

# BLUE HEART

C A M P A I G N

Have a heart  
for victims of  
human trafficking



**UNODC**

United Nations Office on Drugs and Crime

*#End  
Human  
Trafficking*

[unodc.org/blueheart](https://unodc.org/blueheart)



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Human trafficking is a global crime that takes advantage of and exploits vulnerable women, girls, men, and boys of all backgrounds for profit.

Trafficking for the purpose of sexual exploitation is the most commonly known form of this crime. Victims of human trafficking are also exploited through forced labour across a wide range of sectors such as agriculture, construction, fishing, mining, and domestic work.

People can also be forced into criminal activity or begging, while others are coerced into forced marriages or organ removal.

Traffickers use violence, blackmail and emotional manipulation, fraudulent employment agencies and false promises of education and job opportunities to trick and coerce their victims into compliance.

The United Nations Office on Drugs and Crime (UNODC) launched the Blue Heart Campaign to raise awareness around the globe of human trafficking and its impact on people and society.

The Blue Heart symbol represents solidarity with the victims and the cold-heartedness of those who buy and sell their fellow human beings.

Fighting human trafficking is our common responsibility. Everyone has a role to play in making sure that the plight of victims does not go unnoticed.





# There are many ways to get involved and take action:

## **Be aware**

Inform yourself about human trafficking and the Blue Heart Campaign on [www.unodc.org/blueheart](http://www.unodc.org/blueheart)

## **Be alert**

If you see anything that you think might be related to a human trafficking crime, inform the police or call a local anti-trafficking helpline.

Remember, victims can be coerced in many ways. You could come across a victim anywhere, be it at work, travelling, or in your private life. If you are unsure, please err on the side of caution and inform responsible parties rather than ignore a potential victim.

## **Be responsible**

Educate yourself to make your consumer choices and actions more ethical.

While some decisions might be clearer than others, you can pledge not to purchase goods and services that could be linked directly or indirectly to sexual exploitation, forced labour or other forms of exploitative practices.

## **Be supportive**

Follow the Blue Heart Campaign on social media and join the conversation using #EndHumanTrafficking.

Add the Blue Heart to your social media profile or show your solidarity with victims of human trafficking by wearing a Blue Heart pin, available from [unodcadvocacysection@un.org](mailto:unodcadvocacysection@un.org).

## **Get involved**

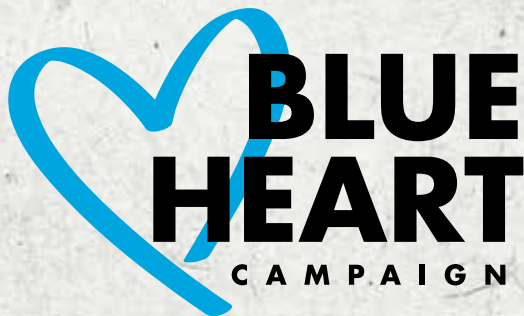
Find out what is being done in your community and see what you can do to help end human trafficking.

Encourage everyone in your communities – friends, family, business partners, colleagues – to educate themselves about human trafficking.

Organize and/or participate in awareness-raising activities using the Blue Heart branding, especially for World Day Against Trafficking in Persons on 30 July.

## **Be compassionate**

By donating to the United Nations Voluntary Trust Fund for Victims of Human Trafficking, you can assist survivors of this crime in taking back their lives and rebuilding their futures. The Trust Fund provides vital assistance and protection to the victims of trafficking through specialized organizations across the globe: [www.unodc.org/unvtf](http://www.unodc.org/unvtf)



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[#EndHumanTrafficking](https://twitter.com/EndHumanTrafficking)



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