



H.E.A.T. WATCH®

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

Children are targeted by traffickers because of their vulnerability and gullibility, as well as the market demand for young victims. Referring to them as commercially sexually exploited children (CSEC), versus prostitutes, shifts responsibility where it rightfully belongs-trafficers 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-many are running from dysfunctional families, abusive homes, or looking for love in the wrong places. Some are kidnapped from intact families.
- » H.E.A.T. Victims are manipulated, abused, tricked, coerced, and suffer from trauma bonding with their traffickers.
- » Traffickers can be male or female, juvenile or adult.
- » Traffickers recruit victims by [1] kidnapping [2] getting other women or girls to solicit on their behalf; and [3] using the "boyfriend" 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 sites, phone chat lines, shopping malls, group homes, and massage parlors.

TAKE ACTION

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 dates, times, locations, vehicle information, and descriptions of people.

**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**