

Nomination Summary
**2018 OAKLAND COUNTY HUMAN TRAFFICKING PUBLIC
AWARENESS CAMPAIGN**

ABSTRACT

During National Human Trafficking Awareness Month in January, the Oakland County Human Trafficking Task Force (HTTF) launched a month-long public awareness campaign to educate citizens about human trafficking via social media, the development of a new resources website and a press conference. The social media aspect of the campaign, created and coordinated in partnership with the award-winning Oakland County IT/eGovernment team, was the most successful ever for Oakland County, reaching more than 1.6 million people. Central to the overall effort was the creation of the website, which is intended to serve as a hub for vital information and resources about human trafficking in Oakland County and to facilitate intergovernmental and cross-agency collaboration in the region (www.oakgov.com/humantrafficking). The site is expected to grow as more information becomes available and as new ideas for tackling this complex problem develop. It was a tremendous collaborative effort on behalf of the HTTF and central to the social media campaign, which directed citizens back to this valuable new resource. On January 11th, the Oakland County Board of Commissioners (BOC), in partnership with the Health Division and Sheriff's Office, held a press conference to raise awareness about human trafficking and to announce the launch of the website. More than 100 people attended and representatives from across law enforcement, the judicial system, social service agencies and state and local government were present to demonstrate their commitment to the shared fight against human trafficking in the region.

PROBLEM OR NEED

The Oakland County HTTF identified a widespread lack of public awareness about human trafficking in general, particularly about labor trafficking, and a widespread and inaccurate belief that this crime does not occur in or impact Oakland County. Educating citizens about the telltale signs of human trafficking and encouraging them to report concerns to law enforcement helps to prevent the crime and save victims. The HTTF also recognized the absence of any central location to obtain information or access resources related to human trafficking in Oakland County. The Oakland County Human Trafficking Website was developed to fill that void and to better facilitate intergovernmental and cross-agency collaboration in the fight against human trafficking. National Human Trafficking Awareness Month is in January and served as a perfect opportunity to educate the community and advocate for victims.

DESCRIPTION

The primary objectives of the 2018 Oakland County Human Trafficking Public Awareness Campaign were to educate the public about human trafficking and how it impacts Oakland County, provide a central location for information and resources about human trafficking in Oakland County, and to help facilitate intergovernmental and cross-agency collaboration to better fight this crime in Oakland County and the region. The public awareness campaign involved three (3) primary components: the creation of a website, a comprehensive media campaign across traditional and digital platforms, and a press conference. The active public awareness campaign unfolded during January 2018 to coincide with National Human Trafficking Awareness month, but

the timeframe for the development of the website began in the summer of 2017 and is an ongoing process as it will be updated with new data, initiatives, trainings, resources and other relevant information as it becomes available.

The creation of the website involved a tremendous collaborative effort on behalf of the HTTF, which is composed of a bipartisan leadership team of three Oakland County Commissioners: Oakland County Commissioner and Board Vice Chairman Michael Spisz, Oakland County Commissioner Janet Jackson and Oakland County Commissioner Eileen Kowall. The other members of the Oakland County HTTF include representatives from the Oakland County Health Division, the Oakland County Sheriff's Office, the Oakland County Prosecutor's Office, Oakland County Youth Assistance, Oakland Schools, CARE House of Oakland County, Common Ground and the Michigan Department of Health and Human Services (MDHHS). Therefore, while the HTTF and Oakland County Health Division were ultimately responsible for the rollout of the website, it could not have come together without the incredible efforts and expertise of many partners from across county, state and federal government, area social service agencies and both local and statewide law enforcement departments. The Health Division team was essential to the development and successful launch of the new website, which is housed under their page: www.oakgov.com/health.

The program's media campaign to educate citizens about human trafficking involved multiple news releases and an op-ed by HTTF leadership, as well as a comprehensive social media effort that included paid Facebook ads and organic messaging across all the Oakland County parent brand platforms. Throughout the month of January, human trafficking awareness was promoted across Oakland County's digital channels, including: video, blog, live tweeting, and social media platforms, as well as live streaming across YouTube and Facebook. Partners in the effort, including the Oakland County Health Division, the Oakland County Sheriff's Office, local law enforcement agencies and area community organizations also engaged with the campaign content to help spread the word. The award-winning Oakland County IT/eGovernment team played an integral role in the development and execution of the social media strategy and the January 2018 human trafficking awareness social media campaign was the most successful ever for Oakland County.

On January 11, 2018, National Human Trafficking Awareness Day, the Oakland County Board of Commissioners and Oakland County HTTF, in partnership with the Oakland County Health Division and Sheriff's Office, held a press conference to raise awareness about human trafficking in the region and to announce the launch of the new Oakland County Human Trafficking Website. Representatives from across law enforcement, the judicial system, area social service agencies and state and local government were in attendance to show their support for the new initiative and to demonstrate their commitment to the shared fight against human trafficking. Board Vice Chairman Michael Spisz, along with Commissioners Eileen Kowall and Janet Jackson, hosted the speaking program, and Kathy Forzley, Director of Oakland County Health & Human Services, presented the new website. Oakland County Sheriff Michael J. Bouchard and Southfield Police Chief Eric Hawkins addressed the issue of human trafficking from a law enforcement perspective. Sheriff Bouchard emphasized the importance of everyday citizens being educated about the warning signs of human trafficking and the importance of reporting suspicious activity to law enforcement, so that they can investigate and intervene on behalf of victims. Michigan Attorney General Bill Schuette attended and shared remarks. The Oakland County IT/eGovernment team live tweeted the event, reaching 1.5 million people with the live tweets, and the Health Division shared it on Facebook Live. Over 100 people attended.

COST

The HTTF allocated and spent \$500 for boosting ads on Facebook. Oakland County has a designated IT budget for Citizen Engagement to provide digital media support to all county departments. The BOC utilized a portion (92.25 hours – the equivalent of \$6,312.25) of their allotted hours from the BOC Citizen Engagement budget for the January 2018 human trafficking public awareness campaign. This allowed for the IT/eGovernment team to create and deliver a month-long organic social media campaign that included live social media, video,

photo and blog coverage of the Human Trafficking Awareness Day press conference, as well as campaign coordination and analytics. Other costs associated with the execution of the program included BOC personnel operating expenses for the planning and coordination of the press conference, the drafting and distribution of two (2) news releases, website updates and coordinating with, and drafting content for, the IT/eGovernment team for the collaborative social media outreach campaign.

RESULTS/SUCCESS

The 2018 Oakland County Human Trafficking Public Awareness Campaign executed in January of this year was hugely successful as is evidenced by the incredible reach of the social media campaign, the hits recorded on the new website and the widespread coverage of the effort across local media outlets. Human trafficking awareness was increased throughout the region, reaching more than 1.6 million people and making 74.4K impressions. Awareness efforts educated 4.2K users and engaged 3.5K users to consider the impact of human trafficking. Additionally, many users were ultimately inspired to take action, leading 1.8K people to visit the Oakland County Human Trafficking Website since its launch, and over 100 people to attend the press conference in person on January 11, 2018. #HumanTraffickingAwarenessDay trended globally on Twitter and @OakGov was shown as a leader in the local conversation, letting users know that Oakland County was talking about this very important and timely issue.

Social Media Analytics								
Channel	Account	Platform	Connections	Posts	Reach	Impressions	Engagements	Clicks
Social Media	OakGov	Facebook	6,852	4	4,740	8,667	108	123
Social Media	OakGov	Twitter	12,908	36	n/a	38,874	587	119
Social Media	OakGov	LinkedIn	5,651	2	n/a	8,101	51	30
Social Media	OakGov	YouTube	244	1	n/a	n/a	3	n/a
Social Media	OakGov	Ads	n/a	2	49016	n/a	523	1738
Social Media	Public Health OC	Facebook	2,308	8	4,102	6,514	110	266
Social Media	Public Health OC	Twitter	1,639	4	n/a	1,111	17	7
		TOTALS	29,602	57	57,858	63,267	1,399	2,283

The two (2) news releases and the human trafficking op-ed authored by Commissioners Michael Spisz, Janet Jackson and Eileen Kowall were widely covered in the local media. CBS Detroit, Fox 2 News, The Oakland Press, The Detroit News, Oakland County Legal News, The Oakland County Times, C&G Newspapers and Hometown Life all printed information about the efforts of the Board of Commissioners and the HTTF to fight human trafficking in the region. Commissioner Michael Spisz was also invited to do an interview with Comcast Newsmakers, which they posted to their website at the end of January.

In closing, as further evidence of the success and reach of this public awareness campaign, there has been an influx of community requests for speakers, resources and trainings coming in to the HTTF. The uptick in these requests, which are coming from student researchers, constituents and local organizations, since the January

campaign has triggered the creation of a new process to ensure that all human trafficking-related requests can be addressed quickly and effectively.