



# IT'S A PENALTY

## HUMAN TRAFFICKING HAS NO PLACE IN THE BAY AREA.

TOGETHER, WE CAN HELP SOMEONE FIND SAFETY

Find local support  
San Francisco Bay Area  
Human Trafficking Hotline:  
415-907-9911

SCAN FOR MORE INFO



IT'S A PENALTY



TUTI ATWELL  
Super Bowl Champion

MAIN



SUPPORTING



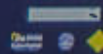
FRIENDS



PARTICIPATING AIRLINE



LOCAL PARTNERS



# IMPACT REPORT

## SAN FRANCISCO BAY AREA

Jan 28-Feb 28 2026



## **Preventing exploitation through partnership**

It's a Penalty works with partners across sectors to prevent exploitation and strengthen responses to human trafficking around major global events.

Our campaigns are designed to do more than raise awareness — they equip individuals to recognize the signs of exploitation and take safe, informed action, while supporting the systems that protect those most at risk.

In the San Francisco Bay Area, this approach combined public-facing awareness with targeted engagement across transport, hospitality, and community networks.

Collaboration is central to this model, enabling greater reach, stronger coordination, and more effective prevention. As part of this work, we collaborated with local partners, law enforcement, and taskforces to support more coordinated responses to human trafficking and exploitation in the region. This joined-up approach contributes to stronger identification, response, and prevention efforts at a local level.

### **Impact in the Bay Area**

Through collaboration with regional partners, the campaign contributed to coordinated action that supported:

- **The recovery of 73 victims of trafficking, including 10 minors**
- **The identification and safeguarding of 7 missing and exploited children**
- **Action taken against 29 individuals linked to trafficking and exploitation**

These outcomes reflect the importance of coordinated, cross-sector responses in protecting those most at risk.



# IT'S A PENALTY

## 81M+ TOTAL AUDIENCE REACH

A multi-channel approach to prevention across transport, travel, media, and on-the-ground engagement





## KEY CAMPAIGN STATS

Delivering prevention at scale

68 M

### PRESS

Our press release was picked up by 437 outlets with a reach of 68 million.

2.2 M

### AIRLINES

In February 2026, the It's a Penalty in-flight campaign reached over 2.2 million airline passengers across British Airways and American Airlines, driven primarily by onboard WiFi pre-roll placements, alongside seatback screens and additional in-flight distribution.

9.7 M

### TRANSPORT NETWORKS

The campaign reached over 9.7 million impressions across San Francisco transit networks. BART delivered 846,388 impressions over four weeks, while San Rafael Transit Center and Golden Gate services reached 113,162 passengers in February. The largest impact came from the San Francisco Bay Ferry, generating 8.8 million impressions between 20 January and 9 February 2026.

1M

### BILLBOARD PLACEMENT

Outfront Media billboard placements (19 January–15 February 2026) delivered strong visibility, generating 1 million impressions across 39,447 plays.



# KEY CAMPAIGN STATS

Delivering prevention at scale

38

## HOTEL ENGAGEMENT

A total of 38 hotel kits were distributed to IHG properties across the San Francisco Bay Area, equipping staff with campaign materials, including posters highlighting indicators of human trafficking, key messaging, ambassador assets, and missing children alerts to support awareness and safeguarding efforts.

**IHG**  
HOTELS &  
RESORTS

10K+

## ON-THE-GROUND REACH

Through targeted in-app messaging, together with Uber we reached tens of thousands of drivers across the Bay Area with safety guidance during the Super Bowl period. This was reinforced by the distribution of 2,500 rearview mirror hangtags for cars promoting the reporting hotline.

**Uber**

1.9K

## ON-THE-GROUND REACH

Across five days of footfall at Hard Rock (5–9 February), the campaign materials displayed in house reached 1,912 people, with the highest footfall recorded on Saturday (622).

**Hard Rock**

**OVER 8.8 MILLION IMPRESSIONS  
DELIVERED ACROSS SAN  
FRANCISCO BAY FERRY  
PASSENGERS OVER 3 WEEKS**



**\*Figure included in overall transport network figure**

# CAMPAIGN LAUNCH

150+

Attendees & views of our  
online launch

The 2026 San Francisco Bay Area Campaign was officially launched through a global online event, viewed by over 150 attendees from across corporate, NGO, and public sectors.

The event opened with remarks from **Deputy CEO Philippa King**, followed by a keynote from campaign ambassador **Collette V. Smith, the NFL's first Black female coach**, on the power of sport to drive social change. Attendees also heard a powerful lived experience perspective from **Sharmila Wijeyakumar, Founder of Rahab's Daughters**, in conversation with **Ken Dong, Board Member at Rahab's Daughters**.

A cross-sector panel, moderated by **Natalie Volin-Lehr (Carlson)**, explored best practices and cross-sector collaboration to address human trafficking and exploitation, highlighting the importance of partnership in prevention, response, and survivor support. The panel featured speakers from key partner organisations, including **Helena Killingsworth (IHG Hotels & Resorts)**, **Sharan Dhanoa (South Bay Coalition to End Human Trafficking)**, **John L. Finley (Uber)**, and **Staca Shehan (National Center for Missing & Exploited Children)**.

The event closed with remarks from **Jackie Speier, a San Mateo County Supervisor and former U.S. Congresswoman**, recognized for her longstanding leadership in advancing policies to protect vulnerable communities and combat human trafficking.

The launch provided a platform to premiere the campaign film and highlight the role of partnerships in raising awareness, strengthening response, and supporting those at risk of exploitation.

# CAMPAIGN SURVEY

60%

60% of respondents reported increased awareness of how to report exploitation and human trafficking — demonstrating a shift from awareness to action

“The It’s a Penalty Campaign was powerful, impactful, and deeply necessary. The campaign did an excellent job of bringing national attention to the issue of human trafficking during one of the most widely viewed events in the world. By leveraging the Super Bowl’s massive audience, the message reached people who may not otherwise be aware of the signs of trafficking or how to report it. The materials were clear, emotionally compelling, and action-oriented, which helped viewers understand not only that trafficking exists in our communities, but that ordinary people can play a role in identifying and reporting it. Thank you for prioritizing this issue and for using such a high-profile platform to help protect vulnerable individuals.”

**ANONYMOUS SURVEY RESPONDENT**



**IHEARTRADIO**



A broadcast radio spot ran across multiple cities within the United States, such as Santa Clara County, Miami and Atlanta. Whilst the segment isn't able to be tracked, iHeartRadio reached 20 million registered users faster than any digital service in internet history and 9/10 Americans regularly listen to iHEARTRADIO.



**TUTU ATWELL**  
SUPER BOWL CHAMPION



**IT'S A PENALTY**



**It's happening in our communities**

To make a report, visit: [itsapenalty.org/makeareport](https://itsapenalty.org/makeareport)



**FREE ENTERTAINMENT**

1. Connect to Wi-Fi signal
2. Visit [ainflight.com](http://ainflight.com)

**WE SHOW OUR PSA FILM IN-FLIGHT TO REACH AN INTERNATIONAL AUDIENCE DURING A MOMENT WHEN THEY ARE MORE LIKELY TO ENGAGE WITH CONTENT. THIS ALLOWS US TO RAISE AWARENESS OF EXPLOITATION AND TRAFFICKING AMONG TRAVELLERS, ENCOURAGING VIGILANCE AND ACTION ACROSS GLOBAL TRANSIT ROUTES.**



*Jackie Speier, Supervisor for District 1 in San Mateo County and former U.S. Congresswoman, joined the It's a Penalty online campaign launch to highlight the importance of coordinated action to prevent human trafficking ahead of major events in the Bay Area.*

“We can’t allow this to be a one-and-done effort. It is important to prevent it, to prosecute these cases, and to protect these victims... This is an example of what we can do when we put our minds to it — bringing together local, state and federal partners to tackle human trafficking.”

# THANK YOU TO OUR PARTNERS

## MAIN

## SUPPORTING



## FRIENDS

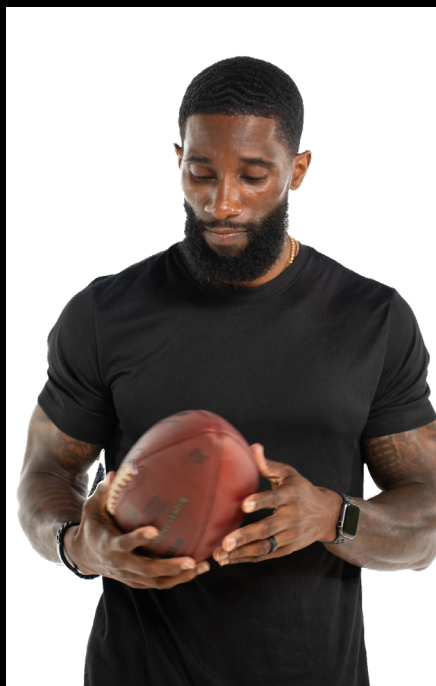
## LOCAL PARTNERS



## PARTICIPATING AIRLINE



# THANK YOU TO OUR AMBASSADORS



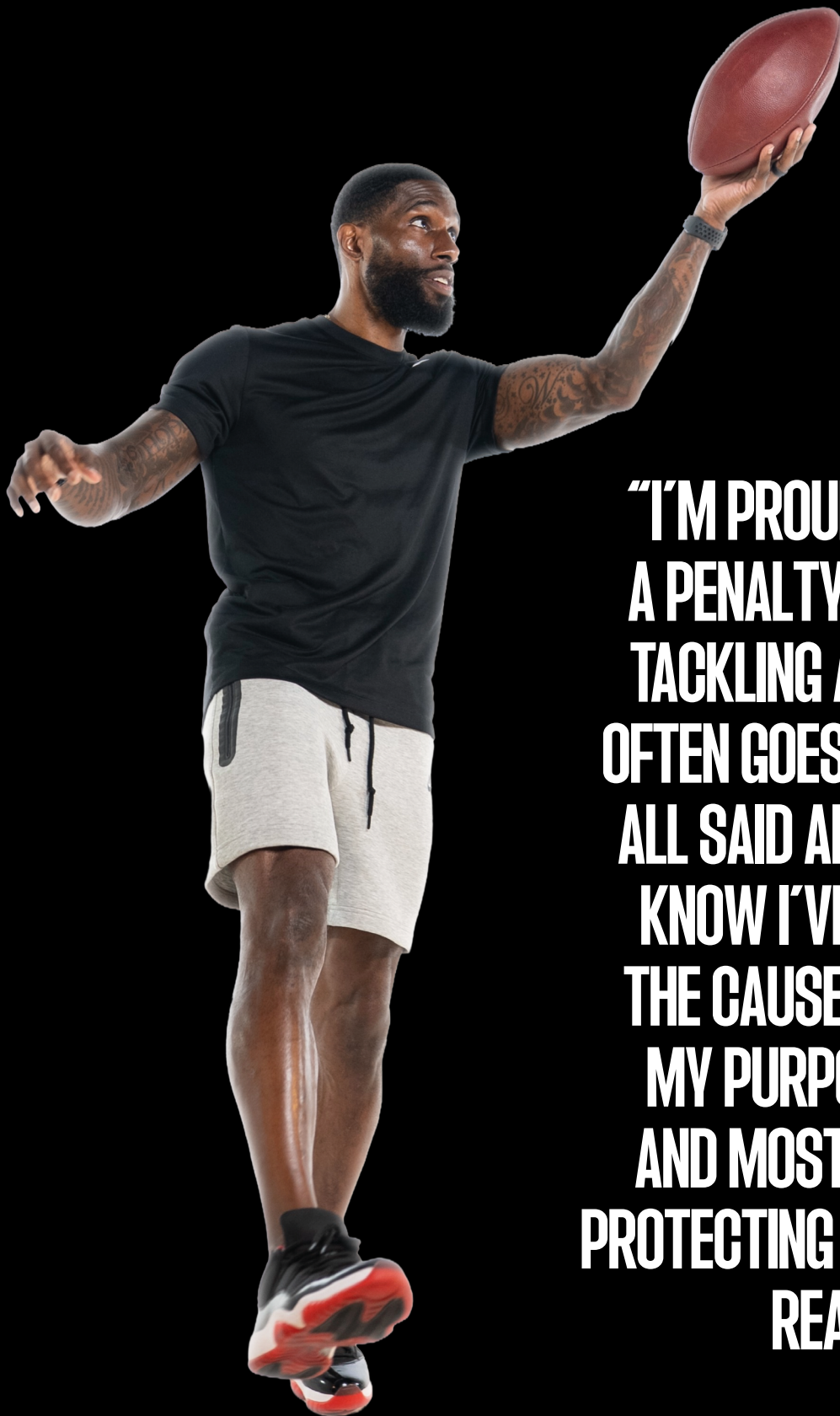
**KYLE ARRINGTON**  
Super Bowl Champion



**TUTU ATWELL**  
Super Bowl Champion



**COLLETTE V. SMITH**  
NFL'S 1st Black  
Female Coach



**“I’M PROUD TO SUPPORT IT’S  
A PENALTY BECAUSE THEY’RE  
TACKLING AN ISSUE THAT TOO  
OFTEN GOES UNSEEN. WHEN IT’S  
ALL SAID AND DONE, I WANT TO  
KNOW I’VE CONTRIBUTED TO  
THE CAUSES I BELIEVE IN — TO  
MY PURPOSE, MY PASSION,  
AND MOST IMPORTANTLY, TO  
PROTECTING OTHERS AND DRIVING  
REAL CHANGE.”**

**KYLE ARRINGTON**  
**SUPER BOWL CHAMPION**

# CONTACT US

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