



Office of the District Attorney, Alameda County
Nancy E. O'Malley, District Attorney



PRESS RELEASE

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Awareness Campaign Unveiled to Prevent the Sex Trafficking of Children

Oakland, CA – The Alameda County District Attorney's Office has launched its newest campaign aimed at combatting the sex trafficking of children and teens. 60 public service ads have been placed on AC Transit buses and Clear Channel bus shelters throughout Alameda County as part of an education effort called '*Disrupt Sex Trafficking*'.

The campaign focuses on the methods by which youth are recruited by traffickers and practical steps that can interrupt sexual exploitation of children. Ads reading "Sex Traffickers Love Technology, Too" highlight how exploiters befriend their victims on social media. Another poster, "~~Girlfriend~~ for Sale," focuses on how traffickers lure victims into false relationships and then coerce them into the illicit sex trade.

"The terrifying reality is that any child or teen with a device can meet a sex trafficker, even in the safety of their own home. Teens now have hundreds or even thousands of online contacts, and predators use this tool to befriend, lure, and gain the trust of young victims," District Attorney Nancy E. O'Malley points out.

The campaign was created along with the anti-trafficking organization Abolitionist Mom with input from trafficking survivor leaders and art direction by Garnet Creative.

"Youth can be recruited and trafficked while attending school. Human trafficking education and intervention programs at schools are necessary to prevent more children from becoming exploited," says Genice Jacobs of Abolitionist Mom.

As in past campaigns, Clear Channel Outdoor is a strong partner in spreading this important message.

Education and awareness are key to disrupting this illicit crime. Visit DisruptSexTrafficking.org to see the ads and links to educational resources. High-resolution files of the campaign will be made available upon request and the campaign is available for use at any schools or public event.

For information on how to identify, prevent and report human trafficking, please visit HEATwatch.org and AbolitionistMom.org.

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Contact:

ADA Teresa Drenick // Teresa.Drenick@acgov.org // (510) 272-6280
Rebecca Richardson // Rebecca.Richardson2@acgov.org // (510) 272-6213
www.alcoda.org