



## SBLVI 2022 Executive Summary

In connection with our year-round anti-trafficking work, IN OUR BACKYARD (IOB) has worked for the last **13 consecutive years** to eradicate sex trafficking surrounding the Super Bowl through partnerships with top law enforcement, local nonprofits, and government agencies in host cities across America. IOB was honored to come alongside leaders already doing incredible work to stop human trafficking in Inglewood, CA. Highlights of our **"TEAM UP IN OUR BACKYARD"** collaborative efforts in Inglewood, CA for SBLVI 2022 include:

**TRAINING: 300 convenience and corner stores were equipped** to recognize and report human trafficking throughout the Greater Los Angeles area and 1,335 citizens trained.

**EDUCTION: 5,000 Missing Children's booklets were distributed** predominantly to convenience stores by volunteers throughout the Los Angeles area, and surrounding So-Fi Stadium on Super Bowl Sunday.

**AWARENESS: OVER 1.1 million** reached with National Human Trafficking Hotline

**MOBILIZATION:** Through collaborative efforts, IOB **placed 3,000 Freedom Stickers** in restroom stalls during events, creating a pathway to FREEDOM for those trapped in human trafficking.

**UP: INCREASED PREVENTION THROUGH PARTNERSHIP:** When we prevent one, we prevent many! **25 volunteers and 1 survivor leader scholarship granted along** with anti-trafficking intelligence experts, command post education, collaboration, and advocacy served inside the IOB ten-day command post operation, working diligently around the clock to increase potential cases of individuals who harm through human trafficking criminal activity and identify minors and adults at risk of trafficking:

- **17 of the 36 children were reported recovered by NCMEC and Law Enforcement within one week of Super Bowl.** LASD reported **182 arrests of alleged sex buyers, 30 suspected traffickers and 65 adults and 7 minors recoveries reported.**
- IOB law enforcement efforts report **800 connections** producing **113 verified IOB trafficking leads including 24 suspected minors** to law enforcement as potential cases.





HUMAN TRAFFICKING  
IN OUR BACKYARD

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### Missing Child Alert: Please keep your eyes out for Alicia Navarro Glendale, AZ

Alicia's photo is shown age-progressed to 17 years. She was last seen on September 15, 2019

NATIONAL CENTER FOR  
MISSING &  
EXPLOITED  
CHILDREN

1 IN 6

of the more than 26,500 cases of children reported missing to NCMEC in 2020 who had run away were likely victims of child sex trafficking.





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## IN OUR BACKYARD

is a survivor-led national organization with more than a decade of dedication to the fight against sex and labor trafficking. IOB links arms in the fight against human trafficking by empowering communities to prevent this atrocity and creating access to freedom for victims of human trafficking (HT). Established in 2009, IOB Founder Nita Belles was driven to take action to stop the exploitation of children, women, and men. Her book, *In Our Backyard: Human Trafficking in America and What You Can Do to Stop It*, has been acclaimed as the primer on human trafficking in America. In 2020, Cheryl Csiky, a child-trafficking survivor joined IOB as Executive Director to further lead the mission and growing needs.

## 13 Years of Super Bowl

IOB partners with top law enforcement, non-profits, the convenience store industry, and government agencies in host cities across America to raise awareness of human trafficking and mobilize regular citizens to fight this atrocity year-round.



*Myth:* The Super Bowl increase sex trafficking.



Statements have been made that the Super Bowl is the

largest human trafficking event of the year. Some have also asserted that sex trafficking does not increase surrounding the Super Bowl. These are both myths. The truth is, human trafficking happens 365 days a year everywhere in the United States and does increase when there is increased demand due to conventions, as well as sporting and entertainment events that attract predominantly male populations with disposable income. **The Super Bowl is not the cause of sex trafficking, but it has become a catalyst to fight it in host cities across America over the last 13 years.**



*Reality:* Sex trafficking happens every day with cases reported in every U.S. state. Sex buyers increase sex trafficking.

## Fighting HT 365 days a year, We Fight for the ONE

In addition to our Super Bowl work, IOB works year round across the nation, with six other programs including:

- Teens Against Trafficking - Empowered over **8900 teens** to stay safe from traffickers.
- Training and Mobilization - Over **11 million participants** trained.
- Freedom Stickers - Over **550,000** posted in public restrooms in all 50 states.
- Convenience Stores Against Trafficking - Partnered with nearly **30,000 stores in all 50 states.**
- Legislative Advising- Increasing prevention through education to the public and policy.
- Survivor Advocacy- IOB is known as a “friend to survivors” establishing support and resources.



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# Los Angeles Super Bowl LVI - 2022

Anti-trafficking Awareness | Missing Children Outreach\*



The purpose of IOB's collaborative work surrounding the Super Bowl is to bring attention to this horrific crime and come alongside the host community as we take coordinated and effective action to stop human trafficking. IOB recognizes factors such as politics, culture, socio-economic status, gender, and racial factors that have implications on how we collaboratively address human trafficking. **We work with local partners to ensure the work is trauma informed and victim centered.** This year our work reflects our core values of sustainability and collaboration that **always result in increased, ongoing anti-trafficking efforts after we have departed.**

Many conversations and multiple trips over the course of a year culminated in a 10-day operation surrounding the Super Bowl in Los Angeles in 2022. IOB was honored to come alongside leaders already doing incredible work to stop human trafficking surrounding Los Angeles, including Inglewood Police Department, Ventura County, Kern County, San Bernardino County, Medera County, Riverside County, Calaveras County, San Diego, Toulumne County, Sutter County and North Las Vegas Police Department. Special thanks to Forgotten Children, Inc., SLAATC, Send Relief, Center of Hope, Journey Out, Treasures, and others. IOB collaborated with the above agencies, as well as our partners, Securus Technologies Inc., Thorn, the National Association of Convenience Stores (NACS), and the National Center on Missing and Exploited Children (NCMEC) to stop sex trafficking surrounding the Super Bowl and beyond. IOB served more than 1335 volunteers in anti-trafficking education and advocacy and 125 volunteers in outreach training. In addition to **leading a command post working group of 25 individuals serving virtually and in-person who dedicated efforts to collaborate and ensure the success of the operation.** Words are not adequate to express our appreciation of the amazing partnerships and the life-saving work being done across Los Angeles. Victim-centered partnerships were essential to the success of our work.



# Missing Children and Anti-trafficking Outreach Event



On Saturday, January 29th 2022, more than 125 volunteers showed up at the Center of Hope in Inglewood to learn more about human trafficking and distribute awareness materials—including 3,000 Freedom Stickers and 5,000 Missing Children's booklets—to convenience stores and rally around the So-fi Stadium on game day! This eighth annual public event is an extension of IOB's national, year-round **Convenience Sores Against Trafficking** program, which grew out of IOB's Super Bowl efforts. Volunteers equipped 300 convenience and corner stores throughout the Los Angeles metro area to recognize and report human trafficking. (Left: Executive Director Cheryl Csiky alongside Dr. Stephany Powell of NCOSE)



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**Prevention through Partnership.** IOB facilitates collaboration among individuals and groups who share the common goal of stopping human trafficking through a collaborative public awareness event and resource fair that included thirteen outreach volunteer opportunities in the local community. Trauma-informed care training with Dr. Stephany Powell, Alfred Lomas, and Tera Hilliard created a safety response for the entire community. Each year volunteers are able to connect with local anti-trafficking organizations and collaboration continues after Super Bowl, resulting in **greater anti-human trafficking resources and efforts going forward.**

**Freedom Stickers create a pathway of FREEDOM for those trapped in human trafficking 365 days a year!** Special thanks to Daktronics for an amazing new reach with digital signs for convenience stores and a billboard! To date, over 550,000 Freedom Stickers cover all 50 states with documented recoveries. Freedom Stickers Save Lives! Special thanks to

**\*SEND Relief and Children's Health Defense, Oregon Chapter** played vital roles through event and booklet sponsorship.





## Participants talking about

Together, we invite everyone to TEAM UP IN OUR BACKYARD to Fight Human Trafficking. Volunteers had a positive experience participating in a tactile Missing Children and Anti-trafficking Outreach. When we prevent one, we prevent many. Prevention through community hotline awareness is the number one way to increase trafficking arrests according to a study in 2016. HTRC 888.3737.888

**“All but one of the stops on our route posted a Freedom Sticker. One store decided to share the material on their Social Media platform. They want to help!”**

**“I just knew something was off. That young girl needed help, but she was watched. We made a report instantly, and the store manager was so thankful we helped him understand there was a hotline he could report to.”**

**“A clothing store security guard said, ‘pimps/traffickers come in this store all the time, and you can tell who they are.’ We gladly discussed how to report with her and shared the hotline.”**

## Law Enforcement Support, IN OUR BACKYARD Command Post

IOB spent eight days of our time in Inglewood, CA conducting our online surveillance operation in an undisclosed location. Our operation funneled and analyzed large volumes of data, analyzing connections to domestic sex trafficking that could aid in law enforcement efforts to stop this criminal enterprise. This collaborative involved law enforcement personnel from across the nation who work with IOB’s Super Bowl operation yearly, IOB volunteers, survivor leaders, and others from nonprofit organizations with domestic sex trafficking expertise. **The operation laid a critical foundation for best practices in this field.** IOB board member and **Human Trafficking Sergeant, Molly McDade of Multnomah County Sheriff’s Office** led the operation, along with Cheryl Csiky. **IOB provided 113 verified leads to law enforcement as a result of this collaboration.** California and Nevada counties, National Center for Missing and Exploited Children, Securus Technologies Inc., IOB volunteers, students from Portland State University interning for the Multnomah County Sheriff’s Office Human Trafficking Unit, and others! Special thanks to **Officer Adam Baker**, Gresham Police Department, and Officer **Timothy Larsen** Portland Police Bureau Human Trafficking Unit, and **Kelly Solid, Securus Technologies** for dedicated efforts. *\*Due to the sensitive nature of this operation, we are unable to provide information on ongoing investigations.*

**Law Enforcement Feedback:** **“We will make sure to connect with the counties and IOB for any further information after the big game for ongoing investigations.”**

**“IOB identified a missing minor posting in another state giving real time information.”**

**“IOB identifies targets helping move forward on-going cases and investigations”**



## **I OB would like to specially thank:**

**Inglewood Police Department:** Dearest thanks to Lt. Brett Birkbeck and team for your excellent leadership the entire year.

**Center of Hope:** Amazing to have an event host in Inglewood to reach the local community.

**Night of Hope Chandler, AZ:** Neece Jackson, and Pastor Mike Gowans of Bethel Church, we are amazed to participate in the first ever event leading up to the following year's Super Bowl!

**Forgotten Children, Inc.:** Tera Hilliard, Executive Director for your leadership and courage to reach so many in need and empower the community through a victim centered approach.

**Alfred Lomas:** We are so grateful for your care of a safety plan for all those who participated in the outreach training and your passion to reach others.

**SLAATC:** Detective Ray Bercini, LA Regional Task Force Coordinator, we appreciate your dedication to collaborate and coordinate all efforts of agencies and local nonprofits toward a greater impact to eradicate human trafficking.

**Send Relief:** We value and appreciate our partnership for the fifth year in a row with Send Relief. We are proud to link arms with this exceptional group of people. A big thank you for the event supplies, meals, monetary donation, and those who volunteered for our event.

**Daktronics:** Gina Kuck, Jess Bern, and team thank you for your thriving dedication to reach convenience stores through digital signage and Freedom Stickers surround Super Bowl including a billboard!

**NCOSE:** Dr. Stephany Powell, your influence and expertise as a leader increases hope and mentorship for all survivors and advocates.

**Proud Bird:** Of course, meals for the command post were highly appreciated!

**California Rotary Human Trafficking Prevention Campaign:** Cozette Vergari, thank you for your skills and time to mobilize efforts!

**Mark Lane with DPK Creative:** Thank you for your talents!

**Morel Ink:** Thank you Chris Hammett for your generous talents to help create awareness!

**Heather Dooley with Monster Energy:** Thank you for arranging so much amazing event supplies, refreshments, and swag!

### **Our 2022 Command Post Volunteers! Because of your dedication, freedom is possible**



2022 IOB Command Post Volunteers



# Sponsors Linking Arms In Our Backyard

IN OUR BACKYARD's anti-trafficking work surrounding the Super Bowl to support long term positive impact was made possible by the sponsors below for both monetary and in-kind donations from organizations and companies! Please visit [www.InOurBackyard.org](http://www.InOurBackyard.org) for more information!



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Thank you for the support of our event partners and sponsors!



## To Learn More: Read IN OUR BACKYARD

by Nita Belles, Founder and President.

*True stories that inform and educate.*



\*Report current as of 2/22/22. Additional updates on the outcomes of the operation will be provided in future revised versions.



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