Minnesota’s Coordinated Strategy to Prevent & Disrupt Sex Trafficking Super Bowl LII and Beyond

MARCH 2018
Evidence suggests that there is a surge in sex trafficking during the week of the Super Bowl in host cities as the combination of out-of-town fans, alcohol consumption, and hotel accommodations create opportunities for exploitation. In preparation for Super Bowl LII, held in Minneapolis on February 4, 2018, the Women’s Foundation of Minnesota (Foundation) and the Super Bowl Anti-Sex Trafficking Committee joined forces to increase awareness and proactively work with law enforcement to combat this trend.

A recent University of Minnesota study, commissioned by the Foundation, found the increase in demand and occurrence of sex trafficking is no different than other large events, such as trade shows and other sporting events.

The truth is **sex trafficking is a daily reality**. The Foundation is shaping a solution by reaching across sectors to bring stakeholders from the public, private, and non-profit sectors together to prevent sexual exploitation in Minnesota 365 days a year.

From 2011 to 2016, the Foundation launched MN Girls are Not for Sale, a five-year, $5 million campaign to galvanize resources to end the sex trafficking of Minnesota girls and boys. Using a collective impact framework, which assumes that no one sector can single-handedly address complex, systemic social and economic issues, the Foundation exercised positional leadership in a concerted campaign to combat child sex trafficking. Since its launch, the campaign has proven to be an extraordinary success across all activity areas. Based on success and continued progress, an additional $2.5 million was committed through 2019.

This report highlights and summarizes the work of 12 grantee partners who were awarded more than $471K+ to support the Committee’s coordinated response plan to prevent and disrupt sex trafficking during the 10 days of Super Bowl LII (January 27–February 5, 2018).

Grants to expand outreach and prevention during Super Bowl LII were made to nonprofit organizations to support three priority impact areas:

- **PUBLIC AWARENESS CAMPAIGNS**
- **TRAINING AND OUTREACH**
- **EFFECTIVE RESPONSE AND SERVICES**
GOAL 1: INCREASE PUBLIC AWARENESS

A key priority of the Committee was to decrease demand for commercial sex by educating and mobilizing public support and activism through two prevention and awareness campaigns: **I Am Priceless** and **Don’t Buy It Project**. Collectively, the two campaigns engage youth (ages 10-14), men, and the broader community to prevent sex trafficking in Minnesota.

Created and launched by The Link in collaboration with creative agency KNOCK, Inc., I Am Priceless is a prevention marketing campaign created by survivor-leaders of sex trafficking and targeted to at-risk youth (ages 10-14) and the public about the manipulative, violent, and harmful nature of sex trafficking. The Foundation awarded The Link a total of $240,037 in grants to develop and launch the campaign.

Don’t Buy It Project, developed and launched by Men As Peacemakers, is a campaign to engage, educate, and mobilize men (ages 18-49) to reduce the sex trafficking of girls and women in Minnesota. The Foundation awarded MAP $206,163 in grants to develop and launch the campaign.

<table>
<thead>
<tr>
<th>TOTAL CAMPAIGN IMPRESSIONS</th>
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<tbody>
<tr>
<td>I AM PRICELESS</td>
<td>54.3 million</td>
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<tr>
<td>DON’T BUY IT PROJECT</td>
<td>54.2 million</td>
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3,683 MEN PARTICIPATED IN DON’T BUY IT PROJECT TRAINING
355 TOOK A PLEDGE NOT TO PARTICIPATE IN COMMERCIAL SEXUAL EXPLOITATION AND TAKE ACTION TO END IT
GOAL 1: INCREASE PUBLIC AWARENESS

Members and partners of the Business and Communications subcommittees of the Super Bowl Anti-Sex Trafficking Committee, including Clear Channel Outdoor, Intersection, Allover Media, and Sinclair Broadcasting donated media via digital billboards, radio and TV spots, and transit posters. Corporate and foundation partners, including Carlson Family Foundation, Minnesota Vikings, Women’s Foundation of Minnesota, Best Buy, Target, Medtronic Foundation, Holms/CSM Family Foundation, Delta, Faegre Baker Daniels, and the Culp Family Foundation sponsored the robust media campaign, which yielded:

122 million impressions on billboards, buses and light rail, TV, radio and online PSAs, Snapchat, YouTube, and Facebook.

584 spots on 12 Cable Networks, including:

- CNN
- NFL
- NBC
- ESPN
- History
- TNT

4,932* visitors spent an average of 2 minutes and 19 seconds on MN Girls website

*81% were new visitors

Increased media exposure for grantee-partners raised their profile and resulted in increased community engagement around sex trafficking.

“We saw more community members aware of reporting due to the campaign messaging and increased focus during the Super Bowl. For example, when our outreach worker visited a number of local bars, the bar owners and servers told her that they had often seen things that now they understood were exploitative, and were glad to know who to contact.”

–Community Outreach Provider
GOAL 2: TRAINING AND OUTREACH

Training volunteers and service-sector employees to spot the signs of sex trafficking and know how to respond played a vital role in the plan. Training focused on service sectors, including hospitality, transportation, lodging, food, and entertainment, as well as emergency responders and service providers. Overall, training was provided for 10,000 Super Bowl LII volunteers, employees of the Minneapolis-St. Paul International Airport, hotel employees, bus drivers, Mall of America staff, City of Minneapolis staff, Airbnb renters, neighborhood organizations, and faith communities.

INITIATIVES

• Training curriculum was created and delivered to all sectors who may observe a trafficking victim, buyer, or seller. Tip sheets were created and distributed as part of training.

• Launched the Safe Harbor youth outreach campaign to provide posters to businesses and distribute pocket cards with hotline phone and text numbers for youth who are or may become trafficked.

• Ensured youth outreach workers were dispatched to work in high-profile trafficking areas and are equipped with adequate supplies.

• Implemented plan to ensure hotline victims are linked to appropriate services and suspicious activity can be reported.

• Educated the public on how to spot potential trafficking situations and know what to do. Disseminated information via handouts, tip cards, and media.

More than 15,000 people were trained and 2,966 were reached by street outreach workers

16,812 tip sheets and posters were distributed marketing the hotline number to report cases of suspected exploitation.

727 calls were made to sex trafficking hotline

“We received very positive feedback from these trainings and during the 10 days of the Super Bowl. We had calls come in from volunteers that both recognized homelessness and sex trafficking during their shifts. We were able to help support them as well as law enforcement.”

–Anti-Sex Trafficking Training Provider
Grants were made to expand outreach and increase resources for shelter, housing, and services for victims of sex trafficking and exploitation during the 10 days of Super Bowl LII (Jan. 27-Feb. 5) in the Minneapolis-St. Paul metro area. Increased services included expanded street outreach, expanded hours at drop-in centers, extra beds, collaboration with law enforcement, and collaboration with child protection services.

Corporate and foundation sponsors, including the Women’s Foundation of Minnesota, National Football League, Verizon, Greater Twin Cities United Way, Midwest Sign & Screen Printing, Blattner Energy, and the International Academy of Trial Lawyers, supported these comprehensive outreach and training efforts.

Friday night before the Super Bowl, outreach workers saw a young person who looked to be about 20 or 21 with her pimp. When her pimp was on the phone, the outreach worker was able to talk to her safely, and share outreach numbers.

On the night of the Super Bowl, around 1:30 a.m., outreach workers found an 18- and 19-year-old lesbian couple who were homeless and potentially exploited, without gloves or hats. They talked with one of our housing programs that will have an opening for them at the end of February. The couple will be able to move into a young families housing program. Until then, outreach workers are working with them to continue to find them safe, temporary places to stay.

During one shift, outreach workers from The Link (the agency that trained all 10,000 volunteers as part of the live training sessions) found a 15-year-old boy at 3:30 a.m. with no shelter, gloves, or hat. They provided support to him with shelter/bus tokens, hat and gloves, and connections to longer-term services.

On one shift, staff from The Link found a sex-trafficked youth who has been on the run and about whom they have been worried. They were relieved to find her, but unfortunately, she had also been beaten badly by her pimp. During the same shift, they also found another youth had been beaten by her pimp. Outreach workers contacted law enforcement about this case.
ENOUGH IS ENOUGH.
STORIES OF ENDING SEX TRAFFICKING

Service providers and grantee-partners offer the following stories of success.

SURVIVORS ACCESSING SERVICES

A young woman who stayed at the shelter for three nights would go out to work during the evenings and was thankful to have a warm and welcoming place during her time off. The longer she was at the shelter, the more comfortable she became and expressed her desire to leave “the life.” On the last day, we found her a bed at a domestic violence shelter, which was the safest option for her.

During an outreach shift, a young woman, age 19, in need of shelter called us for help. She reported that she was in a dangerous living situation where her sobriety was being threatened, and she feared losing custody of her four-year-old son. Minnesota Indian Women’s Resource Center (MIWRC) and The Family Partnership (PRIDE) advocates picked up the youth and her child from the unsafe location and transported them to a safe shelter in St. Paul.

One survivor who is part of the Passageways Emergency Shelter Program is a 15-year-old who identifies as African American and a transgender female. Her biological mother is abusive and is suspected of being part of her trafficking. She has been exploited by family members and other pimps in the community since she was 13, and has worked on-and-off with Child Protective Services and The Link ever since. Since coming into the program, she is no longer being exploited and trafficked, is attending school regularly, is able to wear female clothing/make-up/wigs, is working with staff and the courts to start hormones, is regularly going to therapy and taking her medication, and is part of a support group for LGBTQ+ youth through The Link. Most importantly, she is happy and able to be free from abuse and be herself.

Three American Indian women were so touched by an outreach worker that they came to MIWRC to meet with her again. All three have now received culturally grounded healing services through our sexual assault advocacy and clinical mental health programs.

AWARENESS IN COMMUNITY

A young man from a Minnesota Campus (St. John’s University) was so excited about the Don’t Buy It Project that he got the school to invite Men As Peacemakers to host an engagement event. He stated that the way we talked clearly about the harm caused by Commercial Sexual Exploitation, while talking about the positive potential men have to make change was inspirational to him.

Congregations held events to support the extra efforts to prevent trafficking around the Super Bowl. Members heard from Senator Amy Klobuchar, Sgt. Grant Snyder, and three service providers from The Link, StreetWorks, and Breaking Free. Congregation members stepped up to provide meals, donate supplies for youth, giving generously of their time and financial resources to support these efforts.
LOOKING FORWARD

MAIN CHALLENGES

Law Enforcement: Although grantee-partners expressed a positive experience working with law enforcement, some noted they were focused on different priorities. Law enforcement prioritized the demand side of trafficking (i.e. arresting buyers) rather than recovering victims. Grantee-partners mentioned they did not meet women who were brought to the Super Bowl to work. Most women who came through the shelters were from Minnesota and were referred by other agencies. Law enforcement were primarily focused on the main Super Bowl festivities, which the target population naturally avoided.

Momentum: Grantee-partners took advantage of the heightened attention of the Super Bowl to scale up solutions and services. Some noted, however, it would be difficult to maintain this level of effort for more than the 10-day time period. Grantee-partners emphasized the importance of cross-sector collaboration around a shared goal, vision, language, and approach. Their dedication to continue this momentum must be matched with ongoing resources and support.

Resources: Many grantee partners mentioned their biggest challenge is the lack of resources and staff. They drastically underestimated the referrals to resources and the number of community members who attended trainings. Grantee-partners explain the demand for help and services far outweighs the supply of outreach workers and funding.

KEY LESSONS LEARNED

IT TAKES A VILLAGE
Grantee-partners engaged community members from every sector of society to take action against sex trafficking. Outreach workers regularly met with businesses and community members who may come in contact with youth, and created an opportunity and platform to raise awareness about youth homelessness and sexual exploitation. Law enforcement, corrections officers, schools, social workers, housing communities, transportation workers, hotel staff, and airport staff are being trained on a daily basis.

VISIBILITY MATTERS
Increased media exposure raised the profile of grantee-partners, resulting in increased community engagement. Many more community members were trained due to a surge in interest and media exposure around the Super Bowl. Although sexual exploitation is a daily occurrence, the Super Bowl allowed for heightened attention on the topic. Potentially millions of new allies were gained as a result of the widespread public awareness campaigns including: TV spots, billboards, buses, light rail posters, bathroom posters, targeted digital ads, articles, and more.

WE’RE ALL IN THIS TOGETHER
Grantee-partners created linkages between cross-sector service providers. Throughout the campaign, there was ongoing collaboration among adult and youth service providers from planning and training to implementation and follow up. Cross-sector collaboration gave grantee-partners a platform to extend their work outside the Super Bowl week and messaging campaign. Concerted efforts ensured vulnerable adults and youth were connected with needed services in a timely manner.

DATA-DRIVEN SOLUTIONS
Grantee-partners demonstrated strong data collection practices and commitment to evaluating this initiative. In addition to internal measurement, external evaluations were also conducted. The Don’t Buy It Project was selected as a pilot project for the evaluation of effective primary prevention strategies by the Centers for Disease Control and Prevention (CDC). Strategic planning and measurable outcomes allows Minnesota’s strategy to be replicated for other cities around the country.
MEET THE GRANTEE-PARTNERS

Airline Ambassadors International (AAI) | Arlington, VA | $3,000 – To provide in-person, counter-trafficking training at Minneapolis-St. Paul International Airport for more than 1,900 airport staff. Airline Ambassadors International has led global airline industry awareness for Trafficking in Persons since 2009 and developed the first industry-specific training.

Breaking Free | St. Paul | $20,000 – To provide three levels of support: 1) street outreach to identify, build relationships, and provide crisis intervention and connections to at-risk and sexually exploited or sex-trafficked adults; 2) a drop-in center where adults receive assistance and meet basic needs; and 3) additional emergency shelter beds during the 10 days of Super Bowl LII.

Cornerstone Advocacy | Bloomington | $4,000 – To increase capacity of Cornerstone’s Day One Crisis Hotline, designed to support victims/survivors of human trafficking, sexual exploitation, domestic violence, and sexual assault. Highly trained staff provide trauma-informed support, resources, and referrals 24 hours a day, seven days a week, via a toll-free line, chat message, and text features.

Men As Peacemakers | Duluth | $113,259 – To support the multi-channel media campaign for Don’t Buy It Project (DBIP) on billboards, bathroom posters, public transportation, TV, and digital media before, during, and beyond the Super Bowl. The goal of DBIP is to engage, educate, and mobilize men and boys to reduce the commercial sexual exploitation of young women and girls across the state.

Minnesota Indian Women’s Resource Center | Minneapolis | $7,500 – To support street outreach and deliver supplies, assist clients in accessing emergency shelter beds, and provide training sessions to 3rd Precinct law enforcement during and beyond the Super Bowl.

Oasis for Youth | Bloomington | $8,000 -To provide increased, targeted outreach efforts to at-risk young adults in the suburbs, specifically focused on the corridor of the Mall of America, Minneapolis-St. Paul International Airport, and Mystic Lake Casino.

The Family Partnership—PRIDE | Minneapolis | $5,000 – To focus on Super Bowl outreach on the Lake Street corridor in the Phillips and Powderhorn neighborhoods of Minneapolis.

Lutheran Social Service of Minnesota-StreetWorks | St. Paul | $15,000– To increase outreach by Bold Outreach workers in areas identified by youth survivors of sex trafficking, extending from north Minneapolis to the Mall of America. To provide a four-hour training to all Bold Outreach Workers, developed by StreetWorks and The Link, with event-specific training that includes safety, boundaries, approaches, confidentiality, data collection, care for supplies in extreme cold, security and law enforcement interactions, media, early morning outreach, and more.

The Link | Minneapolis | $148,891 – To support the multi-channel media campaign for I Am Priceless on print, digital, and social media before, during, and beyond the Super Bowl, and to support outreach and training efforts. Funds were also granted to provide four additional street outreach shifts per day in north Minneapolis and downtown; a 24/7 response through the Juvenile Supervision Center and West Metro Safe Harbor Regional Navigator program, which responds to additional requests from law enforcement for help with services and shelter; and six additional emergency shelter beds at Passageways for trafficked youth (ages 12-17). To provide trainings to Mall of America staff and security, law enforcement, Super Bowl LII volunteers, faith-based congregations, Check&Connect staff within Minneapolis Public Schools, court system staff, and child protection workers. The Link coordinated outreach, donation drives, and logistics for the Service subcommittee of the Super Bowl Anti-Sex Trafficking Committee.

The Source | Minneapolis | $9,167 – To help victims of sex trafficking identified and/or recovered by law enforcement and to provide 20 emergency beds for women (18 years and older) and additional staffing to support women with immediate needs, including emergencies at the drop-in center.

YouthLink MN | Minneapolis | $26,500 – To support expanded drop-in center services for young people ages 16-24 identified as involved with or at risk of trafficking or exploitation during the 10 days of the Super Bowl; street outreach to identify and support young people and disrupt efforts to exploit youth; and coordination/training with law enforcement.
ACKNOWLEDGEMENTS

We deeply appreciate our partners at the Women’s Foundation of Minnesota and the grantee-partners for their contributions and assistance in shaping this report summarizing Minnesota’s coordinated strategy to prevent and disrupt sex trafficking during Super Bowl LII and beyond.

This report was produced by Korwin Consulting, an evaluation and planning firm that advances social justice solutions by identifying community strengths, building organizational capacity, and evaluating impact.

The content of this report draws upon historical documents and analysis provided by the Foundation and questionnaires provided by grantee-partners.

The documents we drew upon included:
- Super Bowl LII Anti-Sex Trafficking Public Awareness Campaign (Presented by Rachael Marret, January 2018)
- MN Girls are Not for Sale Campaign Retrospective Report (Korwin Consulting, June 2017)
- Sex Trafficking and the 2018 Super Bowl in Minneapolis: A Research Brief (University of Minnesota, June 2017)
- Women’s Foundation of Minnesota and Partners Award More Than $355,000 to Expand Outreach and Prevention of Sex Trafficking During Super Bowl LII (Press Release, February 2018)

Korwin Consulting, an evaluation and planning firm, advances social justice solutions by identifying community strengths, building organizational capacity, and evaluating and communicating impact. More information on Korwin Consulting is available at www.korwinconsulting.com.

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