awareness about human trafficking in Latin America and promote national hotlines for prevention and victim protection.

Unlike other awareness campaigns that only deliver information, *Call and Live* was designed to achieve tangible developmental objectives through the strategic use of communication. The IDB's expertise in this area, combined with Ricky Martin's celebrity and IOM's technical know-how in hotline management, are powerful ingredients to influence public policy and potentially save many lives.

Call and Live has been implemented in Costa Rica, Dominican Republic, Peru and Nicaragua, where it has triggered more than 55,000 relevant calls to the national hotlines, 60 police investigations, and the liberation of at least a dozen victims. In 2008 the campaign will be extended to at least five more countries in the region and the Washington, D.C. Metropolitan Area.

How the campaign works

The media component of the campaign consists of disseminating news and hotline promotional materials in the main media outlets of each country. Radio, print, TV and audiovisual materials feature Puerto Rican artist Ricky Martin.

The campaign promotes hotlines in each country that offer a free confidential service 24 hours a day. Each hotline is staffed by a team of trained professionals who channel questions and reported cases to competent organizations. The hotlines are either created or strengthened with new trafficking modules, training, new protocols and reference systems to answer questions and direct victims to shelters and protection programs. Hotlines are usually attended by trained social workers and/or police.

The local awareness component is led by specialized NGOs and experts who distribute campaign materials and divulge information to the target population in high risk areas. A core feature of this activity is the multiplier effect the volunteers and local institutions that join the campaign have in fighting this crime in their communities.

Human trafficking estimates

In the World

- Each year 2 million people are victims of human trafficking, of which an estimated 1.2 million are children (*OECD, 2006*).
- Human trafficking generates 32 billion dollars each year, the second most lucrative crime after drug trafficking (*OECD, 2006*).
- 80% of victims are women and children, and 50% are minors (*United Nations*).
- Between 200,000 and 500,000 women are trafficked from developing countries for sexual exploitation in Western Europe (*European Union*).

In Latin America and the Caribbean

- The highest number of illegal adoptions in the world occurs in Guatemala: more than 23,400 children were illegally adopted from there in the last decade (*ILPEC, 2006*).
- In Bolivia, the intermediaries who traffic in illegal adoptions charge up to \$30,000 per child. The National Police has only found 18% of the children and youth who disappeared in 2005 and 2006 (*IOM/OAS, 2004*).
- About 500,000 children work as prostitutes in Brazil. Many of them are trafficked to the gold mines of the Amazon (*CBIA*).
- More than 14,000 children are kidnapped to be soldiers for paramilitary and other armed groups in Colombia (*United Nations High Commissioner for Human Rights, 2003*).

CALL AND LIVE

A campaign against human trafficking in Washington, D.C.



Ricky Martin Foundation



Call and Live in Washington, D.C.

The Inter-American Development Bank (IDB), the Ricky Martin Foundation, Ayuda, and the DC Mayor's Office on Latino Affairs have partnered to launch the *Call and Live* campaign in the Washington, D.C. metropolitan area. The campaign promotes an anti-trafficking hotline for prevention and victim protection, and modeled after the successful social marketing campaigns in Latin America and the Caribbean. Ricky Martin is featured as spokesperson in all of the public service announcements and other outreach materials.

Every year an estimated 20,000 individuals are trafficked throughout the United States, and the D.C. area is one of the top 10 locations where this occurs. There have been many documented cases of human trafficking in the region involving women from Latin America.

Characteristics of the D.C. region that make it a destination for human trafficking include its large immigrant population, a high concentration of foreign business officials, a larger convention and tourist population, and a high demand for low-cost labor.

The campaign aims to reach 100,000 Latinos in the D.C. area with prevention messages about human trafficking, and will provide access to legal and social services for victims through a Spanish-language hotline.

The IDB is launching this initiative in Washington D.C. as part of its local corporate responsibility efforts. The Bank's IDB-DC Solidarity Program builds strategic partnerships with local community-based organizations to promote development initiatives aimed largely at Hispanic and Caribbean communities in the District of Columbia.

Maria's Story Broken Promises

Maria is a Honduran woman who was trafficked into the United States and forced to work for no pay. Her debt to the trafficker was \$20,000, but that was only the start of her personal story of abuse and pain.

She was forced to live in a small apartment with nine other young women. They shared one bathroom and were not allowed to leave or have any outside contacts. She was promised a respectful job working in a restaurant, but upon entering the U.S. she was made to work in a bar until 2 a.m. every night entertaining male customers. She endured physical abuse and humiliation.

Maria escaped this abuse when U.S. immigration officials raided the building where she worked and lived. They referred her to Ayuda, where she obtained the important legal and social services help. Maria now can legally work and remain in the U.S., and she is recovering from her mental and physical abuse. Because of Ayuda's work she was able to get the help she needed to overcome abuse and begin a new life in the U.S.

Partners of the *Call and Live* D.C. campaign

IDB

The Inter-American Development Bank is an international organization whose purpose is to reduce poverty, promote social equity and achieve sustainable economic growth in Latin America and the Caribbean.

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RMF

The Ricky Martin Foundation is a nonprofit institution whose mission is to lobby for the well-being of children at the global level in critical areas such as social justice, education and health care. The Foundation, together with international entities, carries out awareness-raising campaigns like "Call and Live" and lobbies for public policy to eradicate this scourge.

AYUDA

Ayuda is a community-based, 501 (c) 3 nonprofit organization. Ayuda is recognized as the leading source of multi-lingual legal and social services for low-income immigrants in DC, Maryland, and Virginia. Founded in 1973, Ayuda will celebrate a 35 year anniversary this year.

Ayuda's overall goals are to improve the ability of its clients to live safe, violence-free lives and become fully participating members of the community.

OLA

Since 1976 the Mayor's Office on Latino Affairs (OLA) has served the Latino community of the District of Columbia.

Working with the Mayor, the City Council, the diverse governmental agencies of the District, community organizations and the private sector, OLA serves as the community liaison informing them about the different services available in the areas of health, education and social services.

Media Partners



Links

- **Call and Live** <http://www.llamayvive.org>
- **Anti Slavery** <http://www.antislavery.org>
- **UNODC** http://www.unodc.org/unodc/en/crime_prevention.html
- **Human Trafficking** <http://www.humantrafficking.org/>
- **Free the Slaves** <http://www.freetheslaves.net/>
- **The protection project** <http://www.protectionproject.org/>