

H.E.A.T. WATCH

Office of the District Attorney, Alameda County

AMERICA'S H.E.A.T. (HUMAN EXPLOITATION AND TRAFFICKING) EPIDEMIC

The sale and purchase of children for sex is the second largest industry in our country and has become a multi-billion dollar industry that is expected to surpass the illicit trade in guns and narcotics within ten years. (June 2004 - U.S. Dept. of State, Ending Modern Day Slavery: U.S. Efforts to Combat Trafficking in Persons) **H.E.A.T. IS BIG BUSINESS.**

Traffickers target children because of their vulnerability and gullibility as well as the market demand for young victims. Viewing child commercial sexual exploitation as prostitution fails to recognize the abusive nature of this epidemic.

Referring to children as commercially sexually exploited youth, versus prostitutes, acknowledges their victimization and shifts responsibility where it rightfully belongs - to the pimps, buyers and facilitators - traffickers who encourage and engage in sex with children. Whether or not force is used, or children realize they are being exploited,

THE COMMERCIAL SEXUAL EXPLOITATION OF CHILDREN IS CHILD ABUSE AND MODERN DAY SLAVERY.

**LOOK
BENEATH
THE SURFACE**

- H.E.A.T. victims are both US citizens and foreign nationals
- Many H.E.A.T. victims are children ranging from 11 to 17 years old
- H.E.A.T. victims come from all walks of life - they could be anyone; many are running from dysfunctional or abusive homes or looking for love in all the wrong places; some are kidnapped from intact families.
- Traffickers can be male or female, adults or juveniles
- Traffickers recruit victims by: 1) kidnapping; 2) solicitation by others, including other women or girls, on behalf of pimps; and 3) the "boyfriend" approach of acting interested in a romantic relationship while gradually coercing victims to work
- Though some H.E.A.T. victims may appear to be willing participants, they are in reality manipulated, tricked, coerced, threatened, abused, and/or suffer from trauma bonding with their traffickers
- Traffickers recruit and exploit victims in various settings such as: hotels, motels, bus stops, train/BART stations, schools, city streets, bars, restaurants, social networking websites, chat lines, shopping malls, group homes and massage parlors

DA NANCY O'MALLEY

asks you to **RECOGNIZE:**

"These children are all of our children, and they can be rescued if you

OPEN YOUR EYES

PAY ATTENTION

TAKE ACTION"



TAKE ACTION

GIVE US THE DETAILS AND WE WILL DO THE REST

Call 911 if you observe acts of violence and/or child exploitation occurring.

For non-emergencies, report suspected H.E.A.T. by calling the H.E.A.T. Watch tip line **(510) 208-4959** or emailing **HEATWatch-DA@acgov.org**. Requests for anonymity will be honored.

When calling or emailing your tip, please provide as much detail as possible such as:

- Exact dates, times and locations
- Make, model, color and license plate of any vehicles involved
- Descriptions of people involved, including gender, age, race, height, weight, clothing, scars, tattoos
- Details about actions/activities taking place between traffickers and victims, such as, location and time girls are dropped off and by whom; name and room numbers of motels/hotels being used

Please do not confront or physically encounter any offenders - your personal safety comes first.

FOR MORE INFORMATION ON THE H.E.A.T. UNIT GO TO WWW.ALCODA.ORG