



# ÚNETE A LA SOLUCIÓN

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## JOIN THE SOLUTION



### Sex Trafficking from Mexico

Every day in Latin America and in U.S. Latino communities, young women and girls are preyed upon and recruited into human trafficking networks that sell sex in residential brothels, in bars/cantinas, through escort services, and in other venues across the U.S.

Hispanic Communications Network (HCN) assisted the Polaris Project to execute a Spanish-language multimedia campaign designed to increase awareness about sex trafficking from Mexico in the US among Spanish-speaking audiences in U.S. Hispanic markets.

Criminal networks and individual traffickers target vulnerable women and girls who are often struggling with poverty, a history of sexual or physical abuse, or a lack of opportunity, and exploit them for profit. These victims are abducted, deceived/enticed with false promises of romantic relationships, good jobs, or safe passage to the U.S., threatened or blackmailed, and are forced to engage in commercial sex.

Without immigration status, money, or English language skills, and while facing extreme threats of violence to themselves or their families in their home countries, these women become trapped in modern-day slavery.

### Strategy

To eradicate these networks and stop them from recurring, it is necessary to disrupt the trafficker business model while also implementing and ensuring a strong safety net for survivors.

Key stakeholders and communities must be equipped to recognize human trafficking and be elevated to play a central role in the solutions. Public outreach needs to focus on awareness-raising activities that will identify more victims and prevent further victimization.

### Goals

- Build awareness about this crime and the assistance provided by the National Human Trafficking Hotline.
- Invite the community to learn the signs of sex trafficking and use a free, confidential and anonymous resource.
- Set the bases to identify more victims and prevent this crime from happening.

Each goal manifested via the creative, messaging, production, and syndication of three (3) original 60-second Spanish-language radio segments featured via HCN's daily mini-programas for broadcast on our La Red Hispana national radio affiliate network as well as our weekly call-in radio show, Bienvenidos a América.



A mi prima le prometió trabajo en un restaurante. Al llegar le quitó su pasaporte y la forzó a vender su cuerpo.

**LOS TRATANTES LES QUITAN LOS DOCUMENTOS A SUS VÍCTIMAS PARA CONTROLARLAS**

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**JOIN THE SOLUTION**

Tenía 14 años cuando les conocí. Con engaños, no solo robaron mi cuerpo, sino también gran parte de mi vida. Soy sobreviviente de la trata de personas.

**CONOCE LAS SEÑALES**



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**Impact**

The campaign included a media tour in Los Angeles, with 18 interviews on radio, TV, online, and in newspapers. This media tour had a great response from the media in Los Angeles where Hoy newspaper published the front page and 2 full pages to the story of the STFM survivor. Telemundo dedicated a full edition of Acceso Total TV program to the interview with the spokesperson from Polaris and the STFM survivor, usually Acceso Total features 3 minutes interviews on other topics. This media tour presented the STFM issue all over the media in Los Angeles successfully.

In order to facilitate message delivery and impact, Únete a la Solución's campaign included the celebrity endorsement and participation of renowned mexican actor Eugenio Derbez, together with community members and survivors of sex trafficking. On the digital front, HCN built a microsite, digital videos, and social media posts to build greater awareness of Sex Trafficking From Mexico which were distributed and shared on La Red Hispana's and Derbez's social media accounts. HCN also produced a multimedia toolkit and disseminated it via webinar to organizations to support the campaign.

This campaign has delivered over 17.3M impressions via radio, 3.3M people were reached via social media, generating over 17.2K engagements on Facebook and 6.8K website pageviews.

Mi amiga no podía llamar a su familia sin que la vigilaran.

**LOS TRATANTES SUELEN AISLAR A SUS VÍCTIMAS PARA CONTROLARLAS**



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