



# HEATWATCH®

## STOP HUMAN EXPLOITATION AND TRAFFICKING

WORKING TOGETHER WITH THE ALAMEDA COUNTY DISTRICT ATTORNEY'S OFFICE

### 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**

### H.E.A.T. IS CHILD ABUSE AND MODERN DAY SLAVERY

Traffickers target children because of their vulnerability and gullibility as well as the market demand for young victims. Viewing child sex trafficking as prostitution, pimping, and pandering fails to recognize the abusive nature of this epidemic.

Referring to these children as commercially sexually exploited children (CSEC), versus prostitutes, acknowledges their victimization and shifts responsibility where it rightfully belongs—to the pimps, buyers and facilitators—traffickers and predators who prey upon children.

DA Nancy O'Malley asks that you recognize that **“these children are all of our children, and they can be rescued if you ...**

**OPEN YOUR EYES, WATCH, AND TAKE ACTION.”**

### 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
- » Though some H.E.A.T. victims may appear to be willing participants, in reality they're manipulated, tricked, coerced, threatened, abused, and/or suffer from trauma bonding with their traffickers.
- » Traffickers can be male or female, adults or juveniles
- » Traffickers recruit victims by: [1] kidnapping; [2] getting other women or girls to solicit on their behalf; and [3] using the “boy friend” approach of acting interested in a romantic relationship while gradually coercing victims to work for them
- » 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, phone chat lines, shopping malls, group homes, and massage parlors

### TAKE ACTION

Give us the details and we'll do the rest  
**Call 9/11** 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 at **(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 and 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 ABOUT H.E.A.T. WATCH OR TO JOIN THE BAY AREA H.E.A.T. COALITION (B.A.H.C.), EMAIL THE H.E.A.T. WATCH COORDINATOR AT **BAHC@ACGOV.ORG**