



CDL Human Trafficking Education & Outreach Program

Human Trafficking Awareness Through State Commercial Driver License Programs

“KNOW THE SIGNS. CALL THE LINE.”



DDS
GEORGIA DEPARTMENT
OF DRIVER SERVICES



FMCSA
Federal Motor Carrier Safety Administration



Fayetteville, GA CSC

Georgia Department of Driver Services

- The Georgia Department of Driver Services (DDS) serves the public by offering commercial and regular passenger vehicle driver's licenses, driver's permits, and state identification cards. DDS administers testing and training for road tests and driver license exams.
- Provides driver safety programs: Georgia Motorcycle Safety, CDL Program, ADAP, and DUI Program. (State Driver Licensing Agency).

CDL Human Trafficking Education And Outreach Program

GEORGIA NEWS

GA Driver Services Announces New Grant Funding to Reducing Human Trafficking in Transportation Industry

by AllOnGeorgia October 11, 2018

- DDS is a recipient of the FMCSA's Commercial Drivers License Program Implementation (CDLPI) grant program.
 - *CDL Human Trafficking Education & Outreach Program*
- MISSION: Our goal is to educate and create awareness among CDL examiners, trucking companies and organizations, and drivers. Our outreach is designed to address awareness and prevention of human trafficking involving commercial vehicles.

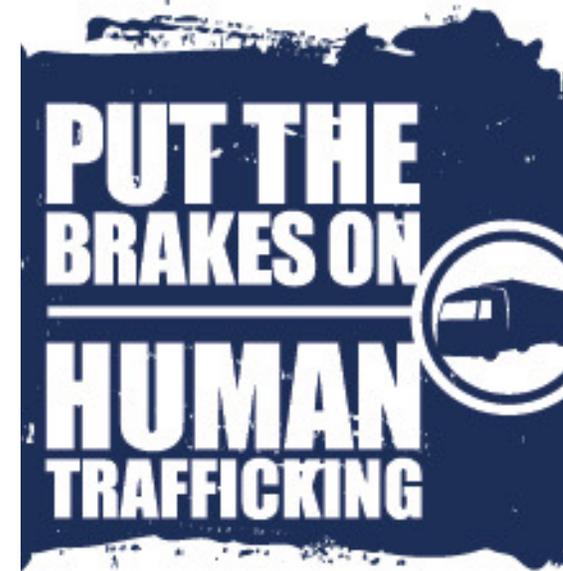
Kayla Peeples

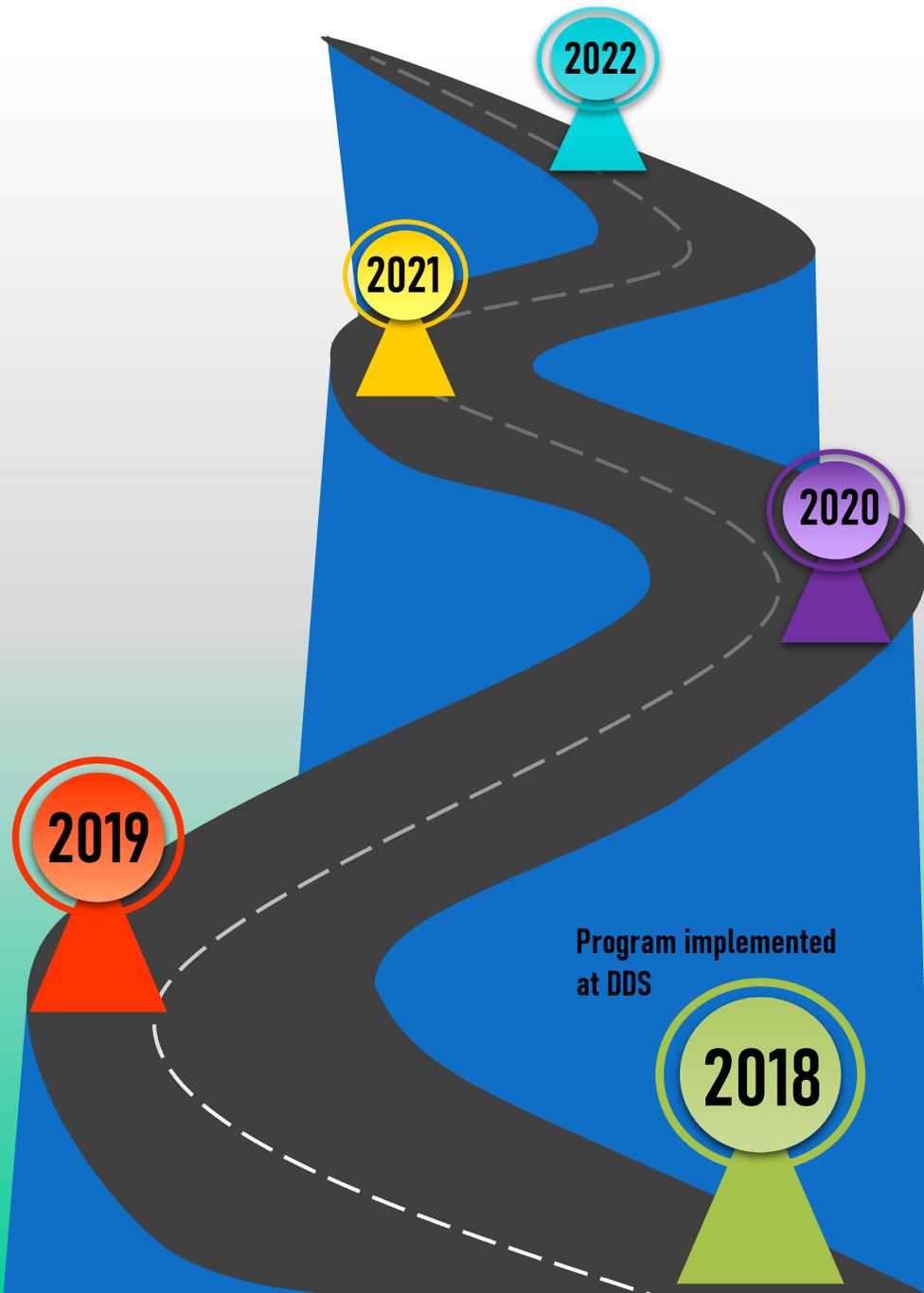
- CDL Human Trafficking Outreach Coordinator
 - Oversee the program by implementing a statewide outreach and PR campaign with an educational approach to Georgia CDL stakeholders about human trafficking awareness within the scope of the CMV industry.



DOT's Commitment to Prevent Human Trafficking

- The U.S. Department of Transportation (DOT) works with transportation stakeholders across all modes of transportation to prevent human trafficking and is a member of the **President's Interagency Task Force to Monitor and Combat Trafficking (PITF)**, a cabinet-level entity chaired by the Secretary of State and created by the Trafficking Victims Protection Act of 2000 to coordinate federal human trafficking efforts.
- DOT collaborates with federal, state, and local transportation stakeholders across the U.S. through its *Transportation Leaders Against Human Trafficking* initiative to engage industry leaders, train transportation employees, develop educational tools, and facilitate public awareness campaigns.





On The Road To Ending Human Trafficking

Journey Fatal for 9 Migrants Found in Truck in a San Antonio Parking Lot

Give this article

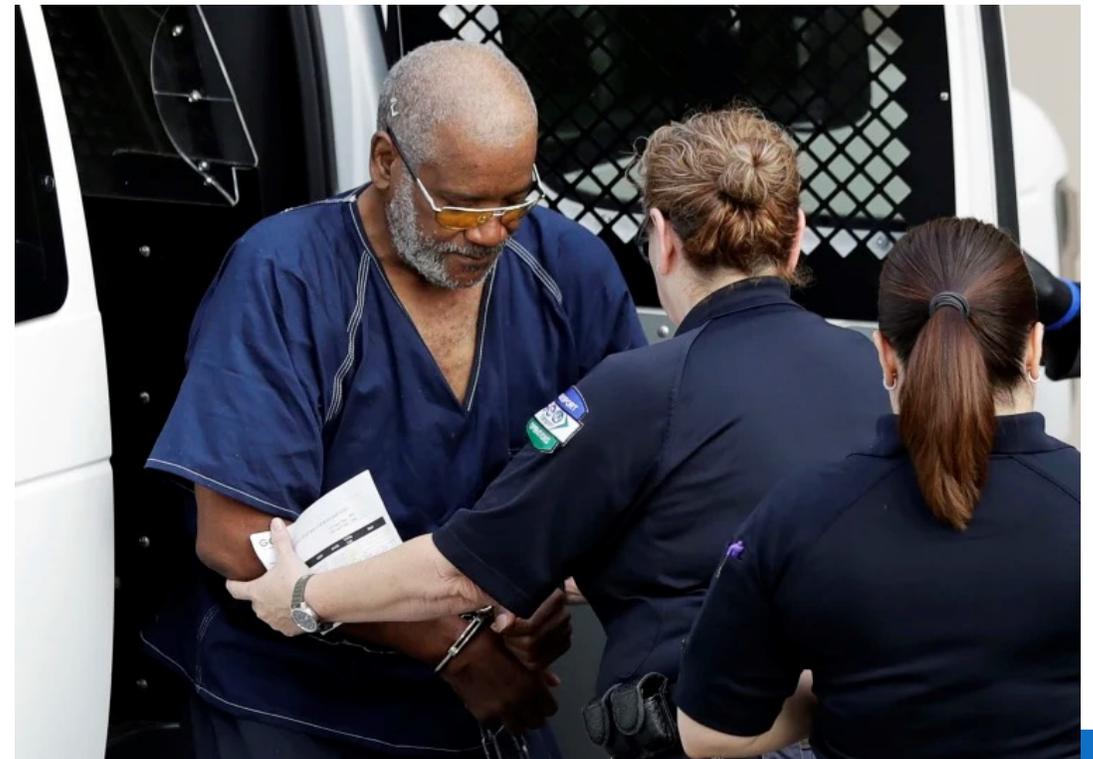


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San Antonio police officers at a Walmart parking lot on Sunday with the tractor-trailer where eight people were found dead. Eric Gay/Associated Press

- July 2017, police officers reported to a Walmart in San Antonio where they discovered a tractor-trailer of 39 undocumented immigrants. Up to 200 people were inside at one point.
- The eighteen-wheeler had no cooling system and reached degrees of 100-degree-plus heat.
- They received no food or water.
- Paid fees to be transported.
- The truck was about 155 miles into the trip when arrived at Walmart.
- 10 people died (adult males).



Transportation Industry

COMBATING HUMAN TRAFFICKING

No Human Trafficking On Our Roads Act

- To disqualify from operating a commercial motor vehicle (CMV) for life an individual who uses a CMV in committing a felony involving human trafficking.
- “NHTOURA” added human trafficking felony to the crimes that banned an individual for life from operating a CMV vehicle (alcohol abuse, negligent manslaughter, and drug trafficking).

Combating Human Trafficking in Commercial Vehicles Act

Requires DOT to:

- Designate an official to coordinate Department-wide activities designed to prevent and address human trafficking;
- Establish a Departmental advisory committee on human trafficking consisting of external stakeholder partners and subject matter experts
- Authorize that certain FMCSA grant funds be used for human trafficking prevention; and
- Expand FMCSA’s outreach and education program to include human trafficking recognition, prevention, and reporting activities.

Combating Human Trafficking in Commercial Vehicles Act

- In FY 2018, the Commercial Driver' License Program Implementation (CDLPI) grant program awarded grants supporting human trafficking education, outreach, and training.
- **Georgia Department of Driver Services**
 - Project Title: CDL Human Trafficking Education and Outreach Program
- Louisiana Department of Public Safety
 - Project Title: Human Trafficking Training



Two Senate Commerce Bills to Combat Human Trafficking Signed Into Law

These bills “will aid in the ongoing battle against human trafficking.”

January 8, 2018

WASHINGTON – U.S. Sen. John Thune (R-S.D.), chairman of the Senate Committee on Commerce, Science, and Transportation, issued the following statement after the president signed into law two bipartisan Commerce Committee bills to combat the use of commercial vehicles in human trafficking.

“Now that the No Human Trafficking on Our Roads Act and the Combating Human Trafficking in Commercial Vehicles Act have been signed into law, they will aid in the ongoing battle against human trafficking,” said Thune.

News Releases

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Klobuchar, Thune Bipartisan Bill to Combat Human Trafficking Signed into Law

January 4, 2018

WASHINGTON, DC – U.S. Senators Amy Klobuchar (D-MN) and John Thune (R-SD) have announced that the bipartisan *Combating Human Trafficking in Commercial Vehicles Act* which was introduced to combat human trafficking in the transportation sector has been signed into law by the President.

“Commercial drivers and truckers are often the first line of defense against human trafficking, yet they don’t always have the tools necessary to help prevent these crimes,” Klobuchar said. **“This law will bring us one step closer to equipping and empowering our drivers to help prevent these heinous crimes we’re seeing too often in Minnesota and around the country.”**

The *Combating Human Trafficking in Commercial Vehicles Act* focuses on the prevention of human trafficking. The bill would designate a human trafficking prevention coordinator at the U.S. Department of Transportation and increase outreach and education efforts at the Federal Motor Carrier Safety Administration. The bill is supported by Truckers Against Trafficking, National District Attorneys Association, Commercial Vehicle Safety Alliance and Owner-Operator Independent Drivers Association.



GEORGIA NEWS

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What is the CDL Human Trafficking Education & Outreach Program?

A multi-pronged strategy employing public awareness, education and training to the DDS' commercial driver's license (CDL) examiners, trucking companies, organizations and drivers. This outreach to CDL stakeholders and examiners is designed to address the increasing awareness and prevention of human trafficking involving commercial motor vehicles.



EDUCATION



OUTREACH



**PUBLIC
AWARENESS**



ACCESSIBILITY

The **4** Elements

EDUCATION

- Developing and implementing comprehensive instructional effort designed to educate and train employees of the transportation sector and the general public about the nature of human trafficking.
 - Building a foundation of what is human trafficking is and the US legal definition.
 - What makes human trafficking, 'human trafficking'?



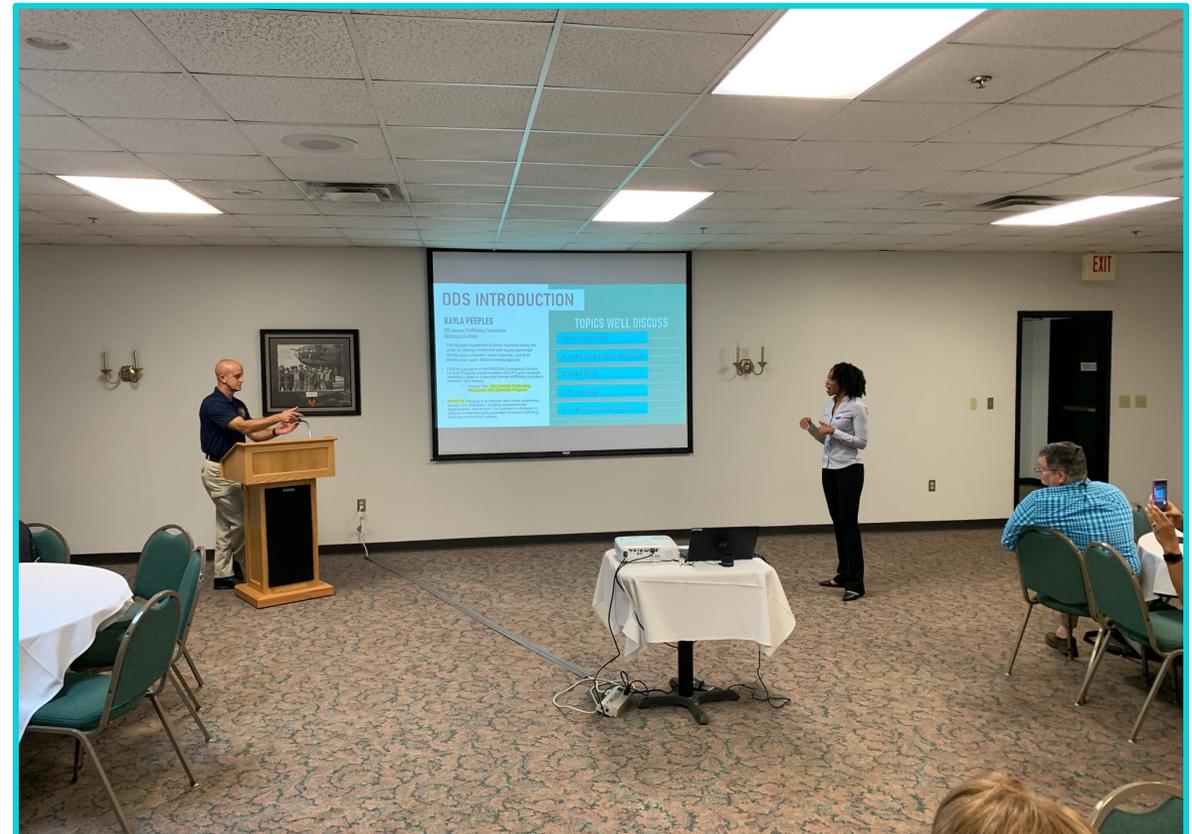
Training topics include:

- Types of human trafficking
- Industries
- Intersects with transportation
- Indicators/red flags
- Risk factors
- Trafficking vs smuggling
- How to report



Community Coalition Meeting 2019

Community Coalition Meeting 2022





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OUTREACH

- An element that makes an outreach program effective is the importance of the message and need: combating human trafficking.
- Collaborating and building partnerships with industry advocates while establishing a community presence as an agency that supports anti-human trafficking efforts.





7th Annual Savannah Traffick Jam



Melissa Mims and Kylla Lanier of Truckers Against Trafficking



2019 GOHS Conference



- TAT and a human trafficking survivor co-led four, 4-hour trainings and 1 train the trainer workshop in Forsyth, Georgia to over 300 participants from GSP's Motor Commercial Compliance Division and Georgia DOT's HERO unit.
- Implemented the Iowa MVE Model

PUBLIC AWARENESS

- A comprehensive public outreach effort including multiple components that contain an anti-human trafficking message, a call-to-action, and is designed to increase awareness about the crime of human trafficking as well as spur the general public to report suspected incidents of human trafficking or encourage victims of human trafficking to seek help.
- Materials and messaging to be multimodal: social media, digital, traditional



Georgia truck weigh station

January Social Media Campaign

HUMAN TRAFFICKING MYTHS & FACTS

1. Human trafficking is always or usually a violent crime.	FACT In reality, most traffickers use psychological means such as, tricking, defrauding, manipulating or threatening victims into providing commercial sex or exploitative labor.
2. All human trafficking involves sex.	FACT Sex trafficking exists, but it is not the only type of human trafficking. Forced labor is another type of human trafficking; both involve exploitation of people.
3. Human trafficking involves moving, traveling or transporting a person across state or national borders.	FACT Human trafficking is not the same as smuggling. Smuggling is based on movement and involves moving a person across a country's border with that person's consent in violation of immigration laws.
4. Human trafficking only happens to women.	FACT Anyone can be victim of human trafficking. Although women and girls are trafficked at a higher rate, boys and men are also vulnerable.
5. Only undocumented foreign nationals get trafficked in the United States.	FACT Human trafficking exists in every country, including the United States. It exists nationwide—in cities, suburbs, and rural towns—and possibly in your own community.

Images from January Human Trafficking Awareness social media posts

THE SIGNAL FOR HELP



Palm facing outwards, tuck in thumb.



The “Signal for Help” is a simple one-handed sign that anyone can use to indicate he or she is in distress. This hand gesture can be a tool that can get someone the help they need.

It was created by the Canadian Women’s Foundation during the COVID-19 pandemic for those “who are at risk of abuse or violence to safely reach out for help.”

KNOW THE SIGNS. CALL THE LINE.

1-888-373-7888

NATIONAL HUMAN TRAFFICKING HOTLINE

HUMAN TRAFFICKING AWARENESS 

THE COVINGTON AREA ALUMNAE CHAPTER OF
DELTA SIGMA THETA SORORITY, INC. IN PARTNERSHIP WITH
THE GEORGIA DEPARTMENT OF DRIVER SERVICES PRESENT



ON THE ROAD TO END HUMAN TRAFFICKING

DDS
Georgia Department
Of Driver Services

HELP
END HUMAN TRAFFICKING.

Tip Line (888) 373-7888

WWW.FACEBOOK.COM/CAACDST

JANUARY 26, 2021
7:00 PM **LIVE**

FEATURED GUESTS
DEPARTMENT OF DRIVER SERVICES COMMISSIONER, SPENCER R. MOORE
AND
HUMAN TRAFFICKING STATE TASK FORCE MEMBERS

[FACEBOOK.COM/CAACDST](https://www.facebook.com/CAACDST)

[@CAACDST](https://www.instagram.com/CAACDST)

[@CAACDST](https://www.twitter.com/CAACDST)



Covington Area Alumnae Chapter of Delta Sigma Theta Sorority, Inc.
Yesterday at 6:59 PM · 1.9K views

“On The Road To Ending Human Trafficking” Campaign

- Implemented an outdoor advertising campaign project utilizing digital and static (traditional billboards).
- Designed to promote human trafficking awareness and a call-to-action such as reporting tips to the National Human Trafficking Hotline.
- Locations: Atlanta, Savannah, & Macon
 - 3 Digitals in ATL
 - 2 Static posters in ATL
 - 1 Static Bulletin, 1 Digital Bulletin in Macon
 - 1 Static Bulletin, 1 Digital Poster in Savannah

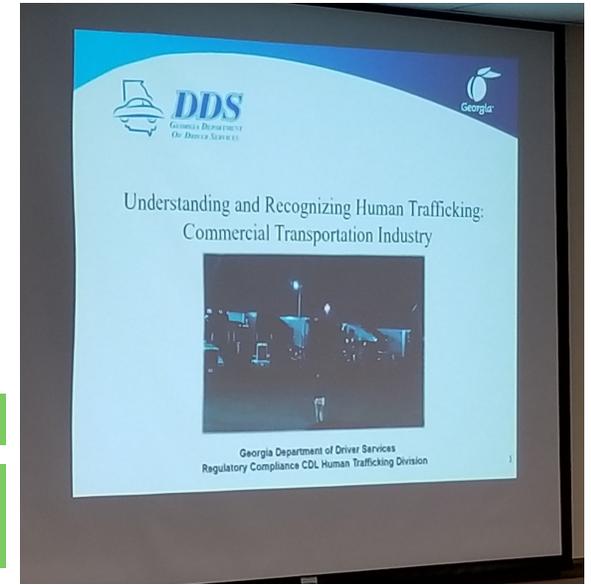


Human Trafficking PSA Campaign: “Know The Signs. Call The Line.”

- Month long campaign in January for National Human Trafficking Awareness Month
- Radio stations
 - Total spots run: 2294 | Value: \$92,840.20
 - WFSH, WDWD, WAEV, WNIV
- Television stations
 - Total spots run: 692 | Value: \$158,890.00
 - WALB, WTOC, WJCL, WCTV, WGCL, WSWG, WFXL

ACCESSIBILITY

- One of the benefits to the program is that its cost effective. We provide training for free and travel throughout the state (sometimes outside the state).
- You want a program that's accessible to the public and not hard to find. When the public cannot access information or have information in different formats (even languages), it impacts its accessibility.



ACCOMPLISHMENTS

2019

- Initiated training with 3rd party examiners at DDS headquarters.
- Completed training with the Truck Driver Institute
- Spoke with the Conyers Rotary Club about the CDL Human Trafficking Program.
- Facilitated first human trafficking training with Jackson County BOE bus drivers.
- Met with DDS HR department to discuss implementing mandatory agency training.
- Provide training in a lunch and learn environment for DDS employees during Human Trafficking Awareness Month in January.
- Held a DDS stakeholders training.
- Met with DDS Deputy Commissioner to create buy-in for the employee training.



2020

- Networked with Carrollton County Transportation for prospect summer training for school system.
- Launched the “On the Road to End Human Trafficking” billboard campaign.
- Partnered with DDS Investigation Director to initiate trainings and awareness materials for customer service centers (CSCs).
- Updated human trafficking information and resources on official DDS website.
- Partnered with the Covington Area Alumnae Chapter of Delta Sigma Theta Sorority for a “On the Road to End Human Trafficking” webinar on Facebook live. The webinar had nearly 2,000 views.
- Interviewed with Take 5 with DDS Podcast for Human Trafficking Awareness Month in January.



2021 - present

- Attended 3 community events in partnership with agency's Motorcycle Safety Program to exhibit CDL Human Trafficking Program
- Attended Savannah Interagency Diversity Council "Traffick Jam" expo for Human Trafficking Awareness Month.
- Developed a social media campaign for Human Trafficking Awareness month that discussed a new topic related to human trafficking each week.
- Published digital, radio, and television "Know the signs. Call the line." human trafficking PSA campaign.
 - TV spot value: \$158,890.00 | Radio: \$92,840.20 | Digital impressions: 3+ million.
- Spoke in peer-to-peer discussion in AAMVA Region 2 Conference in Mobile, AL.
- Developed human trafficking posters to be displayed in 60+ CSCs across state of Georgia.
- Presented human trafficking presentation at FMCSA Community Coalition Meeting to commercial motor vehicles stakeholders.
- Attended Truckers Against Trafficking Trailblazer Initiative meeting.

Conferences

- Freedom Network Conference
 - Alexandria, VA (2019) | Miami, FL (2022)
- 4th Annual Human Trafficking Summit – Georgia Division of Family & Children Services
- AAMVA Region 2 Conference | Mobile, AL

Conversations

- Truckers Against Trafficking
 - Justice Seekers Forum & Bridging the Gap Workshop
- Criminal Justice Coordinating Council (CJCC) "Guiding Principles for Agencies Serving Individuals Impacted by Human Trafficking Parts 1 & 2"
- FEMA human trafficking workshops & webinars
- Faithful Action: Preventing Exploitation & Human Trafficking Among Youth in a COVID Environment training.

Peer-to-Peer discussion at AAMVA Region 2 Conference

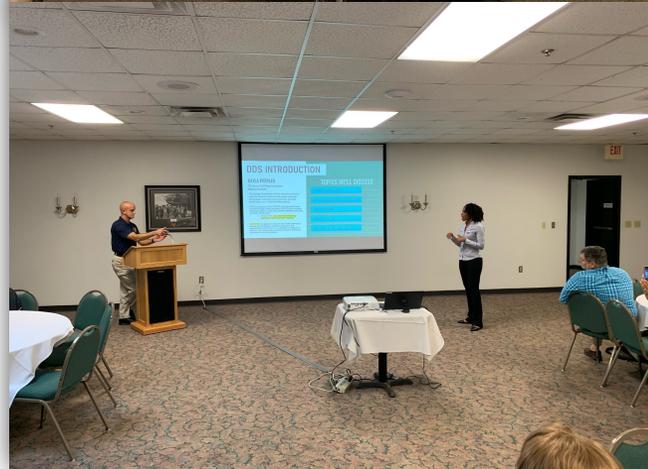


2022 Region 2 Conference

2022 Freedom Network Conference



Program Outlook



- Upcoming public speaking presentations.
- Continued educational trainings to transportation stakeholders.
- Build a community presence attending community events that are targeted human trafficking, human rights, and transportation sectors.
- Maintain partnerships with industry stakeholders.
- Maximize spread of public awareness campaigns with collaborations with anti-human trafficking organizations.

THANK YOU FOR HAVING ME!

Kayla Peeples

CDL Human Trafficking Outreach Coordinator

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