



National Council of Jewish Women, Los Angeles
543 N. Fairfax Avenue
Los Angeles, CA 90036

FOR IMMEDIATE RELEASE

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Contact: Maya Paley
Director of Legislative & Community Engagement
maya@ncjwla.org
323-852-8536 (office)
818-571-3933 (mobile)

Santa Monica City Council Unanimously Passes Resolution to Implement SB 1193: Human Trafficking Hotline Poster Law Co-Sponsored by NCJW-CA and CAST in 2012

Santa Monica, CA- The National Council of Jewish Women | Los Angeles (NCJW|LA) is proud to have worked closely with the City of Santa Monica to pass a Resolution on Tuesday, September 13th, 2016 at the City Council meeting. The Resolution recognizes human trafficking as a local concern and directs Santa Monica's City Attorney's office to implement a human trafficking awareness and enforcement project.

"We are excited, enthusiastic, and hopeful about the Resolution that unanimously passed in Santa Monica last night. We know that the City Council and the City Attorney will do all that they can to enforce this important law and to help victims and survivors of human trafficking in and around Santa Monica," said Maya Paley, Director of Legislative and Community Engagement of NCJW|LA.

NCJW|LA has been working with Councilmember Kevin McKeown on the Resolution and thanks him for authoring it. We have also been working closely with City Attorney Marsha Jones Moutrie, Deputy City Attorney Gary Rhoades, and Consumer Protection Investigator Andrea Cavanaugh to create a plan for Santa Monica to implement and enforce Senate Bill SB 1193, which NCJW-California and the Coalition to Abolish Slavery and Trafficking both co-sponsored in 2012. The Santa Monica Commission on the Status of Women also supported the passage of this Resolution.

SB 1193 went into effect in 2013. In order to help implement the law, NCJW|LA, CAST and a few other advocacy organizations created the Human Trafficking Outreach Project in early 2014. SB 1193 mandates certain establishments and businesses in California to post human trafficking hotline information on their premises, including bars, strip clubs, emergency rooms, and urgent care centers. These postings serve as a resource to report human trafficking and to seek help for victims, survivors, and witnesses.

Human trafficking is about the exploitation of persons; it is a crime that involves violations of labor, public health, and human rights standards in which an individual is coerced into labor or commercial sex through force, fraud, or coercion. A poster with information on human trafficking and hotline resources can be a lifeline. According to a Human Trafficking Legislative Issue Brief prepared by Polaris Project, *"for victims, the public posting of the hotline is critical"* and *"high visibility and awareness of the Hotline increases the chances*

that human trafficking will be reported, victims will be rescued, and traffickers will be prosecuted."

The Human Trafficking Outreach Project (HTOP), currently managed and run by the National Council of Jewish Women|LA, has aimed to increase implementation of SB 1193 in Los Angeles County through volunteer participation and engagement, poster distribution, mandated locations research, visit tracking, and data compilation and analysis.

HTOP works to recruit, train and organize volunteers at a grassroots level, while also engaging with and informing local elected officials about the law. To date, HTOP has trained and organized 467 volunteers to conduct in-person outreach to establishments mandated by Civil Code 52.6.

Senate Bill 1193 is a significant step toward combating human trafficking in Los Angeles County, and evidence suggests tremendous positive effects, especially after the development and implementation of HTOP. One effect is the 250% increase in calls to the local human trafficking hotline operated by the Coalition to Abolish Slavery and Trafficking that are directly linked to poster viewings.

Despite increased awareness about human trafficking and other spillover effects of HTOP, our findings have exposed a significant level of resistance to implementation of SB 1193 by owners and managers of mandated establishments in Los Angeles County. Both sustained compliance and progress on implementing the policy among all mandated businesses and establishments in Los Angeles County will remain deficient without the official implementation and effective enforcement of the law on both a city-by-city and countywide basis. For these reasons, NCJW|LA is grateful to the City of Santa Monica for taking this first step in enforcement of SB 1193.

Below are photographs from yesterday's rally, held by NCJW|LA with support from the Santa Monica Commission the Status of Women and the Coalition to Abolish Slavery and Trafficking.

Below photo: (from left) Maya Paley, Director of Legislative and Community Engagement, NCJW|LA; Stephanie Molen, Director of Partnerships, CAST; Councilmember Kevin McKeown; Nancy Kless, NCJW|LA Volunteer; Elena Christopoulos, Commissioner on the Santa Monica Commission on the Status of Women; Mari Silva, NCJW|LA Volunteer



Below photo: Photo of rally in support of the resolution on human trafficking with volunteers and staff members from NCJW|LA, CAST, and the Santa Monica Commission on the Status of Women



For media inquiries or to learn more, call Maya Paley at 323-852-8536, 818-571-

3933 (c) or email maya@ncjwla.org.

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ABOUT NCJW|LA

The National Council of Jewish Women (NCJW) is a grassroots organization of volunteers and advocates committed to the welfare and well-being of the Los Angeles Community. Inspired by Jewish values, NCJW strives for social justice by improving the quality of life for women, children, and families and by safeguarding individual rights and freedoms. NCJW|LA serves more than 12,000 individuals through our Community Mental Health and Supportive Services, Scholarships, Talkline, Youth Educational Programs and Services, Back 2 School Store, intern training programs and our clothing assistance projects. NCJW|LA social justice programs provide education and legislative advocacy on issues that affect and impact women, children and families in the areas of children's rights, economic justice, healthcare, human trafficking, reproductive justice, LGBTQ rights, and gender related violence. All donations to our 8 Council Thrift Shops support the programs and services of NCJW|LA. NCJW|LA is a 501(c)3 nonprofit organization (Tax ID #95-1641433). Donate Today to Council Thrift (800)400-6259. To Get Help Call 877-655-3807 or for more info visit www.ncjwla.org, call 323-651-2930, or email info@ncjwla.org. **Donate Today to Council Thrift (800)400-6259. To Get Help Call 877-655-3807** or for more info visit www.ncjwla.org, call 323-651-2930, or email info@ncjwla.org.