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Secretary Napolitano Launches First-Of-Its-Kind Campaign to Combat Human Trafficking

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[Fact Sheet: DHS Blue Campaign](#)

Department of Homeland Security (DHS) Secretary Janet Napolitano today launched the “Blue Campaign”—a DHS-wide initiative to combat human trafficking through enhanced public awareness, victim assistance programs, and law enforcement training and initiatives.

“The battle against human trafficking is a shared responsibility involving the Department’s federal, state, local and tribal law enforcement partners, non-profit and non-governmental organizations, governments around the world and communities across the nation,” said Secretary Napolitano. “With the Blue Campaign, we seek to shine a light on a crime that thrives in the shadows, bring traffickers to justice, and assist victims in communities across the nation.”

The Blue Campaign was officially launched today by U.S. Immigration and Customs Enforcement Director John Morton, U.S. Customs and Border Protection Commissioner Alan Bersin, U.S. Citizenship and Immigration Services Director Alejandro Mayorkas, Federal Law Enforcement Training Center Deputy Director Ken Keene and Alice Hill, Senior Counselor to Secretary Napolitano—underscoring the unified effort to prevent human trafficking, assist victims and hold traffickers accountable by bringing together the Department’s diverse resources and expertise under one initiative.

To help citizens learn to identify and properly report indicators of human trafficking, the Department is launching public outreach tools that include social media, multilingual public awareness campaigns, and a new, comprehensive one-stop website for the Department’s efforts to combat human trafficking at www.dhs.gov/humantrafficking.

The Blue Campaign also features new training initiatives for law enforcement and DHS personnel, enhanced victim assistance efforts, and the creation of new partnerships and interagency collaboration—including the deployment of additional victim assistance specialists and specialized training for law enforcement personnel.

The Blue Campaign’s name and symbol were chosen by the Department to evoke the “thin blue line” of law enforcement, as well as the global anti-human trafficking symbols the Blue Blindfold, produced by the United Kingdom Human Trafficking Center, and the Blue Heart, developed by the United Nations Office of Drugs and Crime, to help raise international awareness about this issue.

A fact sheet detailing the numerous aspects of the campaign across the Department is available [here](#). For more information, visit www.dhs.gov/humantrafficking.

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