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# HUMAN TRAFFICKING CAMPAIGN

AUGUST 2017



Safer  
Scotland  
Scottish  
Government

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# INTRODUCTION

## HUMAN TRAFFICKING CAMPAIGN LAUNCHING TUESDAY 29 AUGUST

A public information campaign is launching to help raise awareness that human trafficking is happening now in Scotland.

Latest figures show there were 150 potential victims of trafficking identified in Scotland in 2016 – a 52 per cent increase since 2013\*, however this is likely to be the tip of the iceberg. The Home Office estimate around 10-13,000 victims in the UK, and the full extent may be even greater.

The campaign forms part of the Scottish Government's Trafficking and Exploitation strategy which is focused on implementing a range of measures to eradicate trafficking in Scotland.

“The campaign is running across multiple channels including TV, radio, digital advertising, PR and social media.”



# THE CAMPAIGN

The aim of the campaign is to make people aware that human trafficking is happening in Scotland.

Through generating awareness that the crime is happening, and the forms it takes, it is hoped that more people will come forward to report any concerns they may have.

## AUDIENCE

The adult population of Scotland (18+).

## TIMINGS

The campaign will launch on **Tuesday 29 August** and will last for around six weeks.

## KEY MESSAGES

1. Human trafficking is happening now in communities across Scotland.
2. It can be a complex and hidden crime which involves adults and children being traded and exploited for profit or personal benefit.
3. It is an abuse of human rights which causes its victims lasting physical and psychological damage.
4. Traffickers target those who are vulnerable and victims can be from the UK as well as from abroad.
5. For more information on the signs of human trafficking and to report concerns visit:

**[www.modernslaveryhelpline.org/scotland](http://www.modernslaveryhelpline.org/scotland)**

# HUMAN TRAFFICKING CAMPAIGN AUGUST 2017



## DIGITAL ADVERTISING

There will be six different digital banner adverts running across various online channels including Facebook and news sites throughout the duration of the campaign.

The visual for the advertising campaign uses a bar code device to communicate that humans shouldn't be bought or sold, and directs people to where they can report concerns.

The digital adverts depict different industries where human trafficking has been reported including:

- Nail bars
- Car washes
- Manual/casual labour
- Construction sites
- Takeaways



## STV FILM

A hard-hitting 60 seconds film has been produced by STV to support the campaign. It features Bronagh Andrew, Operations Manager at Trafficking Awareness Raising Alliance (TARA) discussing the realities of human trafficking and the fact that it is closer to home than many people think. The signs of human trafficking are highlighted along with information on how those who have concerns can report the crime.

The film will run on the channel during the following weeks:

- 31 August – 6 September
- 14 September – 20 September
- 28 September – 4 October



# PR

PR will be used to help reinforce the message that human trafficking is happening in towns and cities across Scotland.

The campaign will be launched by the Cabinet Secretary for Justice, with a photocall detailing the geographic spread of locations where victims of human trafficking have been recovered. This will be packaged with statistics around the crime, showing that these cases are just the tip of the iceberg.

A series of stunts will be executed across Scotland centred on some of the industries highlighted in the digital adverts. These stunts will be designed to disrupt and surprise people, with the aim of making them stop and think about the issue.

With the support of stakeholders, anonymised case studies will also be used to drive home the realities of human trafficking for those living in Scotland.

## HOW YOU CAN HELP

We would appreciate your help and support in spreading this important message. There are a number of ways in which you can do this including:



Using the sample social media posts and digital assets provided from 29 August.



Highlighting potential case studies to our PR agency – please note media case studies can be anonymised and will be treated with the utmost of care.



Using the editorial provided in newsletters, e-zines or online.



## CONTACT

For further information on how you can support the campaign contact Consolidated PR:  
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