For Immediate Release, January 9, 2015

Massive Billboard Campaign Combatting Human Exploitation & Trafficking of Children Unveiled

Oakland, CA—Today, Alameda County District Attorney Nancy E. O’Malley introduced 2015’s public awareness campaign that directly confronts the epidemic of human trafficking and the sexual exploitation of children. DA O’Malley unveiled billboards and bus shelter posters that are visible throughout the county of Alameda and the greater Bay Area. This campaign, timed to coincide with National Human Trafficking Awareness Month, marks the second consecutive year in which a billboard campaign raises awareness of the commercial sexual exploitation of children in the county and offers help to those same children.

“We aim to raise the public’s awareness that children are bought and sold for sex every day in our own back yard,” states District Attorney Nancy E. O’Malley. “Each of us must be informed about the crisis and understand how to be a part of the solution. Every exploited child must be offered a way out that is safe and immediate.”

“This is a difficult topic, but it must be part of the community conversation if we are going to succeed at ending this form of modern day slavery,” adds D.A. O’Malley.

The billboard and bus shelter campaign is the result of a collaborative effort between the District Attorney’s Office, MISSSEY, anti-trafficking consultancy Abolitionist Mom and Clear Channel Outdoor.

“Clear Channel Outdoor has a longstanding history of leveraging its unique position as a highly visible and unskippable medium to aid causes, like this public awareness campaign, that share our goal of keeping our children, families and communities safe,” states Bruce Qualls, VP of Real Estate and Government Affairs for Clear Channel Outdoor. “Reaching and engaging people with life-saving safety messages through our digital billboards, traditional billboards and bus shelters when they are away from home is an important tool in helping prevent the next child from being taken. We believe these messages could be pivotal in rescuing victims and bringing their traffickers to justice.”

Last year’s campaign provided hotlines and informational web sites that saw a marked increase in activity following the posting of the billboards.

With increased community awareness and anonymous tips, more victims will be identified and we will prevent more children from becoming victims of exploitation.

The billboards offer a direct line to information via the newly established website: ProtectCAKids.org

For additional information on Human Exploitation and Trafficking, please visit the District Attorney’s website: www.heat-watch.org. The H.E.A.T. Watch toolkit is found at: toolkit.heat-watch.org.

For additional information on Abolitionist Mom, go to AbolitionistMom.org

Attached to this press release, you will find high resolution PDFs of a sampling of the 2015 billboards, as well as a map indicating the locations of the billboards and bus shelters.

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