STATEMENT OF PURPOSE

To create effective outreach materials for sexually exploited and at-risk youth, Minnesota Department of Health anti-trafficking Safe Harbor Program tapped into existing grantee relationships and engaged youth to prevent sexual exploitation. In human trafficking and sexual violence, those who are most vulnerable are often the most difficult to reach. Youth are particularly vulnerable yet wary of authority-driven interventions. State agencies can be more effective in combating trafficking and sexual exploitation through strategic relationships with partners who have trusted access to vulnerable populations and by engaging youth when creating interventions directed towards youth.

METHODS AND APPROACH

Interviews with the network of Safe Harbor Program grantees identified a need for messaging that would increase youth awareness of the Safe Harbor Program, enable them to self-identity their risk and/or own experience of exploitation, and have reliable contact information for services. Vital was engaging youth to develop materials that would speak to them. Statewide focus groups, including 40 diverse youth, as well as several youth advocates, developed the branding, messaging, and imagery for each piece of this project, ensuring youth-centric language, relevance, and diversity. The core messaging also includes feedback and significant contributions from the African American, Native American, Hmong, Latino, Somali, and LGBTQ communities.

Youth participants ranged from exiting “the life,” still actively involved, and youth prevention peer advocates. They varied in age, ethnicity, gender expression, sexual orientation, and geographic location. Participants shared their extensive knowledge and expertise to ensure that other youth who read these messages would think about their own situation, identify harm, and confidently reach out, when ready.

INNOVATIVE INITIATIVE: HUMAN TRAFFICKING AND PUBLIC HEALTH

The Minnesota Department of Health’s Safe Harbor Program implements a new system for redirecting trafficked and sexually exploited youth from prosecution to services, while working with partners to ensure traffickers and sex buyers are held accountable. Minnesota is the only state to implement Safe Harbor interventions through its public health sector rather than through criminal justice or human services departments. This unique approach recognizes sex trafficking’s impact on health and seeks to de-stigmatize the issue by further separating it from criminal justice. A public health approach, with its preference for systems thinking and primary prevention, reframes the issue to better understand its causes on many levels and how to prevent it.

In addition to the already unique nature of MDH’s anti-trafficking Safe Harbor Program, the process of creating outreach materials for our Safe Harbor Program went beyond the “one size fits all,” top-down approach. Instead, by strengthening existing connections, this project has created effective materials for use throughout the state for a variety of populations. Furthermore, by engaging youth in the process, we have increased their awareness and empowered them to recognize their own value and control, in addition to ensuring effectiveness of the outreach materials.
THANK YOU TO THE HOST SITES:

- The Link, Minneapolis, MN
- Lutheran Social Service, Wilmar, MN
- Olmsted County Victim Services & Lutheran Social Service, Rochester, MN
- PAVSA, Duluth, MN
- MN Indian Women’s Resource Center, Minneapolis, MN
- Hmong American Partnership, St. Paul, MN
- Casa de Esperanza, St. Paul, MN
- Central MN Sexual Assault Center, St. Cloud, MN

*Most importantly, thank you to the awesome youth experts that participated so wholeheartedly in this process!*

NEW SAFE HARBOR YOUTH OUTREACH MATERIALS INCLUDE:

- 28 different fillable/customizable posters that grantees can customize representing imagery and messaging from youth survivors across the state—including culturally specific posters for LGBTQ, African American, Native, Hmong, Somali, and Latino youth.
- A Safe Harbor 5 x 7 Outreach Card.
- Safe Harbor business card size outreach cards—two versions (one with the sexual exploitation definition and one without).
- The official Safe Harbor main posters—three versions (grantee fillable version, Day One text and call numbers version, and a tear off version with Day One text number—these are in addition to the fillable posters noted above).
- Safe Harbor stickers (sized 1 ¼ x 2 ½, to be used by grantees on any type of outreach material) that will allow providers and outreach workers across the state to put a streamlined contact number on any outreach tool/material with a central number (Day One text line included).
- Safe Harbor silicone awareness bracelets with a discreet message (SH4Y, which is an acronym for Safe Harbor for Youth or You) on the front that advocates can explain to youth, and the Day One text number discreetly placed on the inside.
- 2-page Safe Harbor handouts for Parent and Professionals.

FOR MORE INFORMATION, CONTACT US:

Beatrix Menanteau, Violence Prevention Program Unit Supervisor, Beatriz.Menanteau@state.mn.us

Heather Caillier, President & Principal, Ascend Consulting Solutions, heather@ascendconsultingmn.com
SAFE HARBOR PRIMARY MATERIALS

Primary Safe Harbor Posters (2 versions)

5 X 7 Outreach Card

Business card size outreach cards (2 versions)

Sticker that will fit on a variety of outreach materials

Bracelet with text number

Minnesota recognizes that young people who are being sexually exploited need understanding, support, and services. There is even a law to protect and help young people, called the Minnesota Safe Harbor Law. If you are 24 or under, the law can help you get services to meet your needs, like housing, food, legal help, counseling, etc. If you are under 18, the Safe Harbor Law can protect you from being charged as a criminal for the sexual exploitation that might be happening to you.

Safe Harbor can help you if:
- You are exchanging any type of sex, sexual pictures, or videos for anything of value. This could include a place to hang out or sleep, food, clothes, diapers, money, drugs or alcohol, or gang or group status.
- You are under 18 and involved in exotic dancing or pornography in exchange for anything of value.
- Someone is blackmailing you with sexual photos or videos to get you to do something you do not want to do.
- You are having sex with people for money whether or not you get to keep all the money.

There are advocates in your area that can help you figure out your options.

Supported by the Minnesota Department of Health

What is Sexual Exploitation? Sexual exploitation happens when anything of value or a promise of value (like money, drugs, food, a place to stay, rent, or a higher status in a gang or group) is given to you or another person in exchange for any type of sex.

THE DAY ONE HOTLINE FOR LOCAL SHELTER & SUPPORTIVE SERVICES 1-866-223-1111 TEXT: 612-399-9995
THIS IS A SECURE LINE, NO JUDGMENT, NO SHAME, JUST SUPPORT.
SAFE HARBOR
POSTER EXAMPLES /
28 CUSTOM FILLABLE
POSTERS
(7 TRANSLATED
VERSIONS –
Hmong
Latino
Somali)

I thought that working the strip clubs and going on dates was glamorous...
but every time I had to have sex for money it felt like paid rape.
There is a way out.

What is Sexual Exploitation? Sexual exploitation happens when anything of value or a promise of value (like money, drugs, food, a place to stay, rent, or a higher status in a gang or group) is given to you or another person in exchange for any type of sex. If you are 24 or under and need help, we are here when you are ready.

It wasn’t safe at home, so I was on the run and was doing what I had to — having sex with older men for money to survive.

When I got picked up and put into the juvenile system, I was treated like a criminal. I felt attacked. Nobody took the time to recognize there were other things going on. I was 14 when I was arrested.

What is Sexual Exploitation? Sexual exploitation happens when anything of value or a promise of value (like money, drugs, food, a place to stay, rent, or a higher status in a gang or group) is given to you or another person in exchange for any type of sex. If you are 24 or under and need help, we are here when you are ready.

1-866-223-1111
THIS IS A SECURE LINE. NO JUDGMENT. NO SHAME. JUST SUPPORT.
I saw my friend at school with new clothes, shoes and a phone. She said her “boyfriend” took care of her and that he might take care of me too. I didn’t know what he’d make me do in exchange and I was afraid to tell anyone. I was trapped. But then, I met a youth advocate and she told me about Safe Harbor.

Now, I have a way out, when I’m ready.

What is Sexual Exploitation? Sexual exploitation happens when anything of value or a promise of value like money, drugs, food, a place to stay, rent, or a higher status in a gang or group is given to you or another person in exchange for any type of sex. If you are 24 or under and need help, we are here when you are ready.

My friend thought she was meeting a cool guy online. When she met him, he asked her to go with him to a party. When she got there, he forced her to have sex with men who paid him and he wouldn’t let her leave.

She was scared but didn’t know who to call for help.

What is Sexual Exploitation? Sexual exploitation happens when anything of value or a promise of value like money, drugs, food, a place to stay, rent, or a higher status in a gang or group is given to you or another person in exchange for any type of sex. If you are 24 or under and need help, we are here when you are ready.

The day one hotline for local shelter & supportive services:

1-866-223-1111

This is a secure line. No judgment, no shame, just support.
I traded sex because I needed to provide for myself and my daughter and we had no other support. I felt trapped, scared, exploited, and alone.

I didn't know there were options. I didn't know about Safe Harbor services. Now, I have housing, a job, and my daughter is safe too.

There is a way out.

My parents and my cousins were in “the life”.

They said that was my path too. But I want a different life. This is not my destiny.

I got help. You can too.

What is Sexual Exploitation? Sexual exploitation happens when anything of value or a promise of value (like money, drugs, food, a place to stay, rent, or a higher status in a gang or group) is given to you or another person in exchange for any type of sex. If you are 14 or under and need help, we are here when you are ready.

The Day One Hotline for Local Shelter & Supportive Services;
1-866-223-1111
This is a secure line. No judgment. No shame. Just support.

I traded sex because I needed to provide for myself and my daughter and we had no other support. I felt trapped, scared, exploited, and alone.

I didn't know there were options. I didn't know about Safe Harbor services. Now, I have housing, a job, and my daughter is safe too.

There is a way out.

What is Sexual Exploitation? Sexual exploitation happens when anything of value or a promise of value (like money, drugs, food, a place to stay, rent, or a higher status in a gang or group) is given to you or another person in exchange for any type of sex. If you are 14 or under and need help, we are here when you are ready.

The Day One Hotline for Local Shelter & Supportive Services;
1-866-223-1111
This is a secure line. No judgment. No shame. Just support.
My boyfriend said he loved me.

But then he said that if I loved him, I’d sleep with his friends to help make some money for us. Then it was other men I didn’t know. I don’t want to do this but I’m afraid he will leave me if I don’t and I don’t have anywhere else to go.

There is a way out.

I was 18 and wondered what it would be like, so I hooked up with a guy on a social media site.

He was much older than he said he was and tried to pay me for sex. When I said no, he forced himself on me. I didn’t know what to do or where to turn for help.

What is Sexual Exploitation? Sexual exploitation happens when anything of value or a promise of value (like money, drugs, food, a place to stay, rent, or a higher status in a gang or group) is given to you or another person in exchange for any type of sex. If you are 24 or under and need help, we are here when you are ready.

SAFE HARBOR
THE DAY ONE HOTLINE FOR LOCAL SHELTER & SUPPORTIVE SERVICES
1-866-223-1111
THIS IS A SECURE LINE. NO JUDGMENT. NO SHAME. JUST SUPPORT.

SAFE HARBOR
THE DAY ONE HOTLINE FOR LOCAL SHELTER & SUPPORTIVE SERVICES
1-866-223-1111
THIS IS A SECURE LINE. NO JUDGMENT. NO SHAME. JUST SUPPORT.

Supported by the Minnesota Department of Health.
My friend thought she was meeting a cool guy online.

When she met him, he asked her to go with him to a party. When she got there, he forced her to have sex with men who paid him and he wouldn’t let her leave.

She was scared but didn’t know who to call for help.

What is Sexual Exploitation? Sexual exploitation happens when anything of value or a promise of value (like money, drugs, food, a place to stay, rent, or a higher status in a gang or group) is given to you or another person in exchange for any type of sex. If you are 24 or under and need help, we are here when you are ready.

THE DAY ONE HOTLINE FOR LOCAL SHELTER & SUPPORTIVE SERVICES:
1-866-223-1111
THIS IS A SECURE LINE. NO JUDGMENT. NO SHAME. JUST SUPPORT.

My friend thought she was meeting a cool guy online.

When she met him, he asked her to go with him to a party. When she got there, he forced her to have sex with men who paid him and he wouldn’t let her leave.

She was scared but didn’t know who to call for help.

What is Sexual Exploitation? Sexual exploitation happens when anything of value or a promise of value (like money, drugs, food, a place to stay, rent, or a higher status in a gang or group) is given to you or another person in exchange for any type of sex. If you are 24 or under and need help, we are here when you are ready.

THE DAY ONE HOTLINE FOR LOCAL SHELTER & SUPPORTIVE SERVICES:
1-866-223-1111
THIS IS A SECURE LINE. NO JUDGMENT. NO SHAME. JUST SUPPORT.