



NEW JERSEY COMMISSION ON HUMAN TRAFFICKING

Annual Report 2020

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BACKGROUND

The New Jersey Commission on Human Trafficking (Commission) was created by the Legislature in 2013, as part of the Human Trafficking Prevention, Protection, and Treatment Act (P.L.2013, c.51; *see* N.J.S.A.52:17B–237). The Commission is composed of fifteen members from the fields of law enforcement, victim assistance services, health care and child advocacy, as well as members of the general public who have experience in, or who have a specialized knowledge of, human trafficking. As required by the enabling legislation, one Commissioner shall be a survivor of human trafficking. The Commissioners were nominated by either the Governor, or by the Governor upon the recommendation of Legislature’s leadership.

The Commission is charged with the duties of:

- a. Evaluating existing laws relating to human trafficking and making recommendations;
- b. Evaluating the enforcement of existing laws relating to human trafficking and making recommendations;
- c. Reviewing the cost, availability and organization of victim assistance services for victims of human trafficking and making recommendations;
- d. Promoting a coordinated response by public and private resources to assist victims of human trafficking;
- e. Developing mechanisms to promote public awareness of human trafficking;
- f. Reporting annually to the Governor and to the Legislature regarding the Commission’s activities, findings and recommendations.

INTRODUCTION

The Commission submits this summary of activities for 2020.

The Human Trafficking Prevention, Protection, and Treatment Act directs that the Division of Criminal Justice (DCJ) provide staff support to the Commission and DCJ continues to fulfill these responsibilities. DCJ also operates its own Human Trafficking Task Force and enforcement actions, not reflected in this report.

The Commission is pleased to present this report to the Legislature and the public.

YEAR IN REVIEW

On June 17, 2020, Governor Murphy announced the following appointments for new Commissioners: Gina Cavallo, Ingrid Johnson, and Aldina Hovde. The Commission is appreciative of the efforts of Governor Murphy and leadership within the Legislature for acting on its appointments. The Commission is looking forward to continuing to fulfill its statutory duties with vigor. The Commission has four remaining seats that need to be filled and we look forward to being joined by new members.

NJ COMMISSION ON HUMAN TRAFFICKING APPOINTMENT TERM			
Member Name	Seat Name	Term Served	Date of Last Appointment
Rush L. Russell	Public Member 1 – Child Advocacy Organization	2-Year Terms	October 17, 2017
Gina Cavallo	Public Member 2-Human Trafficking Survivor	3-Year Terms	June 16, 2020
TBA	Public Member 3	3-Year Terms	January 10, 2018
Marisol Rodriguez	Public Member 4	2-Year Terms	October 17, 2017
Elizabeth Ruebman	Attorney General Designee	Open Terms	February 11, 2020

Aldina Hovde	Health Services Recommendation of Senate Minority Leader	2-Year Terms	June 16, 2020
Chief William P. Monaghan	Senate President Recommendation/ Law Enforcement	3-Year Terms	January 6, 2020
Dawne Lomangino-DiMauro LCSW, RPT	Senate President Recommendation/ Victim's Assistance	2-Year Terms	March 19, 2014
TBA	Assembly Speaker Recommendation/ Law Enforcement	2-Year Terms	March 19, 2014
TBA	Assembly Speaker Recommendation/ Victim Assistance	3-Year Terms	March 19, 2014
TBA	Assembly Minority leader Recommendation/Health Services		November 14, 2017
Timothy J. Gallagher	Commissioner of Human Services or designee	Open Terms	Recurring
Bonny Fraser Alternate/designee - Brian Ross	Department of Children and Families	Open Terms	February 4, 2020

Angelo Onofri	County Prosecutor	Open Terms	October 20, 2017
Annmarie Taggart	Member of NJHTTF	Open Terms	February 11, 2020
Ingrid Johnson	Recommendation of Assembly Minority Leader	2-Year Terms	June 16, 2020

DCJ created an area on its web site for the Commission and began posting notices of the meetings and minutes, as well as bylaws that the Commission adopted in 2020, for public viewing at <https://www.njoag.gov/programs/human-trafficking/>. Although the Commission's enabling statute does not mandate the frequency of meetings, Commission members determined that monthly meetings were appropriate. The Commission was able to have a quorum for a total of 10 meetings in 2020.

There are two things important to note about the Commission's operations.

1. The Commission is subject to the Open Public Meetings Act (OPMA) and as such, the Commission members cannot have *any* discussions--including via email--as a group, without issuing a public meeting notice. The Commission may, however, convene smaller committees of no more than five members to work on select matters. While members acknowledge their duties under OPMA, it should be known that the Commissioners cannot have any discussions outside of our regularly scheduled and publically noticed meetings unless an emergency meeting is convened (with adequate public notice).
2. Any funding for the Commission must be administered through the Department of Law and Public Safety (LPS) and must comply with state procurement laws. State procurement laws restrict competitive bidding for many services to pre-qualified bidders who do not necessarily have expertise in human trafficking. The Commission members do not in any way object to complying with state procurement laws but want the Legislature to be aware

that we cannot manage our own funds nor spend money without following the State's procurement rules.

NEW INITIATIVES

In 2019, the Legislature appropriated \$100,000 to the Commission. The Commission voted on how to use the \$100,000 to further the purposes of the Commission, and advance its priority of best practices in anti-trafficking strategies. The Commission approved the expenditure of \$50,000 for a prevention campaign aimed at teens, and the other \$50,000 for an analysis of human trafficking data collection methods in New Jersey and recommendations for improvement.

I. Prevention Campaign

The NJ Commission on Human Trafficking issued a Request for Proposal (RFP) for a state-wide prevention campaign directed to youth most vulnerable to being recruited and/or abducted into sex trafficking. The Setroc Group was selected through a competitive bidding process among pre-qualified bidders. The campaign's primary purpose was to communicate prevention messages to those who research reveal are most vulnerable to becoming a victim of sex trafficking, youth ages 12-16. Within this age group, especially vulnerable are those living in out-of-home placements, living in families with history of domestic violence, parental substance use, past history of abuse, especially child sexual abuse, and LGBT+ youth. The campaign will also raise general awareness about human trafficking in New Jersey.

The prevention messages selected for the campaign included:

- Shifting the image of the sex industry as being glamorous or "easy money" to the realities and danger of it;
- Providing information on recruitment tactics to raise awareness;
- Raising awareness about safe resources for LGBT+ youth, and/or messages that validate LGBT+ identity;
- Promoting internet safety and awareness;
- Promoting self-esteem messages to rebut the idea that victims are not worthy of more than being trafficked; and

- Sharing information on safe resources to get help if they or someone they know is being trafficked.

Campaign planning began September 4, 2020, launched October 30, 2020, and concluded December 31, 2020. The campaign was executed on time and on budget.

A sub-committee of the Commission helped with design, graphics, and most importantly, language. The sub-committee was responsible for final approval of all materials.

The campaign utilized a combination of Social Media ads (Facebook, Instagram, Snapchat, TikTok), and Google Display and YouTube ads over the two-month campaign period. The goal was to use these informative prevention messages and drive users to a landing page, which shared more information and included a survivor story.

Through paid placement, the campaign was placed into almost 7 million people's social media feeds (targeted at young people) and generated almost 50,000 click throughs to the landing page with prevention information. Almost 50,000 people watched the videos. The Commission also voted to share the images with interested parties, so the campaign images could have a broader reach, and numerous stakeholders shared the images from their social media platforms.

(See appendix for visuals and additional information about the campaign.)

II. Human Trafficking Data Collection Project ("Collection Project")

The Commission determined that there is a pressing need to assess the methods of human trafficking data collection in order to accurately quantify the scope of HT in New Jersey. The Commission issued an RFP to state universities. Montclair State University (MSU) was the selected vendor and began the Collection Project on November 1, 2020.

The scope of the Collection Project is to:

- Develop an operational definition of human trafficking to guide data collection;
- Review and analyze current human trafficking data reporting related to that definition; and,
- Recommend a new model for human trafficking data collection to remedy identified shortcomings in the current data collection.

MSU is currently undertaking a review of human trafficking data collection methods used to generate data for 2018 and 2019 in order to identify collection methods that may result in duplicate reporting or other inaccuracies. The project and its recommendations will be completed by October 31, 2021.

OTHER COMMISSION ACTIVITIES

Analysis of the Funding Mechanism for Prostitution Offender Programs

The 2013 Human Trafficking Bill, N.J.S.A. 2C:34-1.2d(1)(a), directed the Department of Law and Public Safety (LPS) and the Commission to approve or establish a Prostitution Offender Program (POP). POPs are educational programs to which those convicted of patronizing prostitution (a disorderly persons offense, in violation of N.J.S.A. 2C:34-1b(1)) can be mandated. The statute directs LPS and the Commission to fund the POP through fines assessed on those convicted of patronizing a prostitute.

The statute directs that a \$500 fee be levied upon each guilty individual ordered to participate. The fee is sent to the New Jersey Department of the Treasury and is then split three ways: \$100 goes to the arresting law enforcement agency; \$200 to an approved provider of the POP; and \$200 to the “Human Trafficking Survivor’s Assistance Fund” (Human Trafficking Prevention, Protection, and Treatment Act, 2013). Data analysis revealed that from 2017-2019, there were a total of 40 convictions for the entire state, which would generate only \$8,000 to operate the program over three years. The Commission will work with AOC to set up the fund as intended. The Commission also plans to further assess the need for a statewide POP and make recommendations to the Legislature.

Hotline Presentations

The Commission is undertaking an on-going review of the value of having a New Jersey Human Trafficking Hotline in addition to from the National Hotline run by Polaris. The Commission received informational briefings from both. No recommendation to the Legislature has been made concerning a preference for using the NJ Human Trafficking Hotline, the National Hotline run by Polaris, or both. A review is on-going.

Review of Funding Mechanism for the Human Trafficking Survivors Assistance Fund



As of the submission of this report, there is \$0 in the Human Trafficking Survivors Assistance Fund. As mentioned above, statute (P.L.2013, c.51 (C.52:17B-237 et al.) directs that the Fund is supported by mandatory fines imposed on defendants convicted of Human Trafficking and/or Promoting Prostitution. Commission members met with Administrative Office of the Courts personnel and Department of Corrections personnel to analyze the process for collecting the mandatory fines. In 2021, the Commission will continue its work with DOC to determine why funds have not been collected, as well as examine the feasibility of sustaining the Fund through the mandatory fines.

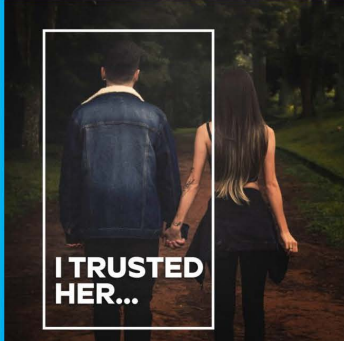


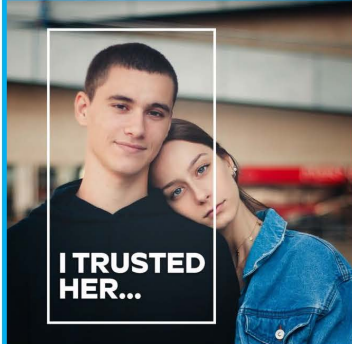
FUTURE PLANS

The Commission began discussions about addressing human trafficking as a public health issue and plans to explore this topic further in 2021. The Commission also plans to make recommendations to the Legislature about funding Prostitution Offender Programs and the funding mechanism for the Human Trafficking Survivors Assistance Program.

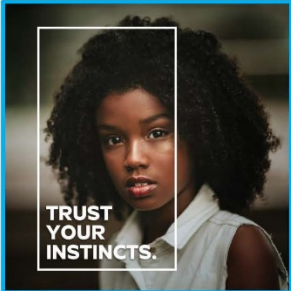



APPENDIX

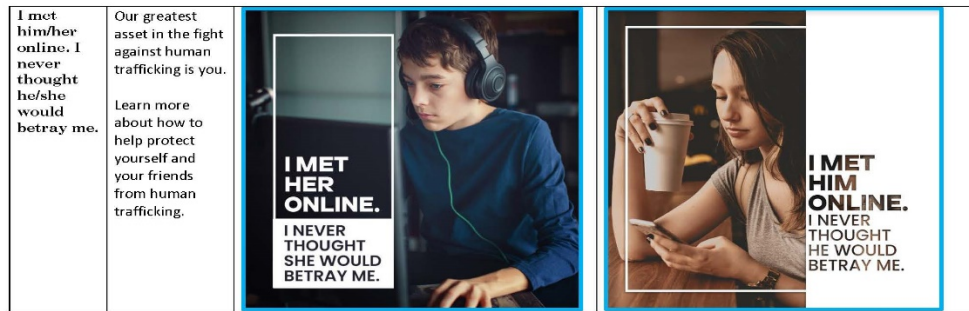
Prevention Campaign Material and Report

Concept/Theme	English	Creative 1	Creative 2
All that glitters is not gold. Your self-respect is worth more.	<p>Our greatest asset in the fight against human trafficking is you.</p> <p>Learn more about how to help protect yourself and your friends from human trafficking.</p>		

<p>I trusted him/her..</p>	<p>Our greatest asset in the fight against human trafficking is you.</p> <p>Learn more about how to help protect yourself and your friends from human trafficking.</p>		
			

<p>Pride stands tall. Do not let yourself be taken advantage of.</p>	<p>Our greatest asset in the fight against human trafficking is you.</p> <p>Learn more about how to help protect yourself and your friends from human trafficking.</p>	 <p>PRIDE STANDS TALL. DO NOT LET YOURSELF BE TAKEN ADVANTAGE OF.</p>	 <p>PRIDE STANDS TALL. DO NOT LET YOURSELF BE TAKEN ADVANTAGE OF.</p>
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<p>Trust your instincts.</p>	<p>Our greatest asset in the fight against human trafficking is you.</p> <p>Learn more about how to help protect yourself and your friends from human trafficking.</p>	 <p>TRUST YOUR INSTINCTS.</p>	 <p>TRUST YOUR INSTINCTS.</p>
	 <p>TRUST YOUR INSTINCTS.</p>	 <p>TRUST YOUR INSTINCTS.</p>	



Summary of Social Media Reach of Prevention Campaign

Duration: October 23 – December 31, 2020

	Impressions	Reach	Video Views	Clicks/Swipe Ups	Click Through Rate
Facebook + Instagram (English)	148,922	57,538		4,419	2.97%
Facebook + Instagram (Spanish)	91,504	34,697		1,975	2.16%
Google Display Ads	579,997			4,516	0.78%
YouTube Ads	362,087		49,127	875	0.24%

SnapChat (English)	3,610,014			24,903	0.69%
SnapChat (Spanish)	924,515			7,911	0.86%
TikTok	1,275,616	520,267		5,238	0.41%
	6,992,655	612,502	49,127	49,837	0.71%