

# Shared Hope Ambassador of Hope Awareness Webinar Series Chris McKenna Human Trafficking/Social Media: Adding Fuel to a Tragic, Global Fire



**shared hope** INTERNATIONAL **training center** ^ONLINE

**Ambassador of Hope  
Webinar Series  
Human Trafficking/Social  
Media: Adding Fuel to a  
Tragic, Global Fire**  
October 12, 2022 | 2 PM ET

CHRIS MCKENNA  
PROTECT YOUNG EYES

AMBASSADOR

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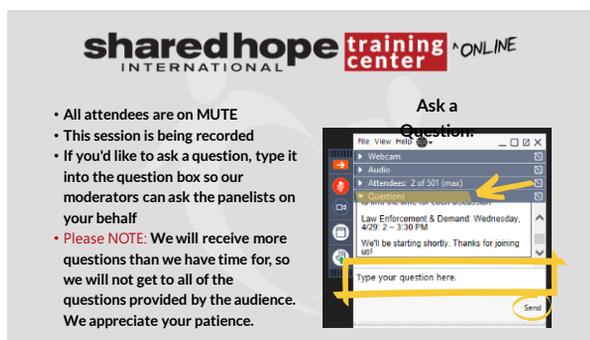
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**Ask a Question**

- All attendees are on MUTE
- This session is being recorded
- If you'd like to ask a question, type it into the question box so our moderators can ask the panelists on your behalf
- Please NOTE: We will receive more questions than we have time for, so we will not get to all of the questions provided by the audience. We appreciate your patience.

File: View: Help: [Icons]  
 Webcam  
 Audio  
 Attendees: 2 of 501 (max)  
 Law Enforcement & Demand, Wednesday, 4:29: 2 - 3:30 PM  
 We'll be starting shortly. Thanks for joining us!  
 Type your question here.  
 Send

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**TRIGGER WARNING**

this discussion forum may contain content not suitable for all audiences, viewer discretion is advised.

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Awareness Webinar Series Chris McKenna  
Human Trafficking/Social Media: Adding  
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**shared hope INTERNATIONAL** **training center** <sup>^</sup>ONLINE



Our story began in 1998 when U.S. Congresswoman Linda Smith traveled into the heart of the brothel district in Mumbai, India. The brutal sexual slavery and exploitation of women and children she witnessed there inspired her to establish Shared Hope International to help bring healing to devastated lives. Our dynamic story of prevention, restoration and justice initiatives has continued unbroken for over 20 years.

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reportcards.sharedhope.org

Year	Percentage
2011	98.1%
2019	86.7%
2021	47.5%

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Text REPORT CARD to 52886

571 advocates  
1,166 messages sent



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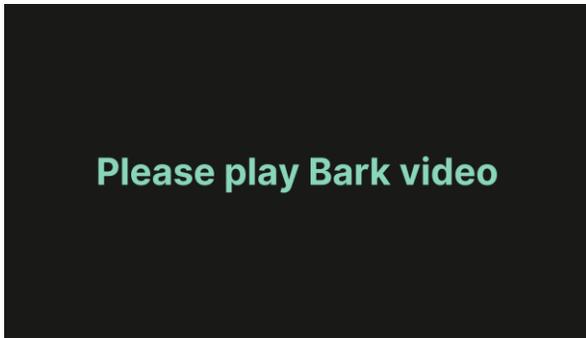
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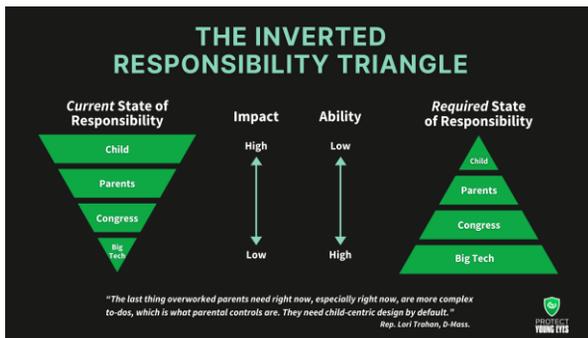
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**What is human trafficking?**

**PROTECT YOUNG EYES.**

Trafficking Victims Protection Act of 2000

"commercial sex act induced by force, fraud, or coercion, or in which the person induced to perform such an act has not attained 18 years of age."

- Acts
- Means
- Purpose

<https://www.state.gov/international-and-domestic-law/>

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**What is human trafficking?**

**PROTECT YOUNG EYES.**

Fight the New Drug/Trafficking in Persons Report

"The pandemic also shed light on the complexities in familial trafficking—or when a family member or guardian is the victim's trafficker or the one who sells the child to a third-party trafficker.

One study in the TIP estimates that the trafficker is a family member in about 31% of child sex trafficking cases."

<https://fightnewdrug.org/2021-trafficking-in-persons-report-could-impact-on-exploitation/>

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**Social media enables bad actors to find and to connect.**

Truly a double-edged sword.

**PROTECT YOUNG EYES.**

Discover new victims.

Means of control.

Social Media

Discover new consumers.

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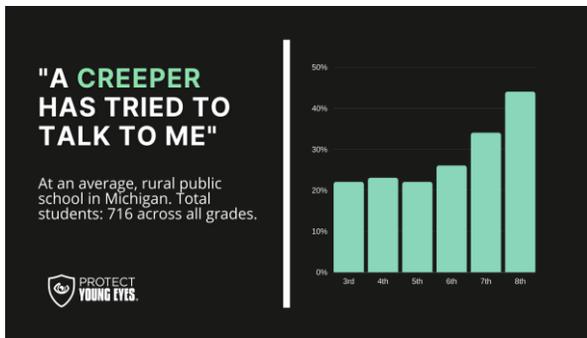
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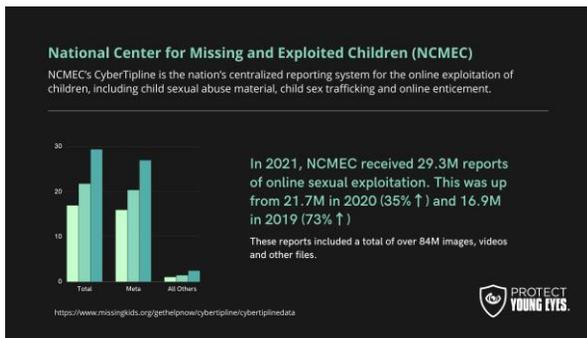
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### 2021 Trafficking in Persons (TIP) Report

<https://fightthenewdrug.org/2021-trafficking-in-persons-report-covid-impact-on-exploitation/>

**Forms of online sexual exploitation increased.**

As children spent more time online for virtual learning due to school closures, often with little parental supervision, online recruitment and grooming increased.

**Competing priorities and reduced capacity.**

Priorities to focus on public health and economic concerns, which drew attention and resources away from anti-trafficking efforts.

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## The Profile

HUMAN TRAFFICKING/SOCIAL MEDIA

**PROTECT YOUNG EYES**

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## Polaris

**The demand is massive**

Polaris - the leading a data-driven social justice movement to fight sex and labor trafficking - has identified 25 "types" of modern slavery.

<https://polarisproject.org/the-typology-of-modern-slavery/>

- Escort Services
- High Marginal Health & Beauty
- Online Solicitation
- Sexual
- Domestic Work
- Strip Clubs & Casinos
- Partying
- Tourism
- Traveling Sales Crews
- Restaurants & Food Service
- Prostitution & Strippping
- Apparel & Retail Industry
- Personal Sexual Services
- Health & Beauty Services
- Competition
- Health & Hospitality
- Landscaping
- Art & Entertainment
- Commercial Cleaning Services
- Factories & Manufacturing
- Remote Interactive Sexual Acts
- Careless
- Forestry & Logging
- Health Care
- Recreational Facilities

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# Shared Hope Ambassador of Hope Awareness Webinar Series Chris McKenna Human Trafficking/Social Media: Adding Fuel to a Tragic, Global Fire

## 01 Escort Services

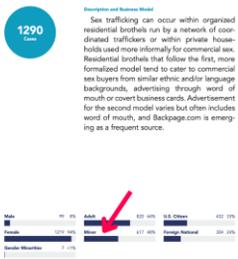


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## 03 Outdoor Solicitation



## 04 Residential



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## 07 Pornography



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**THE BRAIN**

ANY CONVERSATION ABOUT TECHNOLOGY AND TEENS **MUST** BEGIN WITH A CONVERSATION ABOUT THE ADOLESCENT BRAIN.



PROTECT YOUNG EYES.

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**THE BRAIN**

THE MOST AMAZING MACHINE IN THE UNIVERSE.

400 miles of capillaries.  
100 billion cells.  
Endlessly complex.  
Yet amazingly simple.



PROTECT YOUNG EYES.

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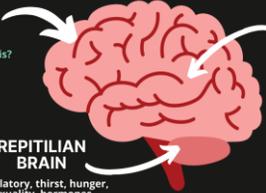
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**THE TRIUNE BRAIN**  
3 FUNCTIONAL LAYERS



**NEO CORTEX**  
Complex thinking.  
What can I learn from this?

**LIMBIC SYSTEM**  
Emotions, fear, stress, anxiety, arousal, sexual longing.  
Am I loved?

**REPTILIAN BRAIN**  
Regulatory, thirst, hunger, sexuality, hormones.  
Am I safe?

<http://www.you.doe.com/tech/hg00/000.cfm>  
© Robert Sapolsky

PROTECT YOUNG EYES.

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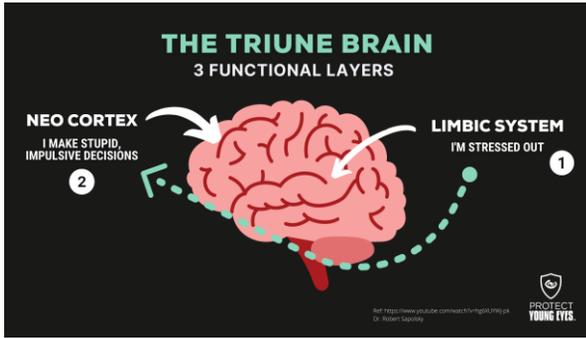
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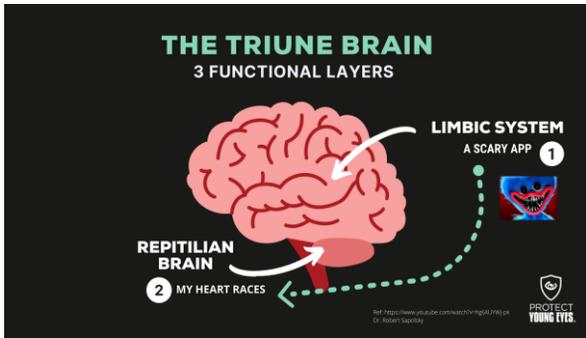
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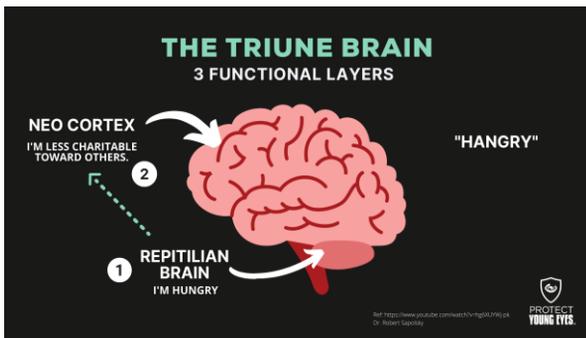
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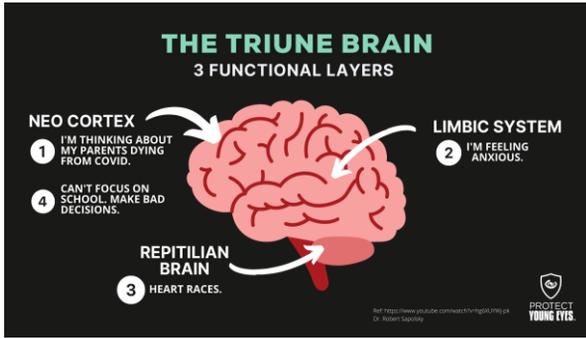
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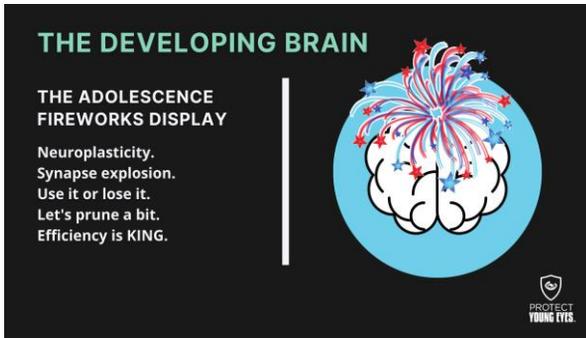
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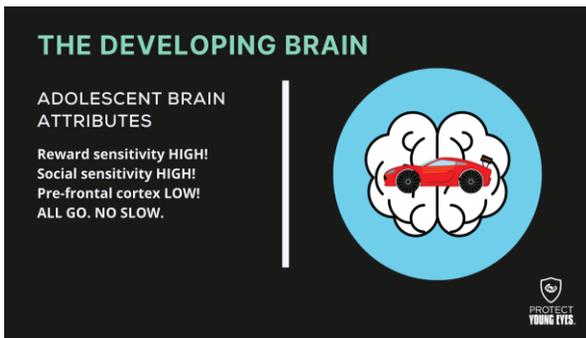
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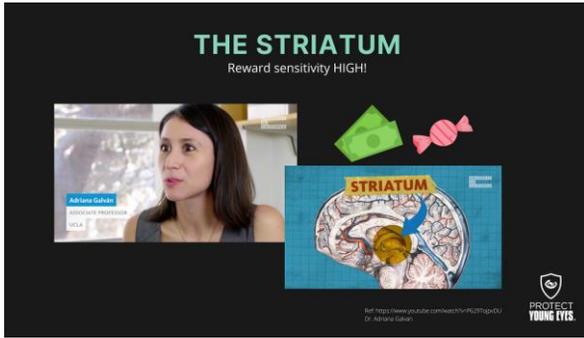
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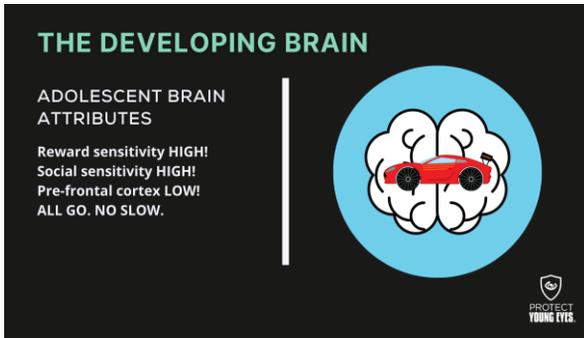
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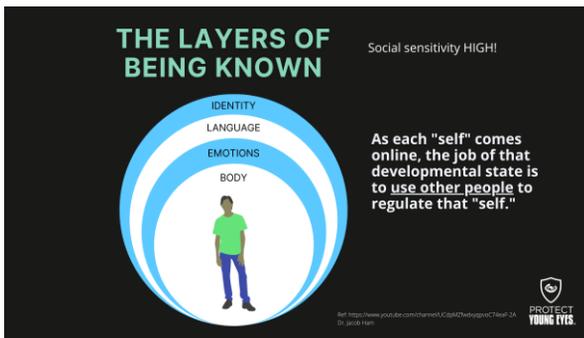
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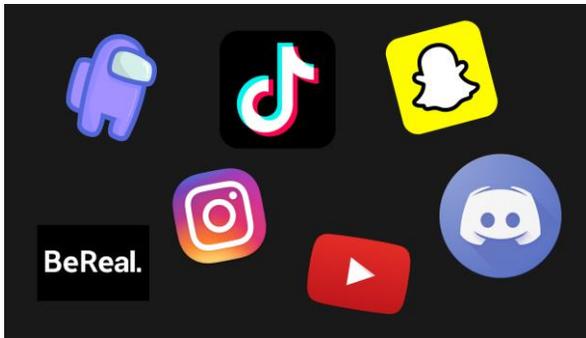
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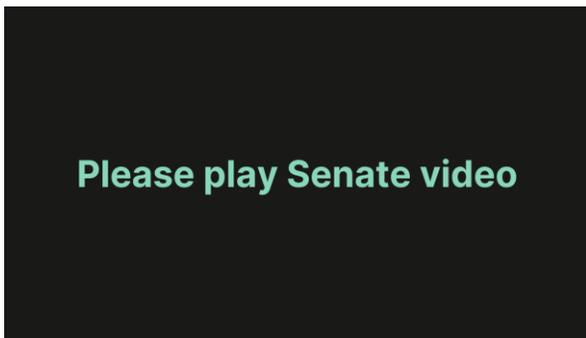
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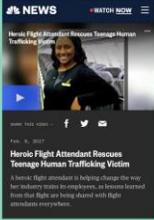
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## The Hand-off


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THE TRAFFICKING INSTITUTE

# 65/14/8%

About 65% of underage victims recruited online in 2020 active criminal sex trafficking cases were recruited through Facebook, while 14% were recruited through Instagram, and 8% were recruited through Snapchat.

<https://traffickinginstitute.org/wp-content/uploads/2021/06/2020-Federal-Human-Trafficking-Report-Low-Res.pdf>



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## Instagram as an example




In 2019, Instagram was named the worst app for child grooming in an article from CNN.

Certain features make it too easy for young people to be contacted by bad actors.

- Comments
- Hashtags
- Likes
- Direct Messages (DMs)

PROTECT YOUNG EYES

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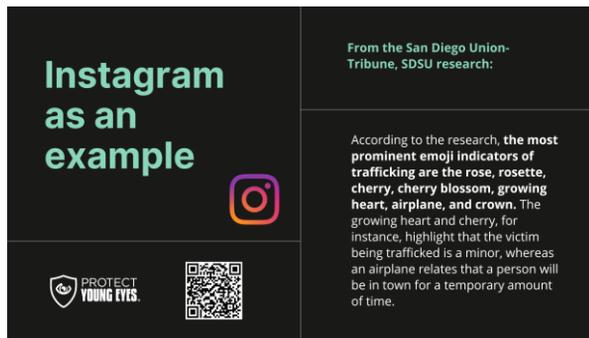
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**Instagram as an example**

From the San Diego Union-Tribune, SDSU research:

According to the research, **the most prominent emoji indicators of trafficking are the rose, rosette, cherry, cherry blossom, growing heart, airplane, and crown.** The growing heart and cherry, for instance, highlight that the victim being trafficked is a minor, whereas an airplane relates that a person will be in town for a temporary amount of time.

PROTECT YOUNG EYES

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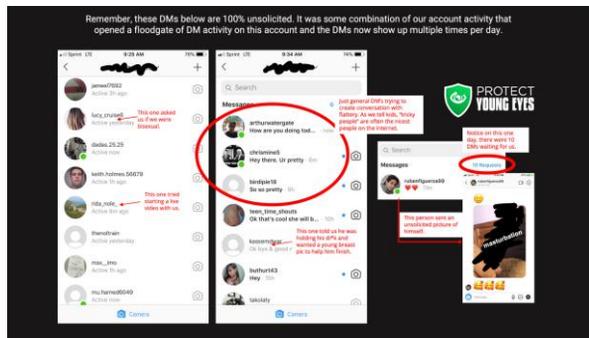
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Remember, these DMs below are 100% unsolicited. It was some combination of our account activity that opened a floodgate of DM activity on this account and the DMs now show up multiple times per day.

PROTECT YOUNG EYES

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**TikTok as an example**

In 2022, the Department of Homeland Security initiated a CSAM investigation.

TikTok CSAM investigation underway by Dept. of Homeland Security; privacy feature exploited

PROTECT YOUNG EYES

<https://9to5mac.com/2022/04/15/tiktok-csam-investigation-underway-by-dhs/>

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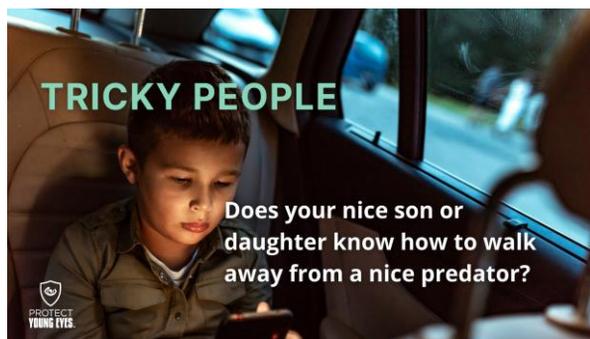
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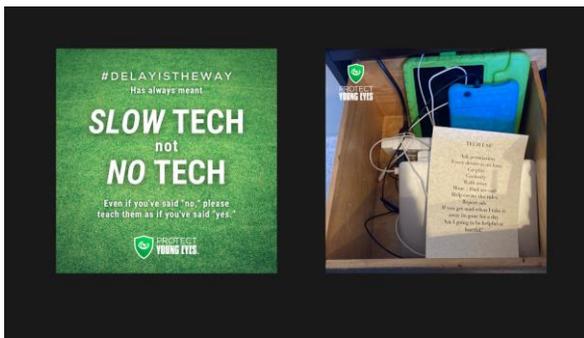
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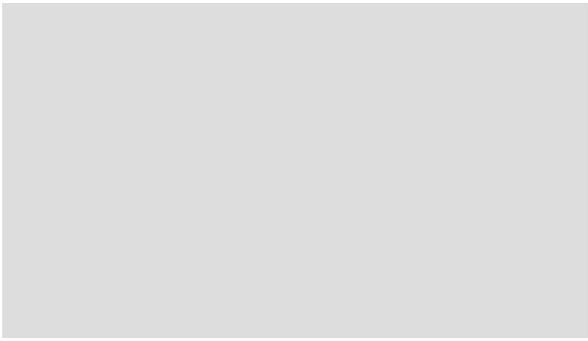
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