

**"FLORIDA"**  
**ARRIVE ALIVE**  
**"BUCKLE UP"**



# FLHSMV Highway Heroes

CHIEF JEFFREY S. DIXON – FLORIDA HIGHWAY PATROL



# FLHSMV Highway Heroes

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## Human Trafficking

### Modern-day slavery

- Crimes that involve coercion, fraud, or threats
- Labor Trafficking
- Commercial Sex Acts

Exploitation of a minor for commercial sex regardless of whether force, fraud, or coercion is used.

# FLHSMV Highway Heroes

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## Human Trafficking

40 million victims worldwide

Hundreds of thousands of victims estimated in US

Victims can be anyone regardless of race, color, national origin, disability, religion, age, gender, sexual orientation, gender identity, socioeconomic status, education level, or citizenship status

# FLHSMV Highway Heroes

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October 2020 FLHSMV Launched Highway Heroes Initiative  
Partnership \* FLHSMV \* Attorney General Ashley Moody  
Truckers Against Trafficking \* Florida Trucking Association  
Human Trafficking Awareness & Outreach Campaign







# Highway Heroes

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- Human Trafficking Awareness Campaign
- Targeted Florida's half million licensed truck drivers
- Public Information
- Enforcement
- Evergreen Initiative

## Need to get certified?

Take the TAT-Trained Certification course today and become a TAT-Trained certified driver!



For help call: 612-888-2050

## *“Certified Trucker Against Trafficking”*

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FLHSMV sent letters to 500,000 CDL holders

Encouraged drivers to become

“Certified Trucker Against Trafficking”

Provided information for TAT’s training

Goal – Train every truck driver on indicators of human trafficking and provide resources to report trafficking to save a victim

# *Public Awareness Campaign*

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FLHSMV HIGHWAY  
HEROES WEBPAGE



SOCIAL MEDIA POSTS



PRESS RELEASES -  
NEWS COVERAGE



ELECTRONIC MEDIA –  
TRANSPORT TOPICS





**FLHSMV**

FLORIDA HIGHWAY SAFETY AND MOTOR VEHICLES



JANUARY 11, 2022

## STATEWIDE NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: JESSICA KELLEHER

[JESSICAKELLEHER@FLHSMV.GOV](mailto:JESSICAKELLEHER@FLHSMV.GOV)

### FLORIDA'S TRUCKERS ROLL ON IN FIGHT AGAINST HUMAN TRAFFICKING



**HIGHWAY HEROES**

TALLAHASSEE, Fla. – Today, in recognition of National Human Trafficking Awareness Day, the Florida Department of Highway Safety and Motor Vehicles (FLHSMV), Florida

# 2022 National Human Trafficking Awareness Day

## Media Releases

92 News Broadcasts \*Articles

23.4 million reached



FLHSMV  @FLHSMV · Jan 21

When reporting suspected human trafficking, law enforcement needs actionable info:

- Descriptions of cars or trucks
- Specific times and dates
- Addresses and locations where suspicious activity took place.

Save a life with one call. (1-888-373-7888)

[flhsmv.gov/HighwayHeroes](http://flhsmv.gov/HighwayHeroes)



# Social Media

43 Posts

Facebook \*Twitter \* Instagram

92,000 Impressions

# FLHSMV Highway Heroes



Save a life with one call

Report Human Trafficking


The National Human Trafficking Hotline:  
1-888-373-7888

The U.S. Department of Justice Hotline:  
1-888-428-7581

Florida Abuse Hotline: 1-800-96-ABUSE  
1-800-962-2873

Local Authorities: 911 or \*FHP (\*347)



FLHSMV 

## Transport Topics Article



**FLHSMV**



### — HIGHWAY HEROES —

Florida officials recently launched the Highway Heroes campaign, which aims to involve truck drivers in the fight to end human trafficking.

Attorney General Ashley Moody and the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) on Oct. 26 launched the campaign, which aims to enlist 500,000 truckers. Human trafficking, which involves the use of force to obtain labor or a commercial sex act, exploits about 25 million people, according to the U.S. Department of Transportation's Advisory Committee on Human Trafficking.

The Highway Heroes campaign involves outreach materials, which are mailed to commercial driver license holders, and a new webpage that has resources on how to spot signs of human trafficking and report suspected crimes. Indicators that someone may be a victim include anxious behavior, malnourishment and lack of control over identification documents and money.

“Truck drivers play an important role in our fight to end human trafficking,” said Moody, who serves as chair of the Statewide Council on Human Trafficking. “By spending so much time on the road, visiting truck stops and communicating with each other regularly, these drivers create a powerful network that can be called upon to spot and report suspected human trafficking.”



# Florida Highway Patrol Commercial Vehicle Enforcement

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Annual Human Trafficking Awareness Training  
2019/2020 – CVE Supporting TAT Iowa MVE Model  
25,000+ TAT Wallet Cards Distributed  
Human Trafficking Awareness – Outreach  
TAT Training - October 2022  
TAT Resource Information on CMV Inspections  
2022 CVSA Human Trafficking Awareness Initiative



# FLHSMV Highway Heroes

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150 CVE Troopers

700 CMV Inspections

858 Wallet Cards & Window Decals

# FLHSMV Highway Heroes

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The Florida Department of Highway Safety and Motor Vehicles (FLHSMV) and the Florida Highway Patrol are committed to support the efforts of Attorney General Moody, the FTA, and TAT in the fight to end Human Trafficking and lead the way to a *“Safer Florida.”*

# *Join the Fight*

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For more information on the Highway Heroes initiative, including access to the TAT training, please visit

[FLHSMV Highway Heroes](#)

