IT’S A PENALTY

L.A. SUPER BOWL
LVI 2022
CAMPAIGN IMPACT REPORT

Johnny Hekker
Los Angeles Rams

Chris Godwin
Tampa Bay Buccaneers

Aaron Rodgers
Green Bay Packers

Andy Dalton
Chicago Bears

Nick Foles
Chicago Bears
Sport Brings People Together.

The It’s a Penalty Campaign harnesses the power of sport to prevent abuse, exploitation and human trafficking. According to the State of California Department of Justice, “Human trafficking is the fastest-growing illegal global business, generating an estimated US $150 billion each year. It is the second-largest criminal industry in the world”. Our campaign, during major sporting events around the world, impacts and educates the public at the Super Bowl, the Olympics & Paralympics, the World Cup and the Commonwealth Games. Since its inception in 2014, Its a Penalty, together with our partners, has reached a potential 2.6 billion* people worldwide and has helped in protecting approximately 16,977 survivors.

The COVID-19 pandemic exacerbated conditions of vulnerability locally in cities all over the world. Many victims were in lockdown with their abusers. Children and adults spent more time online for work and school leading to increased vulnerability to trafficking. Despite the pandemic, many thousands of people still travelled to the state of California during Super Bowl LVI. The work that we do at It’s a Penalty has never been so important.

Whether we are reaching millions of people worldwide or collaborating locally in a host city, we remain committed to ending abuse, exploitation and human trafficking around the world. In collaboration with our partners, we are continuing to educate, equip, and encourage people to learn about signs hidden in plain sight, properly report these human rights violations, and advocate for those who are vulnerable. Thank you for your support of our campaign, for sharing it far and wide. We are stronger together. Team It’s a Penalty.

*potential overall number reach includes repeated views and shares

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**490 Million+**
Potential Media Reach

**14**
Missing children identified

**20%**
Increase in reports to the hotline

**494**
arrests of traffickers and sex buyers statewide
A21 – Founding Partner

A21 is a global nonprofit organization determined to eradicate human trafficking through awareness, intervention, and aftercare. Currently operating in 19 locations across 14 countries, A21 aims to combat modern-day slavery through a multi-dimensional operational strategy: Reach, Rescue, and Restore.

Through partnerships and the efforts of supporters all over the globe, A21 truly believes that a multitude of victims can be identified and assisted, and perpetrators can be brought to justice. A21.org
The Super Bowl is never just a football game but a major global sporting event. In January/February 2022, It’s a Penalty made an impact globally, and locally in Los Angeles California, reaching a potential **737.5+ million people worldwide**. The Big Game was held inside SoFi Stadium in Inglewood, which opened in September of 2020. SoFi stadium is the home of the Los Angeles Rams which are the second team to play a Super Bowl in their home stadium, playing against the Cincinnati Bengals.

Super Bowl experience booth representatives from USIAHT, Knot Today, Inner City Visions, A21, And It’s a Penalty
“IHG condemns human trafficking in all forms,” said Elie Maalouf, CEO, Americas, IHG Hotels & Resorts. “We’re honored to support It’s a Penalty once again, and this year, serve as a leading sponsor of this critical awareness campaign. Prevention starts on the front lines, and IHG is dedicated to increasing hotel colleague awareness of the signs of human trafficking and the actions necessary to prevent it. Working together, we can effectively fight trafficking in the hospitality industry and make a real difference in our communities around the world.”

- Elie Maalouf, CEO, Americas, IHG Hotels & Resorts
“Human trafficking is modern-day slavery and it’s happening right now in our own communities, neighbourhoods and cities. Importantly, it doesn’t require movement across borders. Trafficking is about power, using power over victims through fraud, force, or coercion to exploit them for labor or sex. At the California Department of Justice, we are working hard to put an end to this heinous crime and I’m proud to stand with It’s a Penalty against exploitation and trafficking...”

Rob Bonta, Attorney General of California
The Problem

Human trafficking is a major issue in Los Angeles and the U.S.

1 in 5 homeless youth in California has experienced some form of trafficking. (Study at Covenant House New York)

California consistently has the highest human trafficking rates in the United States. 1,118 of these cases were sex trafficking cases, 158 were labor trafficking, and 69 were both sex and labor. (Human Trafficking Statistic by state 2022/ Human Trafficking Hotline)

The United States is ranked as one of the worst countries globally for human trafficking. It is estimated that 199,000 incidents occur within the United States every year. (Human Trafficking Statistic by state 2022/ Human Trafficking Hotline)

83% of sex trafficking victims in the U.S. are U.S. citizens (Source: U.S. Department of Justice 2021)

1/3 of detected trafficking victims are children (UNODC, 2021)

More than 100,000 children are sold for sex in the U.S. each year (Source: ECPAT-USA)

40.3 million people are trafficked and exploited around the world (GSI, 2018)

The rule of seven suggests that if someone sees the same information seven times, they’ll remember it. It’s a Penalty’s campaign model consists of SEVEN touchpoints where people may interact with our awareness films and campaign materials throughout a major sporting event:

1. **Airlines**
   - People travel to and from the host city

2. **Airports**
   - Sports fans and tourists arrive in the host city

3. **Rideshares**
   - People travel around the host city during the event

4. **Hotels, motels and Airbnb**
   - Staff and management are trained to spot human trafficking and hotel staff distribute our campaign materials to guests during their stay

5. **Stadium**
   - People attend the major sporting event. Media Reaches sporting fans and the general public during the event

6. **Media**
   - Reaches the general public directly

7. **Social Media**
   - Giving the campaign access to millions on the web
Valeria Velasco, Vice President, Los Angeles Board of Airport Commissioners.

“Airports play a critical role in helping to identify, report and stop human trafficking,” said Valeria Velasco, Vice President, Los Angeles Board of Airport Commissioners. “As Los Angeles prepares to welcome Super Bowl LVI and other global events, we are committed to educating our officers, employees and guests about how they can play a role in ending this vile crime. We thank our partners in law enforcement, the NFL and It’s A Penalty for putting a spotlight on this important issue and providing all those work at or go through our airports the tools to identify and combat human trafficking.”

Valeria Velasco, Vice President, Los Angeles Board of Airport Commissioners.
Travel Touch Points

Continued

Airlines
Potential reach of 10.5 million people

American Airlines
American Airlines showed our 30 sec PSA film in-flight on all international and national flights during the months of January and February.

Southwest Airlines
Southwest Airlines showed the campaign film in-flight throughout the months of January and February. Additionally shared the film on all digital signs system wide and their internal and external blogs which has a reach of 55,000 employees and a potential reach of over 200,000+ people.

Rideshares
2,500 Rearview Mirror Hang Tags Distributed

2,500 hang tags were distributed to Uber drivers in Los Angeles, California. Hang tags displayed the hotline number to call if a driver or passenger suspected a criminal activity involving Human Trafficking or Child Sexual Exploitation.
As part of our awareness campaign, we created educational anti-trafficking kits containing materials with signs to look out for and the National Human Trafficking Hotline number. These were distributed to hotels and motels for staff and management and the general public.

Tangible Kits: 450
Containing posters with signs to look out for and hotlines in English and Spanish, Hand Sanitizers and Missing Children provided list by NCMEC (National Center of Missing and Exploited Children), were sent out to IHG, Hilton and Motel 6 hotels to be displayed in the front and back of house of their hotels.

Digital kits: 1071 Hotels & Motels
Digital kits that included “Know the Signs” and Reporting posters in English and Spanish along with a list of missing children provided by the National Center of Missing and Exploited Children, to 1000+ hotels in the LA area by HALA and CHLA.

TRAINING AT HOTEL INDIGO DOWNTOWN LOS ANGELES
IHG Hotel & Resorts: 427 participants

427 hoteliers participated in a training at Hotel Indigo in DTLA sponsored by our Headline Partner IHG Hotel & Resorts. During this training hotel staff listened to panel discussions by industry leaders on human trafficking prevention methods in the hotel industry. Attendees heard from local NGOs and Dignitaries locally in Los Angeles. Our founding partner A21 finished the event by providing more intense and detailed training on Human Trafficking and Signs to look out for with real-life examples. Every person in attendance received a tangible It’s a Penalty Kit.
John, Donald Hicks, Vice President of Trust Policy and Partnerships at Airbnb

"Airbnb takes the challenge of confronting human trafficking very seriously, and we are committed to working with law enforcement officials and anti-trafficking advocates to address these horrible crimes," said Donald Hicks, Vice President of Trust Policy & Partnerships, Airbnb. "Ahead of the Big Game in Los Angeles, we are proud to once again partner with It’s a Penalty to help combat human trafficking, by equipping the local Airbnb Host community with information about how to identify and report human exploitation and how to report it."

Los Angeles Airbnb hosts received digital kits containing posters in English and Spanish.

The It’s a Penalty team was invited to contribute to the Hilton staff anti-trafficking training, alongside the Global Director of Intelligence, Gabriel Warren. The presentation, attended by staff across the board - from housekeeping to chefs, to security and front of house staff - included an overview of our campaign and the signs to look out for. 70 attendees at the Hilton training sessions also received tangible anti-trafficking kits with posters in English and Spanish, hand sanitizers and a missing children’s list provided by NCMEC to take back to their respective hotels.
On January 20, 2022 – Two weeks before the Super Bowl, volunteers joined ZOE International, a Los Angeles organization whose mission is to reach every person and rescue every child, led by Michael & Carol Hart. Volunteers packed awareness kits that included 11,500 It’s a Penalty posters in English and in Spanish, 8,500 hand sanitizers and 1,500 Missing Children lists provided by the National Center of Missing and Exploited Children in the Los Angeles area. Campaign materials were distributed to over 450 hotels and motels across the Los Angeles area. It’s a Penalty and its Founding Partner A21 partnered with Zoe International to coordinate the outreach.

NFL EXPERIENCE BOOTH

For the first time, It’s a Penalty as part of The Alliance Against Human Trafficking and Exploitation (A21, USIAHT, Inner City Visions, Knot Today, It’s a Penalty) had a booth at the Super Bowl Experience. This was an interactive booth with activities for the kids with squishy mini footballs and over 12,500 flyers with human trafficking awareness information from each of these NGO’s was distributed. All organizations collaborated to produce a PSA video that was shown to a potential 80,000 people that attended the Los Angeles Super Bowl NFL Experience. Volunteers from It’s a Penalty partners Zoe International and A21 were trained to run the booth.

24,000 awareness posters, leaflets in English and in Spanish
8,500 hand sanitizers
1521 packed and mailed kits + digital kits distributed to hotels & motels
12,500 Human Trafficking Awareness flyers distributed & PSA video shown at the NFL Experience with a reach of a potential 80,000 people
**Media**

**490 MILLION+ PEOPLE**

We work with a talented PR agency called The Brand Amp, based in the US, who help us to prepare a press release, prepare for interviews and ensure maximum coverage. Our press release was picked up by 363 online postings, representing a total of 213.2M potential audience impressions. The campaign also generated 175 pieces of TV coverage for a potential reach of over 277 million people.

**Social Media**

**3 MILLION+**

A potential reach of 3 MILLION+ people followed, shared and viewed our campaign on social media.

**Film**

**139.5 MILLION**

A potential reach of 139.5 MILLION people watched our campaign on airlines, at events, on broadcast media and social media.

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**Campaign Impact**

**Direct local impact**

- **NUMBER OF MISSING CHILDREN IDENTIFIED IN LOS ANGELES**
  - 14

- **NUMBER OF CALLS TO THE NATIONAL HUMAN TRAFFICKING HOTLINE**
  - 20%

  Reports to the US Human Trafficking Hotline - in the run-up super bowl increase of 20% reports compared to the same time period the previous year.

- **NUMBER OF SURVIVORS RESCUED**
  - 8

  Rescues of minors who were being sexually exploited in Los Angeles

- **ARRESTS OF TRAFFICKERS AND SEX BUYERS STATEWIDE**
  - 494

  222 of these arrests were made in the Los Angeles County area

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**Its a Penalty  LA Super Bowl LVI 2022**
How did the It’s a Penalty Campaign impact the general public in 2022?

During the Super Bowl LVI in Los Angeles, we asked people to answer a short survey on our website (www.itsapenalty.org) to help us understand and assess the difference that the It’s a Penalty campaign made in EDUCATING about global issues of tracking and exploitation, and the signs to look out for to identify a crime. A primary goal of the campaign is to EQUIP the public to report these crimes and ENCOURAGE them to be confident in making that report.

Survey Impact

96% of respondents felt It’s a Penalty improved their awareness of the issues of trafficking and exploitation

93% of respondents said their knowledge of the signs of these crimes had increased because of It’s a Penalty

93% of respondents felt more equipped to report crimes of tracking and exploitation after being exposed to our 2020 Campaign

100% of respondents felt that It’s a Penalty campaign increased their confidence or likeliness to report suspected cases of exploitation and trafficking
“As a business of people serving people, the respect and protection of human rights play a critical role in Hilton’s mission to fill the earth with the light and warmth of hospitality. With more than 6,700 properties worldwide, we recognize our responsibility to ensure continued awareness of human trafficking and take the necessary steps to prevent it. Through Hilton’s continued partnership with It’s A Penalty, Team Members and guests in the Los Angeles community and around the globe will be educated on how to identify and report signs of human trafficking during high-profile events.”

Erica Gordon, Global Head of Public Affairs & ESG, Hilton

“I am appalled by the abuse, exploitation and the trafficking of children by people who should be protectors of our youth not predators. The Alliance brings together the experience, influence, and resources to not only make the world aware of this problem, but to also provide a call to action to prevent this evil from happening.”

Kevin Malone, President and CEO of USIAHT, the Alliance Convener

“We have seen the huge impact over the years of this campaign and are excited to support this tremendous undertaking once again,” said Callahan Walsh, Child Safety Expert at the National Center for Missing & Exploited Children. “Child sex trafficking happens in communities across the country and teaching people about it is important all year long, but with the heightened awareness during this important event, we know the impact will be immeasurable.”

Callahan Walsh, Child Safety Expert at the National Center for Missing & Exploited Children

“G6 Hospitality is committed to combating human trafficking. We provide our properties with training and resources to identify and report the signs of human trafficking and partner with survivor-centered organizations,”

Rob Palleschi, CEO of G6 Hospitality
With grateful thanks to our partners

**Founding Partner**

![21 LA](image)

**Headline Partners**

![Los Angeles](image) ![NFL](image) ![IHG Hotels & Resorts](image)

**Supporting Partners**

![Southwest](image) ![airbnb](image) ![Uber](image) ![ZOE](image) ![Hilton](image)

![6 Hotel & Studio](image) ![American Airlines](image) ![The Alliance](image) ![Rescue Freedom](image) ![LAX](image)

**Friends**

![National Center for Missing & Exploited Children](image) ![Hotel Association of Los Angeles](image) ![USIHT](image)

![California Hotel & Lodging Association](image) ![No Room for Trafficking](image)

![Facebook](image) ![Twitter](image)

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Website: [www.itsapenalty.org](http://www.itsapenalty.org)