

# **Fighting Human Trafficking in Travel and Tourism: New Challenges and Solutions**



**MAY 7, 2018**

**Joint Briefing of the Commission on Security and Cooperation in Europe  
and the Congressional Trafficking Caucus**

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## ABOUT THE ORGANIZATION FOR SECURITY AND COOPERATION IN EUROPE

The Helsinki process, formally titled the Conference on Security and Cooperation in Europe, traces its origin to the signing of the Helsinki Final Act in Finland on August 1, 1975, by the leaders of 33 European countries, the United States and Canada. As of January 1, 1995, the Helsinki process was renamed the Organization for Security and Cooperation in Europe [OSCE]. The membership of the OSCE has expanded to 56 participating States, reflecting the breakup of the Soviet Union, Czechoslovakia, and Yugoslavia.

The OSCE Secretariat is in Vienna, Austria, where weekly meetings of the participating States' permanent representatives are held. In addition, specialized seminars and meetings are convened in various locations. Periodic consultations are held among Senior Officials, Ministers and Heads of State or Government.

Although the OSCE continues to engage in standard setting in the fields of military security, economic and environmental cooperation, and human rights and humanitarian concerns, the Organization is primarily focused on initiatives designed to prevent, manage and resolve conflict within and among the participating States. The Organization deploys numerous missions and field activities located in Southeastern and Eastern Europe, the Caucasus, and Central Asia. The website of the OSCE is: <[www.osce.org](http://www.osce.org)>.

## ABOUT THE COMMISSION ON SECURITY AND COOPERATION IN EUROPE

The Commission on Security and Cooperation in Europe, also known as the Helsinki Commission, is a U.S. Government agency created in 1976 to monitor and encourage compliance by the participating States with their OSCE commitments, with a particular emphasis on human rights.

The Commission consists of nine members from the United States Senate, nine members from the House of Representatives, and one member each from the Departments of State, Defense and Commerce. The positions of Chair and Co-Chair rotate between the Senate and House every two years, when a new Congress convenes. A professional staff assists the Commissioners in their work.

In fulfilling its mandate, the Commission gathers and disseminates relevant information to the U.S. Congress and the public by convening hearings, issuing reports that reflect the views of Members of the Commission and/or its staff, and providing details about the activities of the Helsinki process and developments in OSCE participating States.

The Commission also contributes to the formulation and execution of U.S. policy regarding the OSCE, including through Member and staff participation on U.S. Delegations to OSCE meetings. Members of the Commission have regular contact with parliamentarians, government officials, representatives of non-governmental organizations, and private individuals from participating States. The website of the Commission is: <[www.csce.gov](http://www.csce.gov)>.

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# **Fighting Human Trafficking in Travel and Tourism: New Challenges and Solutions**

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**May 7, 2018**

## **Commission on Security and Cooperation in Europe and the Congressional Trafficking Caucus Washington, DC**

The briefing was held at 3:02 p.m. in Room 485, Russell Senate Office Building, Washington, DC, Allison Hollabaugh Parker, General Counsel, Commission for Security and Cooperation in Europe, moderating.

*Panelists present:* Allison Hollabaugh Parker, General Counsel, Commission for Security and Cooperation in Europe; Hon. Christopher Smith, Co-Chairman, Commission for Security and Cooperation in Europe; Michael “Mick” McKeown, Blue Campaign Executive Director, U.S. Department of Homeland Security; Tracey Breen, Director of Safety Communications, Uber; Nancy Rivard, Founder and President of Airline Ambassadors; Carol Smolenski, Executive Director, End Child Prostitution and Trafficking-USA [ECPAT-USA]; Craig Kalkut, Vice President of Government Affairs, American Hotel & Lodging Association; and Nick Shapiro, Global Head of Trust & Risk Management, Airbnb.

Ms. PARKER. Good afternoon. Thank you all for joining us this afternoon for this briefing hosted by the Helsinki Commission for Security and Cooperation in Europe and by the Congressional Human Trafficking Caucus.

My name is Allison Hollabaugh Parker. I’m general counsel for the Helsinki Commission as well as one of the coordinators for the Congressional Human Trafficking Caucus, both of which are co-chaired by Congressman Christopher Smith, who is with us today to open our briefing.

Congressman Smith needs little introduction within trafficking circles. He has been fighting human trafficking for over two decades. He’s the author of the Trafficking Victims Protection Act of 2000, as well as its 2003 and 2005 reauthorizations, as well as the most recent reauthorization that passed the House of Representatives just last year in July called the Frederick Douglass Trafficking Victims Prevention and Protection Act. It’s H.R. 2200. To tell you more about that, here’s Representative Smith. [Applause.]

Mr. SMITH. Thank you very much, Allison. And it is a privilege to be here, and I thank you for your leadership on human trafficking. It's been extraordinary for so many years, so I want to thank you for that, Allison.

And I want to especially thank our distinguished panel, and the insights that we will glean from what they have to tell us this afternoon.

I want to thank all of you for joining us today for this joint briefing. You know, according to the ILO—the International Labour Organization—human trafficking in the private economy generates about \$150 billion in illegal profits per year. Sixteen million people are exploited in labor trafficking, according to the ILO; 4.8 million are exploited in sex trafficking; and approximately 4 million others are exploited in state-imposed trafficking. Women and girls—as we know so painfully well—women and girls account for 99 percent of sex trafficking and about 58 percent are victims of labor trafficking.

The stories you will hear today show that it has been happening right under our noses. It's not just over there. It's in the United States. It's in every one of our congressional districts. And, of course, it is in other countries as well. And you will hear from people—these panelists—who are really on the front line in trying to mitigate and end this horrific cruelty.

As Allison pointed out, in 1998 I introduced the comprehensive legislation that was signed into law in the year 2000 called the Trafficking Victims Protection Act. It was a very hard sell. There were a lot of people who thought it was a solution in search of a problem. When you talked trafficking to U.S. attorneys, they would say, oh, you mean drugs, right? And we'd say, no, we're talking about human beings, especially women, who are reduced to commodities for sale and for resale and exploitation over and over again. The legislation provided sheltering, political asylum, other protections for the victims, long jail sentences and asset confiscation for the traffickers, and tough sanctions for governments that failed to meet what we called minimum standards prescribed in the legislation.

What is often forgotten is that it applies equally domestically. The legislation codified very strong jail sentences and asset confiscation for traffickers here in the United States. For example, on April 19th, the indictment of Allison Mack of the TV series "Smallville" and others in a notorious sex-trafficking case—what they're being charged under is the TPVA, the Trafficking Victims Protection Act, and its many related provisions.

Every 3 to 5 years we build on the original TPVA of 2000, and 2018 is just another year where we're trying to update and strengthen our comprehensive legislation. As Allison pointed out, we've introduced the Frederick Douglass bill. It passed the House almost a year ago. Hopefully the Senate will take it up soon and get it down to the president for his signature.

Inspired by Nancy Rivard's work with the airline industry, which she first brought to my attention in 2009, one section of the bill will tie eligibility for airline contracts to fly U.S. Government employees with whether or not they have a system in place, a protocol. It's not absolute, but it will give preference, like we have with Delta and some of the other airlines—a very strong, robust effort of situational awareness. Well, if you have that in place, you're more apt to get a U.S. Government contract.

Inspired by Carol Smolenski's ECPAT's briefing on the Hill some 2 years ago, we will also tie it to what's happening in the hotel industry, because we do know that U.S. Government employees all over the country are staying in hotels. We want to make sure

that there's a protocol in place there as well, a situational awareness training so that, again, if you see something that looks wrong, is not right, you will report upon it.

I would just point out, finally, that just this year sweeping legislation was passed—it's Ann Wagner's bill—the Allow States and Victims to Fight Online Sex Trafficking Act. That became law and almost immediately some of the worst online slave markets went dark, and the CFO of Backpage.com plead guilty to child sex trafficking.

A couple of years ago we passed the International Megan's Law. Megan Kanka was from my hometown of Hamilton. She was brutally murdered and raped by a convicted pedophile who lived across the street. It took eight long years, but we got the International Megan's Law passed. And now we notice countries—when a convicted pedophile plans to travel, that person is noticed to that country and the country can take appropriate steps, which usually means they're not allowed into that country. And so far—it's about a year now—there's been an effect: 3,600 sex offenders with sex offenses against children have been noticed to these countries. And many, the overwhelming majority of those, have been turned back and said you will not come to our country and abuse our children in secrecy.

I want to again thank this very distinguished panel, and Allison's going to do the introductions for each and every one of them. This is a good learning moment, and these are the experts who have made all the difference in the world.

And I thank you. [Applause.]

Ms. PARKER. Thank you, Congressman Smith.

First up, we have Michael "Mick" McKeown. He is the executive director of the Department of Homeland Security Homeland Security Advisory Council and Blue Campaign. If you "see something, say something." He oversees the 40 council members as well as the ongoing policy work of the subcommittees. He also heightens the public's familiarity with human trafficking and its identifiers. Under the "If You See Something, Say Something" campaign, he raises public awareness on indicators of terrorism and terror-related crimes and how to recognize them.

Mr. MCKEOWN. Thank you very much.

So, first, Representative, I want to also thank you for the Blue Campaign Authorization Act that was passed unanimously through the House and the Senate. Greatly appreciate your support on that. That is a big first step for us at the Department of Homeland Security, to be able to codify that type of office so that we will be there in perpetuity—however you say that word—and be able to work together to help eradicate this crime. Because that's what the whole point of this table and all of the work we're doing is. We're not trying to fight it; we're trying to eradicate human trafficking.

And one of the things that is so fulfilling to be able to be here today is to know that when we work in the spaces that we do, the type of responses that I get from the private sector. Predominantly when I do my work I work with the hospitality industry, and we've been able to introduce a Hospitality Toolkit. And this toolkit is giving us a great conversation piece to bring to the private sector. Also, it's a two-way communication. It's a way for us to get an understanding of what it is that they're dealing with and how we in the Federal Government can help them combat this crime.

That being said, when we work in these spaces, one of the things that we're really trying to do here at the Blue Campaign is to make sure that people kind of take a moment and look at things in a way that they might not have looked at it before. One of the things

that we have to deal with is, you know, the “why,” right? Because “why” is a funny little word. It can either paralyze us or empower us. And one of the things that we try to do in the Blue Campaign is empower people to be able to take that action that they so desperately need because of those moments that give us pause, there’s a reason why they give us pause. And we have to kind of explore that. What here doesn’t feel right? What is that gut-check type of moment here that doesn’t seem right? What am I seeing?

And that’s where the Blue Campaign is able to come in and help, introduce the hospitality industry to the Homeland Security Investigations department and giving them that thing to do, because it might not necessarily be a 9–1–1 call, but they know that something’s going on that’s not necessarily right. And so that’s one of the things that in our partnerships we’re trying to really build on and to help create.

There’s other aspects of the Blue Campaign that we work on as well, not only with our transportation industry. We have a component that’s called the Blue Lightning Initiative that works with doing training. We also help with being the unified voice for the Department of Homeland Security [DHS]. We go across not only the 22 components that are composed of DHS, but also all the interagency work that goes along with it so that we are able to make sure that we have a unified front when dealing with this.

I have to say, though, the greatest honor of being at the Blue Campaign and doing this is the victim-centered approach that we take to how we handle this horrific crime. And every piece of product that we send out, whether it’s the Hospitality Toolkit or our new public service announcement called “Neighborhood Watch,” has survivor input. And I think that really makes it an important aspect of the work that we do, because if you’re going to have an authentic voice and be in a noisy world like this is, you have to have a strong personal narrative. And I think that we’re able, by getting this type of victim-centered approach, to get that survivor input. They might be victims at one point, but when they work with us at the Blue Campaign they’re survivors. And to be able to work with them and to be able to hear their story and give a voice to those who have been voiceless for so long has been one of the most rewarding works of public service.

So, that’s it for my intro. Thank you very much. [Applause.]

Ms. PARKER. Thank you, Mick.

Next up we have Tracey Breeden. Tracey’s the director of safety communications at Uber. In this role she leads global sex assault, human trafficking, and women’s safety campaigns. She has worked with Cindy McCain to create trafficking education for drivers. She also authored Uber’s first safety tips for riders. She’s the vice president for the non-profit Kick at Darkness, which was founded by a survivor of child sex trafficking and helps fund healing services for survivors of human trafficking, sexual assault, domestic violence, child abuse, and hate crimes. Tracey is a subject-matter expert in sex crimes and domestic violence, drawing from nearly 15 years of experience in law enforcement as a former police officer and detective. We’re so grateful to have Tracey with us today.

Ms. BREEDEN. Thank you. Thank you for having Uber here today to speak about this very important issue that affects all of our communities across the globe.

Uber connects millions of people across the globe every single day. Every single day across the globe we’re doing 15 million trips. Think about how many people that is, coming into contact with one another. And we know that our drivers are uniquely positioned to really be able to identify not only victims of human trafficking, but to be able to prevent this. And we know that we play a significant role, and we want to play that

significant role in helping prevent this in our communities and finding ways that we can work with our national partners to make a difference in this space.

In 2015, Uber partnered with ECPAT-USA to be the first company in the on-demand space to sign The Code. With that, we started to change our policies. Our community guideline is to have zero tolerance for human trafficking on our platform. And then we tried to find out how can we use our innovation and our technology to help raise awareness, to help educate in this space, to also help prevent this in our communities that we serve.

We worked with organizations like the National Center for Missing and Exploited Children [NCMEC], ECPAT. Our other partners are the McCain Institute as well as Thorn and Polaris. Most recently we just partnered with Polaris at the first of the year to raise awareness around the national hotline that's out there.

We worked with Cindy McCain and the McCain Institute to develop tips specific to the rideshare platform. We wanted our drivers to know if something's happening in their vehicle, what would it look like? What would human trafficking look like? We started first by educating and helping raise awareness with our drivers about what it is, because I can tell you as a former police officer most people in our communities don't even know this is happening. They don't know what it is. They don't know what it looks like. So the first thing we have to do is help them understand what it is and help them realize that this happens in our communities each and every day, and no community is immune from it. She helped us develop those tips specifically to that platform. What should drivers look for when there's somebody in their car?

And how can they take action? That's the third step. And by taking action, we educated our drivers on calling 9-1-1 first and foremost when you're in a safe position. But you know, just like Mike talked about that gut check, sometimes you're just not going to know if it raises to the level of 9-1-1. And you might have this feeling or this suspicion that you're seeing something. So that's where the national hotline comes in with Polaris, a way to call, to provide those tips to the national hotline, to get more information. And Polaris can partner with us to get that information to police.

We also rolled out driver events across the nation to educate our drivers, to pull in local organizations as well as law enforcement and our national partners to talk about what—not only that this is a national issue and what it looks like on a national level, but what does it look like in that specific community, and working with those partners to help educate and raise awareness with those events.

We also did things around the Super Bowl, putting information out around the big events. But we were also very careful that people understand that this is not something that is just attached to big events. This is something that's attached to every day in America, and across the globe.

So those are some of the things that we've been working on. We partner with Thorn. We provide our engineers to be able to help Thorn develop technology to be able to catch traffickers online. We're always thinking about how can we utilize the people in our organization that have a skill set that could be helpful to these organizations; but also how can we, working with our national partners and working with other folks in this space, come up with solutions, ideas, and innovative ways to help combat this on a global level.

We're also rolling this outside the United States. So for the first in time, in January we sent our messaging and our tips out to nearly a million drivers in the United States—that's every single driver in the United States—as well as 10 million riders. We're now rolling that out internationally and working in Canada and Mexico. Canada doesn't have a national hotline, but is working on getting a hotline this year around October or November. And we're working with Polaris to be a part of that, as well as the same thing in Mexico and finding ways that we can do things internationally.

I was just talking to Nancy, who's doing training—and I'm sure she'll talk about that—in Guatemala. That's exciting to hear, of all these countries that we're helping raise awareness with the millions of people who not only drive on our app but ride on our app.

And we realize that we all have a role to play. We all have a role to play in the safety of our communities, and we take that role seriously. And we're committed to finding solutions and doing more in this space.

So thank you for having Uber here.

Ms. PARKER. Thank you, Tracey.

We next welcome Nancy Rivard. She's the president and founder of Airline Ambassadors International, which has hand-delivered \$60 million worth of aid to children in 54 countries in orphanages, clinics, and remote communities, impacting over 500,000 children around the world. And as Representative Smith mentioned, she first brought the concern about human trafficking on our flights to his attention in 2009. She has been working tirelessly with the Department of Transportation and DHS since that time, and we've seen wonderful results.

Nancy, I'll let you tell them more about it.

Ms. RIVARD. Thank you so much.

I'm the president of Airline Ambassadors, who are a nonprofit organization that has led advocacy on human trafficking awareness since 2009, when I went to Congressman Smith for assistance in getting the word out to airlines. And when the airlines didn't really respond, we took it upon ourselves to develop the first industry-specific campaign or training on human trafficking awareness, which we just completed our 70th airport training in Haneda Airport in Tokyo last week. Our work will be highlighted at the release of the new International Civil Aviation Organization [ICAO] Guidelines at the end of this month and is being highlighted this week at the International Air Transport Association [IATA] meeting in Bangkok as well.

Because of the FAA Reauthorization Act in the United States of 2016, airlines are required to train flight attendants. Most of them are utilizing the Blue Campaign's excellent online materials. Delta is still first and out front. In 2018 they launched an enhanced training with Polaris tailored directly for Delta's 54,000 employees, initiated an apprentice program for trafficking survivors, hosted an event to inspire new employees and also local CEOs, as well as new signage in the airport. This year American Airlines joined Delta as being a signer of the ECPAT Code of Conduct and JetBlue's commitment was also recognized at the General Meeting of IATA last year in Cancun.

International airlines are jumping on board, too. Both Air Asia and Air Emirates initiated a major launch of training last year. Copa and AeroMexico joined the international Blue Heart Campaign, they jumped on.

And there are successes. Airline Ambassadors provided training in Sacramento last year, and the airport is proactive for awareness. In February, Sacramento American Air-

lines agent Denice Miracle noticed two girls, 15 and 17, who were traveling on a one-way ticket to meet a man they had met on Instagram. Both their parents thought they were spending the night with each other. Her alertness saved those two girls from an uncertain future.

Congress can help by strengthening the laws to encourage airlines to provide training to all employee groups, including agents, pilots, and more. Funding should be increased so Blue Campaign can provide trainings to the training staff of all 33 airlines. The online trainings are very good, but many employees do not pay close attention and are not taking the issue seriously. Here are three examples.

Last March, on a flight from Rome to Chicago, all eight flight attendants in the back of a 767 were sure that a 50-year-old man was trafficking a 7-year-old Albanian girl. They went to the cockpit and they shared this information, and even pointed in the airline pilot's manual where they're supposed to radio to the airport ahead. The pilots refused, saying "This has never been mentioned in pilot training and we are not going to take the chance."

Earlier last year also, the agents in Houston, where we had provided a human trafficking awareness training at the airport checking out to go home, they said, "When is somebody going to train us? We see trafficking every day. We just saw it this morning and we don't know what to do." I visited airline operations to ask one of the workers there what he would do if a pilot had radioed in a potential human trafficking case. He said, "Absolutely nothing. Has nothing to do with aircraft security." More training is needed for all employee groups. Funding should specify that "Train the Trainers" for training staff of the 33 major airlines should include actual trafficking survivors, as we do in all our trainings, to make the issue real and motivating people to emphasize it.

Airports also play a key role in awareness. We helped Chicago, Las Vegas, and San Francisco establish a video for all airport employees in the online badging office. Atlanta, Houston, Minneapolis, and Sacramento have also been very proactive. The DHS ad campaign is in most of the customs areas. A21 signage is in New York and Chicago. They are also a human trafficking group. The Tip Line app that we developed and give out at our trainings has received 1,000 tips since we unveiled it in the last 2 years.

However, many airports have not been receptive to training, like Los Angeles and Miami. They have said training is not needed and there are no resources to support it.

But we know that training is needed. Donna Hubbard, one of our trainers, noticed a woman crying outside a bathroom in Miami Airport. The girl said that she didn't want to get on a plane. A man had bought her a ticket the night before in a bar and she didn't want to get on the plane. She wanted to go to New York and she wanted to go home to her mother. Donna contacted the airport police and got them involved. The airport police weren't trained properly in a victim-centered approach, and they intimidated the girl so she just said everything was all right. It was Donna who took the initiative and got the girl home to her mother, saving her from a horrible future.

The Human Trafficking Investigations and Training Institute has one of the best trainings out there for law enforcement. Most airports and police departments are reluctant to use their limited training funds on human trafficking awareness training because it's not mandatory at the state level. Training resources need to be increased for training of travel industry personnel.

Motivating the private sector—although the private sector is critical in this fight, airlines do not truly understand or appreciate that human trafficking awareness is needed and are hesitant to integrate new policies into their corporate cultures. They are nervous that vigilante flight attendants will make false accusations and they will end up in a lawsuit. We sent a letter to 24 CEOs of travel companies last year, last March, encouraging them to take an extra step also to hire human trafficking survivors. Not one CEO responded, except for the American Bus Association, which is demonstrative of their social responsibility.

The critical infrastructure of our transportation system can no longer be used as a tool to implement human trafficking or modern-day slavery. It's the fastest-growing crime in the world, linked to drug trafficking, human smuggling, arms trafficking, and terrorism. It is also a cabin safety issue.

In the words of the Association of Professional Flight Attendants, the largest flight attendant union in the world: "We are committed not only to preparing our membership to recognize and report suspected incidents of human trafficking, but also to raise public awareness of the problem. Putting an end to human trafficking will require a coordinated effort and a commitment of the entire transportation industry."

Thank you.

Ms. PARKER. Thank you, Nancy. I'd like to welcome next—[applause]—oh, please do.

I'd like to welcome next Carol Smolenski. She's the executive director and one of the founders of ECPAT-USA, which stands for End Child Prostitution and Trafficking. She's been working in the field of children's rights for 18 years, and she is a longtime nationally recognized leader, especially in the area of commercial sexual exploitation and child trafficking. She, at ECPAT, oversaw the development of the first research project on child trafficking in New York City and two other research projects about commercial sexual exploitation of children. She was the project director for the New York City Community Response to Trafficking Projects in New York, a multifaceted groundbreaking project to inform communities at risk for human trafficking about the Federal antitrafficking law and to help them obtain better protections for victims. And may I just say that Carol and ECPAT have been instrumental working with hotel and lodging associations for decades with The Code. And I'll let her tell you more about that.

Ms. SMOLENSKI. Thank you, Allison. Thanks for pushing my button for me. [Laughter.]

Good afternoon, everyone. Very happy to be here. I actually am much older than that introduction implied because I've been actually at this for 27 years. And I guess I have to edit my bio—[laughter]—because I've been around the block a few times.

Twenty-seven years ago, ECPAT began advocating for the protection of children from exploitation in the context of travel and tourism. Back then nobody was talking about it, I can assure you, but I am very proud to talk about today how much progress we have made since then.

Our first success back in 1994 was working to pass extraterritoriality legislation that made it possible to prosecute an American in the U.S. for having exploited a child in another country. This law was then significantly strengthened in 2003. And I'm also very proud to say that U.S. law enforcement does spend a lot of time enforcing this law. They've been very proactive in comparison to some other countries. This month a Florida

man named David Lynch was sentenced to 330 years in prison under one of these laws for having exploited children in the Philippines, a really great success.

Our other big success, of course, has been the expansion of the Tourism Child-Protection Code of Conduct that we've been talking about. The Code was created in 1998 and we introduced it here in North America in 2004. The Code is a set of six voluntary steps that companies can take to protect children from sexual exploitation. Carlson Companies, the company that owned Radisson and other brands, was the partner right from the start, back in 2004. It took several years to get more companies to be willing to pitch in. I'm proud to say that in 1022 Wyndham and Hilton both signed The Code of Conduct, and today every large U.S. hotel chain has signed The Code. Besides the companies I mentioned above, Marriott, Choice, and Hyatt. These are six of the 10 largest hotel companies in the world. Also, as Nancy mentioned, two of the largest domestic air carriers, American and Delta, have signed The Code of Conduct.

One of the most important steps of The Code is staff training. Let me just tell you one story about a security agent who worked at a hotel in Massachusetts. I'm going to call him Benjamin. His hotel was so well-trained that the minute a trafficker entered his property, they implemented their protocol and his whole team knew what to do. Raymond, the trafficker, was head of an international trafficking ring who, it was later found out, had been selling kids at 400 hotels, in fact, before getting to Massachusetts. He tried his luck at Ben's hotel, but he was stopped in his tracks. He had brought two children to Ben's hotel, but instead of being abused they were identified; and instead of Raymond—the trafficker—walking free, he was sentenced to the maximum penalty of 30 years in prison. Yes, big success.

So spreading the word to hotel associates is crucial. In 2016 ECPAT partnered with Marriott to expand online human training for their associates. The training is now available through the American Hotel and Lodging Association—I'm sure you'll be hearing about that next—and used by hotel brands across the industry. Marriott-branded hotels alone trained over 335,000 associates within 15 months of requiring the training—335,000 people were trained by Marriott within 15 months. So imagine if every hotel brand required training.

According to a 2017 nationwide survey of hotels initiated by ECPAT and carried out by NYU's Wagner Graduate School of Public Service, over half of the U.S. hotels are trained to help prevent child trafficking. This is a huge development that we're very proud of. More information about our work with the hotel industry is in our report called "No Vacancy for Child Sex Traffickers," which is on our website. There are a few copies outside on the table.

So, while we have come very far, we still have a long way to go. In 2016 ECPAT published the results of a 2-year global study on the sexual exploitation of children in the context of travel and tourism. Congressman Smith, of course, was at our global launch here in the U.S. The study's 47 recommendations set the stage for the next phase of our work. I'm also sharing copies of that with you. The executive summary and recommendations again are outside on the table and also on our website.<sup>1</sup>

But one of the most important recommendations calls for all businesses, not just those in the travel industry, to take steps to protect children from sexual exploitation,

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<sup>1</sup> <https://static1.squarespace.com/static/594970e91b631b3571be12e2/t/5975f0415016e132ff08e3d1/1500901444238/Global-Report-Offenders-on-the-Move-Final.pdf>

that all of them adopt child-protection policies, train, and join ECPAT's Code of Conduct. So we are delighted, of course, about the new provisions introduced as part of the Trafficking Victims Protection Reauthorization Act [TVPRA] by Congressman Smith calling for U.S. [Government] employee travel to take place with companies that have signed The Code.

But in addition, we are developing a new training for companies that manage corporate travel and events, supported by Carlson Wagonlit Travel and Maritz. So this will bring information to travel managers at companies across the private sector. All big companies like Apple or Ford or McDonalds hire travel management companies like American Express or Carlson or Maritz [or many others] to manage all of their global travel for all of their executives. We are now starting a program to train travel management companies [like American Express, Carlson and Maritz] about how to talk to their clients [like Apple, or Ford, or McDonald's] about child-safe travel. This includes encouraging them to have a policy against sexual exploitation of children for their staff who travel and encouraging them to train them about what child exploitation looks like to make sure that all of those executives traveling around the world know not just how to travel safely and responsibly, but how to spot potential child-trafficking cases and what to do if they see them.

So let me just tell you one other story. A woman I'll call Jenny attended a session hosted by Maritz Travel, one of the travel management companies. They were having a business meeting in Mexico. One of the awareness-raising sessions was about human trafficking. On her way home from that conference in Mexico she saw a woman with a plastic bag as luggage who looked disheveled and looked not quite right. She thought that the situation, there was just something wrong, so she reported her suspicions. And she was right: the girl she saw was a human trafficking victim and she was rescued because of this woman.

Of course, the sexual exploitation of children also happens outside of the context of travel and tourism. One of the fastest-growing areas that children are exploited in is through the production of child abuse imagery, commonly called child pornography. Most people are not aware of the vast extent of this problem—the National Center on Missing and Exploited Children cyber tip line received over 10.2 million reports in 2017. The Europe-based Internet Watch Foundation reported that in 2017 that 55 percent of the images were children 10 years old or younger. It also reported that in these pictures, the content showing the rape or sexual torture of children is up by 5 percent, from 28 percent to 33 percent.

This is a huge, horrific problem that we are yet to grapple with both as a country and really globally. We will soon be issuing a report for recommendations that include things like stronger background checks for anyone who comes in contact with children; more oversight of ICANN, the Internet Corporation for Assigned Names and Numbers, which registers website names; among many other recommendations. It's a complex and growing industry that needs a range of responses, but that definitely includes government regulation and oversight.

So, as we talk about legislative priorities, I just want to thank members of the House who were involved in the successful package of FOSTA [Fight Online Sex Trafficking Act]/SESTA [Stop Enabling Sex Traffickers Act] legislation. It was a hard-won victory, and we appreciate your offices who might be here who had led the charge in spite of opposition

from the tech industry. It does, I feel like, call for the pathway for additional regulation to counter the huge growth of children being exploited online.

And second, of course, many of your offices have been instrumental in moving along TVPA reauthorization. Thank you so much again. The House-passed bill was particularly strong and made a number of adjustments that we strongly supported. We understand they are very close to a final conference agreement. We look forward to endorsing the bill that will be sent to the president.

So we've made great strides in the protection of children over all of these years. But as the problem of child exploitation constantly adapts to a changing world—moving off the streets and online, going behind the doors of private residences—we have to be ever more adept at responding. We cannot lag behind the abusers and traffickers who spend every minute trying to figure out ways to get around the laws. We have to work faster. We have to work smarter. We will. We've been doing this. We can do this.

The travel industry is one of the biggest industries in the world, which is a means for exploitation to take place. But the good news is that one of the biggest industries in the world is mobilizing to stop it. I am really proud of this, and I'm looking forward to working with all of you to continue this fight.

Thank you. [Applause.]

Ms. PARKER. Thank you, Carol.

Next, I'd like to welcome Craig Kalkut. Craig is the vice president of government affairs at the American Hotel and Lodging Association, where he leads AH&LA's efforts in the areas of travel promotion, tax, and enterprise issues such as terrorism risk insurance, and patent reform. He joined the association after nearly 8 years in the U.S. Senate, most recently as the chief counsel for Senator Amy Klobuchar and the Judiciary Subcommittee on Antitrust, Competition Policy, and Consumer Rights. Craig has been very helpful as we've refined the TVPRA, and I look forward to hearing more about what the Hotel Association has been doing.

Mr. KALKUT. Great. Well, thank you, Allison. Thank you for having us here today.

Thank you, Congressman Smith, for your years of devotion and passion on this issue. And thank you, again, to you, Allison, on your work with us and all the stakeholders on your boss' great legislation to make it as effective as it possibly can be.

I also want to recognize other champions that we've worked with that have pushed through legislation on the Hill: my old boss Senator Klobuchar, but also Senator Grassley, Senator Cornyn, Senator Portman, Senator Blumenthal; and then on the House side, in addition to Rep. Smith, Representatives Wagner, Walters, Bass, and many others who have worked on this.

So, to step back for a moment, I joined the American Hotel and Lodging Association just over 4 years ago after working on Capitol Hill. And I think a couple weeks into my job I got a phone call from a Senate office asking what our industry was doing on human trafficking. And I was honestly taken aback and confused. I didn't know why they were calling us, why they were asking. Even though I had worked on human trafficking on Capitol Hill, I hadn't come across the connection to hotels. So, you know, I told them I would look into it and get back to them, and I didn't know what I was going to find.

So I started asking around the office and asking our members, and was incredibly pleased to find out that we indeed had been very engaged on this issue. I found out very quickly perhaps the most significant thing, or most significant single action we've taken

was in 2013, the year before I joined the association, we had worked with Carol and her team at ECPAT to design a training program, an online training module geared specifically for hotel employees on human trafficking. And Carol mentioned in 2016 this was revamped with ECPAT again and Marriott, as well as Polaris, and so it's a new and improved version of that program. And as she said, Marriott has trained over 335,000 employees already. I know a couple of our other major members have told me recently they have each trained over 50,000. So just from those three companies alone you're talking 450,000 people trained in the last couple years. And it's not just those companies; those are the ones that happen to have the most up-to-date statistics.

So our efforts on trafficking really focused on two key pillars. The first, training, and I've sort of already touched on that. The other is raising awareness. And so we do whatever we can to do that. And, of course, these two things work together. The more people are aware, the more they are going to have their companies get trained, have their colleagues get trained, and work with others in the industry to increase training.

So, in terms of raising awareness, we've taken a number of steps. I speak on panels like this one whenever I have the privilege of being invited to speak. Two weeks ago I was in Atlanta speaking with the attorney general of Georgia, who has been a leader on the issue of human trafficking, at an event that was attended by over 200 people—almost all hotel employees—who were there to be trained by the Georgia Bureau of Investigation. So the attorney general sort of set the framework and talked about his statewide efforts, and then GBI—the Bureau of Investigation—came and did an actual training.

And so the ECPAT-HLA-Marriott-Polaris training is one training, but there are others out there. Sometimes they're done by law enforcement. DHS and the Blue Campaign have materials and training available. So we're happy to have people train however they can most easily find it and wherever they can get it and whatever works best for them. And I think the Congressman's legislation is going to help ensure that even more people in the industry are trained, and we think that is vital. I think that's the most important thing we can do in the industry.

We've also invited people to come speak at our events. And so a couple years ago, when we had our big legislative fly-in, we invited one of Carol's employees, Michelle, to come speak to our conference. This is our largest gathering of the year, every year. And I believe that year she was the only person on the speaking agenda who was not either a member of our industry—and typically those are people on our staff or CEOs—or a member of Congress. So it just shows the value and priority that we place on trafficking.

In addition, we take whatever opportunities we can around, as others have mentioned, the Super Bowl—just to put out alerts, sometimes with ECPAT or Polaris other partners like the McCain Foundation—just to remind hotel employees, hotel owners, guests to be vigilant. And it was also mentioned we make sure to be clear that trafficking doesn't just happen around big events like the Super Bowl, and I think some question whether there is even an increase. But whatever the case is, it does present an opportunity to get attention—to get attention in the media and to raise awareness.

One other step we took a couple years ago was to issue hotel industry principles on human trafficking. We did this, again, to elevate it as an issue within our industry and also to give some of our members general guidelines and direction as to how to tackle this problem. And that is probably most helpful for our small members. Our association has members such as Marriott and Hilton and Hyatt, but we also have franchisees who are small-business men that own one hotel, and it may be more difficult for them to sort of

grapple with these large issues like human trafficking. And so we issued these principles, created these trainings, hold webinars, put out press releases to frequently remind our members big and small of the importance of this issue.

So we're proud of what we've done in the industry. It's been a commitment over a long period of time, as was mentioned. Carlson Hotels, which is one of our major members, was the first signatory to the ECPAT Code of Conduct. That was way back in 2004, and since then the other major hotel companies have come onboard as well. And we continue to seek whatever opportunities we can, as I mentioned, to raise the issue, to raise awareness, and to get more and more hotel employees trained.

So thank you and look forward to a discussion. [Applause.]

Ms. PARKER. Thank you, Craig.

And, last but not least, we have Nick Shapiro. Nick is the Global Head of Trust and Risk Management for Airbnb. He was previously the CIA's deputy chief of staff and senior advisor to CIA Director John Brennan. Shapiro served on the National Security Council staff, and was a White House counterterrorism and homeland security aide in the last administration. Nick?

Mr. SHAPIRO. Thank you. First, I want to start by thanking you, Allison, for having Airbnb here and for putting this together.

And thank you so much, Representative Smith, for all of your leadership on this issue.

It's great to be here with such esteemed colleagues as well, as I'm already learning things from everyone on the panel. So it's an honor to be here.

As Allison said, my name's Nick Shapiro. I'm the Global Head of Trust and Risk Management at Airbnb. Previously, I was the CIA deputy chief of staff and a senior counterterrorism aide to President Obama on the NSC.

When I left government about 3 years ago, I had no idea where I wanted to go or what I wanted to do. I've been to Yemen more times than I've been to San Francisco and did not know what a tech company was going to be like. I very quickly learned that I was a little different, I think, than everyone else. My meetings throughout Silicon Valley, the meetings I was in with Airbnb, I realized that everyone at Airbnb and the sharing economy in Silicon Valley were so optimistic—brilliant, but so optimistic. And I quickly found out that maybe I brought a healthy counterbalance to the extreme optimism of the sharing economy. I quickly became the guy no one wanted to invite to meetings—you know, the buzzkill, the guy who said are you crazy, we can't do that. But it's become a great partnership, and it's a partnership that works. And it has to at the scale that we're operating at.

You know, my team is in charge of making sure that the community in Airbnb is safe. We've had 300 million guest arrivals to date. We've got close to 5 million listings in 191 countries. That's more than the top five hotel chains combined. Tonight, there will be 2 million people staying somewhere in the world in an Airbnb.

Again, we take this extremely seriously. And trafficking is a scourge that absolutely has to be eradicated. One of the first things that impressed me about Airbnb, is the commitment the company had to making sure that we were going to use all of our technological advances to fight that issue.

So what we put together shortly after I arrived was a five-point strategy for how we were going to make sure that the problem of trafficking doesn't become a problem in

Airbnb. As the new kid on the block, we have the ability to leverage the expertise and the learnings and the experience of those who have been doing this for decades, and so we tried to put that to use and we developed this five-point strategy.

The first is partnerships. Again, people have been doing this long before Airbnb existed and there's so much good work out there, so we needed to go out there and find that work. So we've worked with the Blue Campaign, which they do have amazing materials. We've worked with Thorn. We just signed a partnership with Polaris. And what these orgs have brought to us is a skill set and an expertise that, frankly, the company didn't have internally. So we have been almost like a vacuum cleaner, just sucking up as much as we possibly can to make sure that we set out this program the right way.

Second—as lots of people have mentioned—trainings, education, and awareness. We've taken all of the lessons learned, all of the training materials, and we've implemented programs to teach all of our frontline employees—our customer service agents, our trust and safety agents—what they need to look for in order to spot trafficking, as well as what they can do when they come across a survivor to make sure it's handled the best way possible.

The third pillar of our strategy is, I think, the most exciting. It lets us go on offense. It's our technological advantage. You know, Airbnb is lucky. We sit at the intersection of technology, travel, and hospitality. We have some of the brightest minds in Silicon Valley. Every single reservation on Airbnb is scored ahead of time for risk. So we use machine learning, behavioral analysis, predictive analytics, instantly evaluating hundreds of different signals, looking to see if there is anything suspicious about a reservation so we can stop suspicious behavior before it actually takes place. We can actually stop the trafficking before it happens in an Airbnb.

We've got 10 years now of address history—or reservation history, in a sense, so we're able to teach our model more every single day, what looks different about this reservation. And we learn from Polaris and from the Blue Campaign, and from everyone else who has done this, and we feed all of that information into this model, and it has become an unbelievably successful tool that we're making smarter every single day.

We use PhotoDNA, you know, and so every single photo, message, picture on Airbnb gets screened through PhotoDNA and it matches with NCMEC's CEI—Child Exploitation Imagery Database—to make sure that there is no CEI on Airbnb, and if it is, it's rooted out. We background check every single host and guest in the U.S., and every host and guest all over the world gets screened against financial sanctions and global terrorist watch lists.

Traffickers have tried to take advantage of the Internet, as we all know. They use the anonymity of the Internet, but it's a double-edged sword for them because they need the Internet to also advertise and to make known where people can go to do this abhorrent act. So that's where we go. At Airbnb, not only do we do all of this risk scoring and the background checks that I talked about, but we are screening the dark web. We are using the sites that prosecutors tell us, that we learn from the cases that they run against, that our coordination with law enforcement and intelligence tell us. So we are on those very sites, and we are looking for those bad actors.

You have to again, you know, advertise in some way, so often there has to be a contact number, contact information given, an IP address. Things like that nature we're screening, we're looking for, and if any of that shows up on Airbnb, again, we can stop

it before it actually happens and really help ensure that Airbnb is a place where this behavior is not going to be tolerated, and it's not going to continue to grow.

Fourth is our coordination with law enforcement and intelligence, and we work with Interpol, work with a lot of my former colleagues throughout the intelligence community in the world. And we take every opportunity we can to seek out advice from them on what we can be looking for. Again, we have these technological advances, we have these tools that we just need to feed information to, we just need to teach it the right things to find, and we can make such a great dent in this problem we think.

Fifth is probably the most fun, to be honest. It is proactive communication and public engagement. You know, talking about a horrible issue like trafficking is not what people want when they are going on Airbnb to plan their adventurous travel or their dream vacation, but we need to. Not talking about this and hiding it, or sweeping it under the rug, hoping it doesn't become a problem is not going to do anything except encourage the problem to grow and to fester. It is not going to help eradicate it. That's why we don't do that. We talk about this very hard topic as publicly as possible because I think it's a deterrent. We want the traffickers to know that we are looking for them, that we are screening our site for them—kind of, “it's not going to happen on my watch” type thing. We want them to know that we are all over these dark websites. We are everywhere that they think they're hiding. That's where we go, and we are looking for them to make sure they don't do this on Airbnb.

So again, there is so much more work that needs to get done. We are learning more every day, and we want to learn from the folks who have been doing this a lot longer than we have. We're excited to learn more. I'm going to spend more time here tomorrow meeting with a lot of folks on the Hill and a lot of bosses of the folks in this room, and I'm looking forward to hearing their suggestions, and looking forward to get in some time with other folks on the panel, and I'm happy to answer any questions.

Ms. PARKER. Thank you, Nick.

I'd like to open the floor to questions from the audience first. Any questions burning? If so, we have a mic to your right. Please identify yourselves. I so appreciate the very practical work each of you do in fighting trafficking within your specific industries, and Carol and Nancy, you shared stories of success. Craig, do you have a success story that you would like to share?

Mr. KALKUT. Sure. We hear them as we talk to our members or travel around the country, and sometimes they make the news, sometimes they don't.

One that sticks out in my mind is one that took place in New Orleans last year, and there was a 12-year-old boy who was with two older guests, and a hotel employee who had been trained thought something looked a little wrong, thought it looked off—sort of phrases you've heard before, and that's often the key. And there are specific signs that can be taught. We have a lot of them in our training. But sometimes I think the most important part of the training—sorry, I'm getting a little off topic here—but sometimes the most important part of the training is just reminding hotel employees, and airline employees, and whoever it is that this is a problem, that you can help. You should help. You have to help. And so when people see something they know to act. And then when you give them the specific instructions, then they are even better equipped to act.

And so this hotel employee noticed this young boy with two older men, something seemed off, and then she heard one of the men say, I think I'm going to take this one

home with me. And so—you know, so the alarm bells went off, and she went to her manager at the hotel. They reported it to the police, as it's supposed to work. The police came, and lo and behold, the boy had been missing for 3 days and was in fact a victim of sex trafficking. And so because of that hotel employee's awareness and decision to say something to her boss, this boy was saved.

I think one of the reasons it stands out in my mind is that, although this is overwhelmingly a problem for women and girls, there are men and boys who are victims. And so I think it demonstrates again the importance of training, importance of being vigilant, and knowing that you should take action.

Ms. PARKER. Question from Representative Smith?

Mr. SMITH. I'll just be brief, and then if others would have questions, please sing out.

Nick Shapiro, I'll just say if you are buzzkill, we need more of it. [Laughs.] And I thank you for piercing that—you know, it's good to be optimistic, but we need people who are sober, aggressive, and realize that this is going on right under our noses, so thank you for bringing your skill set to bear.

All of you are just tremendous. I would ask Airbnb—you could have so good of a chilling effect that the traffickers decide to go elsewhere, which is a good thing as long as elsewhere is also doing a simultaneous standup of these efforts.

If I could ask you, have you—has this led to any prosecutions, or do you think it's more of a fact that the bad guys feel, don't go there because you'll get caught?

I would also ask, if I could—Tracey, how does an Uber driver actually do it? Do they do it while they are going from one area to another with their fare, or do they do it as soon as they let that person off? And how do they do it surreptitiously so that person in the back doesn't take some retaliatory action? Is there a code? And are there examples where police responded quickly? Because we all know Uber is there on the spot. I've been amazed at times when I've been anywhere in Washington, you contact Uber and they're there. How quickly are the police there to ascertain whether or not it's a bad situation that they're involved with?

And I would ask Carol and maybe Nancy Rivard if you could just speak to what kind of pushback do you get? We know and you know—because you testified at previous hearings that I had—both of you—there were some airlines that were unwilling to do it. Yes, American Airlines was one of them, and now that seems not to be the case. Is that fear of some kind of legal obligation or vulnerability? Is that over with? Do they realize, because of the good work of what the Blue Campaign is doing as well, that they're on the side of the angels and on protection, and that acquiescence and indifference is really being on the side of the traffickers? They are obviously the conduit to getting people from here to there. You could speak to that as well.

You go first, Nick?

Mr. SHAPIRO. Sure. Thank you, and again, thank you so much for all the attention that you focus on this issue.

I'd say two things. One, we absolutely don't want to kick the can down the road. I want to make that crystal clear. You know, we have to do everything we can to prevent it from happening at Airbnb, but we do that so we can help eradicate it across the travel and tourism industry. And that's frankly where we've seen a lot of help from Polaris. Polaris saw early, I think, in us this risk scoring that we do and the technological advantages that we throw at this problem. And they're actually connecting us to Delta, to Mar-

riott, and to other parts of the travel industry, and are trying to broker how can we use some of our technological advantage with folks who have been doing this for so long and can help feed this both ways. So we've been working closely with Polaris on that.

As for prosecutions, it has led to prosecutions, and one thing I recall that I think is substantial is there is a specific prosecutor that's known in trafficking circles in King County. The guy is a genius. This is like his life's mission. It sounds like people know who I'm talking about. And we got together and started—realized from my familiarity in counterterrorism and how we went after terrorists online, that we should be attacking traffickers the same way. So we've been starting to develop programs with this prosecutor about how you can use personas, and you can get on these chat rooms in a way that really hasn't been done in the trafficking fight. And you can use incentivizing. You know, he talks a lot about how it is not enough to just—you know, obviously you can't arrest the survivors—arrest your way out of the problem just like you can't kill your way out of a counterterrorism problem. You need to change behavior. And he's doing some amazing things, working with us, that remind me so much of the same programs we were doing, and we're helping feed the information and the technology into him, who again is treating these chat rooms like—you know, it's going fishing in a sense, and it is picking them off one by one, it's turning them against each other, and it is changing behavior.

They've done amazing things like run ads on the platform that you think, in a sense, are positive in a sense for a trafficker. It entices them, and then all of a sudden up will come the picture of a little girl whose father can't go to her birthday party anymore because he's now a registered sex offender—not because he was the trafficker, because he was the john. It's changing the behavior of the buyers and the sellers, and it has been wonderful, as Airbnb, to be a part of that conversation and to use the expertise that we have from a counterterrorism perspective, from a law enforcement perspective, from an intelligence perspective, and from a technological perspective.

Ms. SMOLENSKI. So your question was about pushback from the private sector. This is something we faced early on in the hotel industry. You know, as I mentioned, Carlson signed in 2004. It took 7 years for another big company to sign.

There was a lot of concern early on about liability and also about being associated with an ugly topic, but we actually, I have to say, have substantially overcome that, at least in the hospitality industry. That companies are now proudly talking about the steps that they are taking—you know, we used to have to be quite careful with companies about how they were depicting their work, their commitment to The Code of Conduct, their recognizing that kids were being bought and sold on their properties. And it was quite a—sort of a diplomatic dance we did.

They now are very comfortable talking about it because now they know they are actually putting in place the steps that they have to put in place, and it's really quite gratifying to see. We don't get pushback from the hospitality industry so much anymore.

And as for the airline industry, it's actually been a little bit more difficult. Maybe Nancy can talk about that. While the two big companies have signed on, the others haven't, and I don't know as much about what's behind that. It doesn't mean that they are not taking steps because we have seen that in the hospitality industry. For a long time, companies kept assuring us they were taking steps but didn't want to sign The Code, and didn't want to sort of—as we put it—go all the way. They wanted to sort of tiptoe down it, and now they're starting to feel more comfortable. And so I am curious, actually, about what Nancy says about the airline industry.

Ms. RIVARD. Well, I think—thank you, Carol. I agree with everything you’ve said, and it’s beginning to change. I reached out again to every major airline in the United States, and only one responded to me, to share with me their success stories—only Delta. And American signed on—I’m a legacy American Airlines flight attendant—but they said nothing. They’re afraid to step out even though our survivor, who is an American Airlines flight attendant, is being highlighted in IATA in Bangkok and in Geneva.

So one idea I had was if the United States would join the international campaign for human trafficking called the Blue Heart Campaign, which would coordinate with Blue Campaign, which is just an easy way for an airline to—maybe they’re afraid to develop the marketing materials, afraid of making a fool of themselves—make it easy and fun for them to do it. Mira Sorvino, an actress, is the goodwill ambassador for the Blue Heart Campaign. I think that would be a way to push them in that direction.

I’m also very excited about working with Airbnb and on the new technology. We got a standing ovation at the Interpol Conference in both Albania and Dubai about the encrypted app that we’ve developed that goes directly to law enforcement and geo-locates you. And I would love to coordinate with everybody working on technology—and Uber as well on that. We’re excited to be working with both with Uber and the hospitality industry in El Salvador and Guatemala next month.

So we still have a ways to go. We have to push these companies to do the right thing. They’re a little nervous still. It’s moving, but slowly.

Mr. MCKEOWN. I’m just going to hop in real quick on the airline industry. One of the things that we do have at the Blue Campaign is the Blue Lightning Initiative. And BLI is run by the Custom and Border Protection unit, and we have been able to highlight and train 70,000 airline personnel in the United States, and this is one of the things that we have been able to get on there. I do agree that there is still work to be done in the field, and there is obviously awareness and education is always a good thing to have, and the more we know, the better off we are. But we are working within the airline parameters, and I do know that it’s part of federal funding in the FAA Reauthorization Act that that training is mandated, and we are working with them.

So I do agree that we have some more work to do, but with that being said, we have—I know with the Blue Campaign and Blue Lightning, we’ve already done around 70,000 personnel.

Ms. BREEDEN. Yes, to answer your question, how do they do it—well, there’s many ways they do it, but we definitely encourage them safety first. So a lot of times we’ll encourage them to call 911, but it means separating yourself from the scene and then calling 911. Or again, if they don’t know exactly what’s going on, and they just have their intuition, or they’re seeing some of these signs, they could call the national hotline, and we encourage them to call the national hotline. And to further answer that question, how do they do it, I’ll give you three examples of how they have done it, because I think these are great examples, and they showcase other things.

We had an Uber driver in Sacramento, California, who was providing a trip. Two women—adult women—had ordered a trip to a hotel, and they were traffickers. And they had a 16-year-old girl sitting in the front seat of that vehicle. And as he was driving them to the hotel, they were coaching her about what to do. They were coaching her about how to take the money from the person who had bought her. And as they got to the hotel, he let them out at the hotel and he pulled a little bit away from the hotel and called the

police. So you asked about response—quickly. The police got there, they were able to arrest both of the traffickers, who had ordered that trip as well as arrest the person who had purchased that girl. And so that was a quick response. He was recognized by NCMEC with a courage award—so the other component of this is that is we need to value and acknowledge those folks who are doing these things because they are heroes. Those are community heroes.

So NCMEC did a great job of acknowledging and valuing that person, and we also try to play a part—whatever it may be—in fulfilling a need, but making sure that we acknowledge and value that driver when they do intervene in a situation like that.

To give you another example of how they do it, we had a female Uber driver in Philadelphia, and a trafficker had purchased an airline flight for a young woman on a national airline, flew her to Philadelphia where he ordered an Uber to pick her up, and take her to a national hotel chain to meet the person who had bought her online. There's three components there, right—three times that there could have been an intervention. That female Uber driver was able to identify her as a victim of human trafficking and was able to call police and provide her aid, as well as help police with making an arrest on the trafficker who had sent her.

Another example of how they do it is in Phoenix, Arizona, we had an Uber driver who—he was a retired Marine. He had just lost his job and just got a divorce. So he started driving for Uber to make some money, and he was living in a hotel. There was a trafficker also living at that hotel who approached him and said, are you an Uber driver? And he said yes. He said, I would like for you to do some transportation for me and transport some of my girls. And by that—by the information, the training that they had received—in all three of those cases—he contacted the police. He contacted the Phoenix police department, and they were able to use him in a sting, and he cooperated, and he was in an undercover sting to catch those traffickers and put them behind bars.

In all three of those cases there were arrests made. So let me tell you that the other component behind the scenes is we have a law enforcement outreach team that consists of local and federal retired police officers who go around the country, as well as around the globe, and they meet with police departments to educate them on how police can use our technology as evidence to hold people accountable because that component is very important, and that's accountability. So it's important that we work with police, that we help them in not only having the evidence and the information they need, but to put these folks behind bars because that's where they belong for doing these type of things.

So we do have a law enforcement outreach team that also works hand in hand with those detectives on those investigations and gets them the information that they need. In the Philadelphia case, they were able to get the information of somebody who had ordered that trip, or that girl, and helped identify that trafficker. So that's an important component of behind the scenes of how they do it, and how we're supporting law enforcement in making arrests in these cases.

Ms. SMOLENSKI. Can I say one more thing? I just want to pitch another idea about what to do to deter people from sexually exploiting children, especially during travel and tourism.

When the first extraterritoriality law was passed in 1994—we started talking about this—the idea of posting some kind of signage or alert that it's against the law to exploit a child in every country, because some people traveling think it's okay if you do it in

another country where they're poorer than us, et cetera. And so we've been seeking to get signage in U.S. airports in the outgoing areas—where all of those other warnings are posted—that says something about it's also against the law to exploit children everywhere, and citing the law.

So been pitching that idea for a long time, and I'm just pitching it for this crowd, as well—just something to think about.

Ms. RIVARD. Oh, and I wanted to make one more comment real quickly about private sector. One action that any corporation can take is to provide jobs for trafficking survivors. You know, the airlines employ thousands of people that work as reservations agents. They work from home. These trafficking survivors could easily be trained. And many of them have children, they could work from home, and this is part of what they need to get their life back together, so it's an immediate first step to encourage corporations.

Ms. PARKER. Thank you all for your responses to that question. And we're running out of time, but we've got two questions from the audience. The first is from Saber Rock.

QUESTIONER. Good evening, everyone. My name is Saber Rock. I work for Airline Ambassador[s] as a country manager, plus I am subject matter expert for military forces in Afghanistan.

So I have two questions, one question for Ms. Nancy. Do you have any connection in Afghanistan? Do you have plan to work for human trafficking in Afghanistan? Because our military forces in Afghanistan have a lot of problems for human trafficking there. The Taliban and ISIS, they are using kids against our military forces, against our U.S. military forces. They are doing suicide bombings. They are using many different things. So I brought that message. Please answer that.

And from Uber, Ms. Tracey, a lot of the linguists—and I was the senior linguist of 10,800 interpreters in Afghanistan while I was working for General John Allen as a cultural advisor—the question is, a majority of the Special Immigrant Visa [SIV] interpreter who work for U.S. Government, they came by SIV to United States. In 50 states we have 11,000 families of interpreter, and the interpreter, they are—92 percentage of the interpreter, they are driving Uber. Why? Because they didn't find any job, because they are the green card holder.

Number 2, they're asking every day that why the Uber is not signing up or hiring us as a[n] employee? Because they can't buy house, they can't feed their kids, or they can't treat their family in Afghanistan as well because their family is in danger in Afghanistan. But they cannot afford that much money that they make from Uber. The living in the United States is very expensive, you know. They pay more than a thousand dollars rent per month. Plus, they have—

Ms. PARKER. Thank you. Thank you, Mr. Rock. We're running out of time.

QUESTIONER. Thank you so much.

Ms. PARKER. And the next question?

QUESTIONER. I just have a question for Uber. I think probably all of us ride Uber, and I've talked to a lot of my Uber drivers and asked them about trafficking and if they've been trained, and most of them kind of have a blank stare like, no, how do I do it? And I would like to know and have everybody know like how do you tell your Uber drivers? Is there a URL? Or what would they do to encourage Uber drivers to get the training? Because I think it's optional.

Ms. BREEDEN. Well, to answer the first question, I'll—to be honest with you, I don't have a lot of background or knowledge on that. What I will tell you is that we—we're open to receiving information, learning, and listening, and open to doing better, wherever that might be. So I wish I had a better answer for you, but I don't in that space.

To answer your question about training and about education for Uber drivers, I ask when I get in the vehicle, have you received the information about human trafficking? Do you know anything about human trafficking? And I'll find drivers that have not seen it. Or I'll find drivers that—just like when I was in LA the other day—who told me he had received it, and he was excited about receiving it, because I love taking those stories back to my executives, and the people who are making decisions around this to know that this is meaningful and it matters.

So it is optional because, you know, our drivers are independent contractors, so it's very difficult as far as training being required—that's an employer-employee relationship so it makes it a little difficult, but we're doing our best, and we're trying to do better in getting that information out in different ways. So some of the ways that we're doing it is through the in-app technology and sending information through the app, and trying to get them to engage and go to a driver resource page. And we have a driver resource page that lives 24/7 for riders. We have a section where riders can learn more information, and we try to drive them to that information at times. So we try to drive them through our in-app technology and using that, as well, to get them to that place.

And what I can tell you about that, what's really exciting about that is we've seen four times the engagement than what we've seen with Uber Ice Cream. So what does that tell me? That tells me that people want this information, that our drivers want this information. And it's a good thing to make it available for them.

So we use our in-app technology. We're also trying to use driver appreciation events to raise awareness around this, so we're partnered with all the national partners and leaders in this space, and so we invite them to those driver events, as well as local organizations, as well as local law enforcement to help us educate our drivers, and try to bring them to an event where we celebrate them and encourage them to come in and hear more about it.

And to be honest with you, we're listening and working with our partners, like how can we do this, thinking outside of the box. How can we get this information to our drivers through our technology? Because we have millions of drivers, millions of eyes and ears on the road out there that can be making impact and creating and making a difference in this space.

So we're definitely listening, learning, and trying to think of new ways and innovative ways that we can use our technology, as well as using the old ways of doing things like inviting people with food, and inviting people and encouraging them to want to learn more about this, but we're also using that technology that we have to try to think of creative ways to get that information to them and get them interested in it about learning more.

Ms. RIVARD. And, Saber, to your question, we know that—well, both forced child marriage and child terrorism—suicide bombers are being recruited by the Taliban and ISIS. And we are planning a training in Kabul Airport. We're the first NGO to move in there and bring this issue public to empower women and awareness in Afghanistan. So we're looking forward to working on that with you.

Ms. PARKER. We are out of time. Thank you all for being here today, for sharing with us your expertise, and for what you do every day to keep our air, our streets, our hotels, our homes free from human trafficking.

Please join me in thanking everyone here. [Applause.]

If you've missed any part of this briefing, both the video recording and the transcript will be—and the testimonies will be available on the Helsinki Commission website. Thank you so much for joining us today.

[Whereupon, at 4:19 p.m., the briefing was adjourned.]



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