



# 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*

**490 Million+**

Potential  
Media Reach

**14**

Missing children  
identified

**20%**

Increase in reports  
to the hotline

## Founding Partner



## Headline Partners



## Supporting Partners



## Friends



## 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

# It's a Penalty 2022 Global Campaign

Super Bowl LVI Los Angeles, California



## Thank you to our NFL Ambassadors



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<sup>®</sup> HOTELS & RESORTS

427

Hoteliers attended

In collaboration with our founding partner A21, on the 26th of January we launched the Campaign, hosted by our **Headline Partner IHG Hotels & Resorts**, at Hotel Indigo in Downtown Los Angeles, in collaboration with our other Headline Partners the NFL and Super Bowl Host Committee and Friends at AHLA (American Hotel & Lodging Association), HALA (Hotel Association of Los Angeles) and CHLA (California Hotels & Lodging Association). The Launch event started with welcome remarks by IHG Hotels & Resorts Americas CEO Elie Maalouf and our guest speaker Kathryn S. Schloessman, President & CEO LASEC, host of SUPER BOWL LVI. Followed by messages from California elected officials - U.S. Representative Karen Bass and Attorney General Rob Bonta. On this day 427 hoteliers listened to panel discussions on Hotels Tackling Trafficking and Super Bowl Anti-Trafficking measures. Panel speakers represented our partners such as Motel 6, Hilton, Los Angeles International Airport, The US Institute of Human Trafficking, AHLA and our guest Marriott hotels. To conclude, our founding partner A21 hosted a hotel specific Human Trafficking training with closing remarks from Nick Caine, CEO, A21.



“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*



## LAX Press Conference

**490 Million+**  
Potential Media Reach

It's a Penalty also held a press conference, hosted by LAX Airport, attended by Dignitaries including Los Angeles Attorney General Rob Bonta, President of LA City Council Nury Martinez, VP Board of Airport Commissioners Val Velasco and LAX CEO Justin Erbacci at Los Angeles International Airport. We also had representatives from our partners Uber, Airbnb, American Airlines and Kevin Malone CEO/ U.S Institute Against Human Trafficking (The HT Alliance). It's a Penalty Campaign digital and printed signage was unveiled in LAX terminals, security checkpoints and public restrooms to educate passengers.

This year we also provided a special QR code that allowed people to report suspected cases of Human Trafficking or Child Sexual Exploitation from anywhere in the world. Our press conference generated **175 pieces of TV coverage** and **363 online articles** for a potential reach of **over 277 million people**.



Rob Bonta, Attorney General of California



“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 tracking 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





## Travel Touch Points

### Airport

**8 million**  
Potential Reach

**potential reach of 8 million people** (January and February 2022)

LAX is ranked as the 3rd busiest airport in both in the U.S. and the world. It's a Penalty's Digital signage featuring Chris Godwin and Johnny Hekker has been displayed since January 1st throughout the airport with the hotline number. LAX has reported that a total of 4 million passengers travelled through LAX during the month of January with another 4 million travellers in February for a total potential reach of 8 million + passengers as the signs are still being displayed at LAX until further notice. The LAX airport also put It's A Penalty's Mirror clings in **460** bathrooms throughout the terminals that included QR codes to make reports of Human Trafficking and Sexual Exploitation anywhere in the world via our internal reporting tool found on It's a Penalty website.



Zahid Arab, Uber, Head of Communications for the West Region



“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

**10.5 million**  
Potential Reach



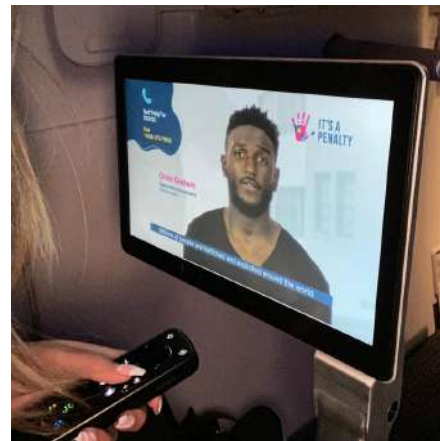
#### American Airlines

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**  
Mirror Hang Tags



**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.

**1.5k+**  
Kits recieved by  
Hotels & Motels



### 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

**IHG**  
HOTELS &  
RESORTS

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.



## Hilton

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.

**"Whilst there's room for competition in the hotel industry there's no room for it when it comes to human trafficking - we must all work together to end it"**

*Gretchen Stroud,  
Senior Vice President  
Talent and Inclusion,  
Hilton*



From the left: Glenn Taylor (Hilton Regional Director, Pacific United States and Canada, Safety & Security), Anisa Easterbrook (It's a Penalty Campaign, Communications & Marketing Manager), Gabriel Warren (Director, Global Intelligence at Hilton), Tania Andre (It's a Penalty, US Director of Partnerships)



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

"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."

■ *John, Donald Hicks, Vice President of Trust Policy and Partnerships at Airbnb*



**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**

## Direct local impact

14

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

20%

**NUMBER OF CALLS TO THE NATIONAL HUMAN TRAFFICKING HOTLINE**

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.

8

**NUMBER OF SURVIVORS RESCUED**

Rescues of minors who were being sexually exploited in Los Angeles, 222 of these arrests were made in the Los Angeles County area.

## 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.

# 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](http://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 trafficking 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 trafficking 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





## Quotes of Endorsement

“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



#### Headline Partners

#### Supporting Partners




#### Friends



 [facebook.com/itsapenaltycampaign](https://facebook.com/itsapenaltycampaign)

 Instagram: [its\\_apenalty](https://www.instagram.com/its_apenalty)

 Twitter: [its\\_apenalty](https://twitter.com/its_apenalty)

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