

DHS Center for Countering
Human Trafficking (CCHT)
Blue Campaign

Language Access Plan
SEPTEMBER 2024



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Agency Background

Blue Campaign is a national public awareness campaign, designed to educate the public, law enforcement and other industry partners to recognize the indicators of human trafficking, and how to appropriately respond to possible cases. Blue Campaign works closely with DHS Components to create general awareness training and materials for law enforcement and others to increase detection of human trafficking and to identify victims.

Blue Campaign leverages partnerships with the private sector, non-governmental organizations (NGOs), law enforcement and state/local authorities to maximize national public engagement on anti-human trafficking efforts. Blue Campaign's educational awareness objectives consist of two foundational elements, prevention of human trafficking and protection of exploited persons.

Blue Campaign is a part of the U.S. Homeland Security Investigations -led [DHS Center for Countering Human Trafficking \(CCHT\)](#), a cross-Department coordination center for countering sex trafficking and forced labor, including the importation of goods produced with forced labor overseas. CCHT's mission is to advance counter-human trafficking law enforcement operations, protect victims, and enhance prevention efforts by aligning DHS's capabilities and expertise.

Notice to Employees

All Blue Campaign employees are required to review this Language Access Plan and are responsible for identifying potential language translation needs among their portfolios. The Language Access Policy Statement and the Language Access Plan will be posted to DHS' website and disseminated to all Blue Campaign employees.

Additional training opportunities are available to Blue Campaign employees who would like additional information on changing demographics, updated language access plans, new translation tools, and other language/translation resources. New and existing Blue Campaign employees can request a language access training which will encompass justification of how Blue Campaign identifies and determines which vital information is translated into certain languages, translation tools and resources, as well as targeted demographics. These training opportunities will be provided on an ad hoc basis and will be coordinated by the Blue Campaign Program Manager and Blue Campaign Language Access Liaison. A training plan informed by the Blue Campaign language access plan, stakeholder engagement, and specific portfolio objectives will be created prior to ad hoc trainings.

Language Access Policy Statement

Blue Campaign confirms its commitment to following the DHS Policy on Language Access:

It is the policy of DHS to provide meaningful access for individuals with limited English proficiency to operations, services, activities, and programs that support each Homeland Security mission area by providing quality language assistance services in a timely manner. DHS Components, therefore, should incorporate language access considerations into their routine strategic and business planning, identify and translate crucial documents into the most frequently encountered languages, provide

interpretive services where appropriate, and educate personnel about language access responsibilities and how to utilize available language access resources.

This Language Access Plan will be posted to Blue Campaign's external website ([Blue Campaign | Homeland Security \(dhs.gov\)](#)), in an accessible format that is Section 508 compliant.

For definitions on relevant terms please visit the 2023 DHS language Access Plan: [2023 DHS Language Access Plan](#)

As shown in Appendix 1, Blue Campaign produces educational and outreach materials in multiple languages and makes these translated materials publicly available on its website. Translated materials have powerful potential to increase public awareness and reporting. Incorporation of language access considerations into Blue Campaign objectives will be reviewed periodically in accordance with DHS guidelines.

Language Access Priorities (FY 25 – FY 26)

Blue Campaign's language access priorities are as follows:

1. Blue Campaign manually tracks the quantity, type, and languages of printed materials ordered through the Blue Campaign website. Blue Campaign will monitor the demand for language specific materials and ensure that those materials remain in stock and are available for digital download.
2. Blue Campaign will partner with the private sector, non-governmental organizations, federal law enforcement, and state/local authorities servicing vulnerable communities to create culturally relevant public awareness and education products intended to decrease victimization.
3. Blue Campaign will continue to participate in the DHS Language Access Working Group led by the DHS Office for Civil Rights and Civil Liberties and U.S. Citizenship and Immigration Services (USCIS) Language Access Working group and will keep up to date with language access best practices (translations, new technologies, etc.)

Evaluation Tools/Mechanisms

Blue Campaign is committed to incorporating effective mechanisms to assess our language access efforts. The Blue Campaign Program Manager and a Blue Campaign specialist will be responsible for coordinating and implementing all language access activities.

To evaluate language access efforts and ensure implementation of strategy, Blue Campaign has taken or will take the following actions:

1. The Program Manager has designated a Blue Campaign specialist to be the Language Access Liaison. This employee will participate in language access working group meetings and will assume responsibility for the coordination of all language access projects.
2. The Language Access Liaison will host quarterly internal meetings with Blue Campaign leadership to report on progress made regarding language access projects.
3. The Blue Campaign will continue to seek stakeholder, partner, and public feedback as part of its efforts to monitor language access. This includes reviewing translation

requests presented by external and internal stakeholders who encounter individuals who are LEP and are vulnerable to human trafficking.

4. Blue Campaign will continue to identify and use trustworthy vendors for translations to ensure high quality translations.

Demographic Assessments

Blue Campaign continually works to assess language access needs for educational awareness products and training. Blue Campaign manually tracks the quantity, type, and language of materials ordered through the Blue Campaign website to determine the demand for language translations. Blue Campaign also works closely with DHS component agencies to determine language access needs as requested from field locations and operators.

In addition, Blue Campaign works with the Department of State's Office to Monitor and Combat Trafficking in Persons to identify those most vulnerable to human trafficking.

Resources

All translations, material development costs, and language access projects are subject to availability of funds.

For more information on Blue Campaign resources, please contact:
bluecampaign@hsi.dhs.gov

Notice to Persons with Limited English Proficiency

Blue Campaign provides information to the public on the availability of language services in multiple forms.

- “[I Speak poster](#)”: Blue Campaign's "I Speak" poster assists literate individuals who are not proficient in English to identify a preferred language. This poster contains more than 60 languages. Law enforcement officers and others can show the poster to potential victims of human trafficking. The poster is available on the Blue Campaign website for download.
- Blue Campaign materials and educational products are available for public use and may be downloaded or ordered free of charge on the Blue Campaign website. The website identifies languages available for each awareness product. Those wishing to order materials may do so by submitting a request form through the Blue Campaign [website](#). The option for ordering materials in print form is subject to availability of funds and current inventory. Blue Campaign materials are confirmed for 508 compliance prior to release.

Current Language Access Activity

Blue Campaign provides human trafficking awareness training and materials to the public and tailors content for specific audiences. In FY24, Blue Campaign created a

Forced Labor poster series for the maritime industry, the posters were translated into Burmese, Chinese, and Tagalog, and will be piloted throughout US shipping ports in FY25. In FY22, the Blue Campaign translated its [sex trafficking poster](#) in Dari and Pashto in support of vulnerable Afghans arriving in the U.S. as part of Operation Allies Welcome. Additionally, Blue Campaign translated its indicator card, key tag card, and sex trafficking poster into Ukrainian and Russian in support of vulnerable Ukrainians arriving in the U.S. as a part of [Uniting for Ukraine](#). In FY18, the Blue Campaign worked with Native American organizations such as the Center for Native American Youth (CNAY), as well as survivors from the Esselen and Shoshone tribes to determine the type of products, imagery, and messages that would be effective when creating a poster series for this specific audience. The Native American Communities Poster series can be viewed [here](#).

Blue Campaign regularly supports requests from DHS components to translate and make available awareness materials to individuals who are LEP. For example, the Blue Campaign adapted its Human Trafficking Awareness Infographic video specifically for Immigration and Customs Enforcement: Enforcement and Removal Operations (ICE-ERO). That video is now played in English and Spanish at ICE ERO over 72-hour detention facilities. Blue Campaign also provided ICE ERO specific human trafficking awareness posters in eight languages including: English, Spanish, Chinese, French, Haitian Creole, Portuguese, Punjabi, and Russian.

Blue Campaign is also a participant in the DHS Language Access Working Group subgroup on Indigenous Languages and will work to support indigenous languages access initiatives.

To date, Blue Campaign has the following materials available in the following languages (see *Appendix 1* for the full list of products available in each language):

Materials are currently available on the Blue Campaign website for download or order.

++May not include translations for all available pamphlets, information sheets, posters, and/or videos.

	Blue Campaign Products								
	Info Sheets++	Pamphlets ++	Key Tag Cards	Indicator Cards	First Responder Cards	Posters ++	Infographics	Toolkits ++	Videos ++
English	Y	Y	Y	Y	Y	Y	Y	Y	Y
Spanish	Y	Y	Y	Y	N	Y	Y	Y	Y
Albanian	N	N	Y	Y	N	N	N	N	N
Arabic	Y	N	Y	Y	N	N	N	N	N
Bengali	N	N	Y	Y	N	N	N	N	N
Bulgarian	N	N	Y	Y	N	N	N	N	N
Burmese	N	N	Y	Y	N	Y	N	N	N
Chinese (simplified)	Y	Y	Y	Y	N	Y	N	N	N
Chinese (traditional)	Y	Y	Y	Y	N	N	N	N	N
Croatian	N	N	Y	Y	N	N	N	N	N
Dari	N	N	Y	Y	N	Y	N	N	N
French	Y	Y	Y	Y	N	N	N	N	N
German	N	N	Y	Y	N	N	N	N	N
Greek	N	N	Y	Y	N	N	N	N	N
Gujarati	N	N	Y	Y	N	N	N	N	N
Haitian/French Creole	N	Y	Y	Y	N	N	N	N	N
Hindi	N	Y	Y	Y	N	N	N	N	N
Hmong	N	N	Y	Y	N	N	N	N	N
Indonesian	N	N	Y	Y	N	N	N	N	N
Italian	N	N	Y	Y	N	N	N	N	N
Japanese	N	N	Y	Y	N	N	N	N	N
Khmer	N	N	Y	Y	N	N	N	N	N
Korean	Y	Y	Y	Y	N	N	N	N	N
Lao	N	N	Y	Y	N	N	N	N	N
Malayalam	N	N	Y	Y	N	N	N	N	N
Pashto	N	N	Y	Y	N	Y	N	N	N
Persian	N	N	Y	Y	N	N	N	N	N
Polish	N	N	Y	Y	N	N	N	N	N
Portuguese	Y	Y	Y	Y	N	N	N	N	N
Punjabi	N	Y	Y	Y	N	N	N	N	N
Romanian	N	N	Y	Y	N	N	N	N	N
Russian	Y	Y	Y	Y	N	Y	N	N	N
Tagalog	N	Y	Y	Y	N	Y	N	N	N
Telugu	N	N	Y	Y	N	N	N	N	N
Thai	Y	Y	Y	Y	N	N	N	N	N
Turkish	N	N	Y	Y	N	N	N	N	N
Ukrainian	N	N	Y	Y	N	Y	N	N	N
Urdu	N	N	Y	Y	N	N	N	N	N
Vietnamese	Y	Y	Y	Y	N	N	N	N	N

Appendix 1: Blue Campaign Resources

English

- Videos and Audio
 - [Neighborhood Watch PSA](#)
 - [Take a Second Look PSA](#)
 - [Human Trafficking Truck Stop Animated Video](#)
 - [Human Trafficking Youth Animated Videos](#)
 - [Labor Trafficking: Child Servitude](#)
 - [Labor Trafficking: Medical Clinic](#)
 - [Labor Trafficking: Motor Coach](#)
 - [“What is Human trafficking” Video](#)
 - [Human Trafficking and Native Communities](#)
 - [T Nonimmigrant Status Immigration Relief for Victims of Human Trafficking](#)
 - [Labor Trafficking Awareness Video- Suleman](#)
 - [Human Trafficking on College Campuses](#)
- Online Training
 - [Continued Presence Training](#)
 - [Request access to Human Trafficking in Finance industry training](#)
 - [First Responders training](#)
 - [Request access to Human Trafficking in Indian Country training](#)
 - [Law Enforcement Awareness Training](#)
 - [Combatting Human Trafficking in Tribal Communities Webinar](#)
 - [Interviewing Victims of Human Trafficking](#)
 - [General Public Indicators Training Course](#)
 - [Disaster Responder Training](#)
 - ["Choices" Course](#)
 - ["Changes" Course](#)
 - ["Consequences" Course](#)
 - [Convenience Retail Employee Training](#)
 - [Youth Professional and Caretaker Training](#)
 - [Campus Law Enforcement Training](#)
 - [Gender-Based Violence Awareness Course for Aviation Industry Personnel](#)
- Information Sheets
 - [Human Trafficking 101](#)
 - [Human Trafficking 101: Acquisition Workforce](#)
 - [Blue Campaign and DHS Anti-Human Trafficking Efforts](#)
 - [Immigration relief for victims of human trafficking and other crimes](#)
 - [ICE Continued Presence Resource Guide](#)
 - [U Visa Law Enforcement Resource Guide 2022](#)
 - [T Visa Law Enforcement Resource Guide 2022](#)
 - [What is Human Trafficking? Infographic](#)
 - [Blue Campaign Monthly Newsletters](#)
 - [Code Enforcement Officers – Human Trafficking Awareness Information Sheet](#)
 - [U.S. Immigration Benefits flyer](#)
- Cards
 - [Key Tag Cards](#)
 - [Indicator cards](#)

- [Campus Law Enforcement Pocket Card](#)
- [First Responder Indicator Card](#)
- [Private Industry Indicator Cards](#)
 - Agriculture Indicator Card
 - Domestic Servitude Indicator Card
 - Finance Indicator Card
 - Hospitality Indicator Card
 - Maritime Indicator Card
 - Technology Indicator Card
 - Transportation Indicator Card
 - Youth Indicator Card
- Pamphlets
 - [Continued Presence pamphlet](#)
 - [What is the Blue Campaign Informational Brochure](#)
- Posters
 - [“What does human trafficking look like?” Poster series \(6 variations\)](#)
 - [Native American awareness poster series](#)
 - [“I Speak” Poster](#)
 - [FACES Public Awareness Poster](#)
 - [Domestic Servitude Poster](#)
 - [Forced Labor Poster](#)
 - [Sex Trafficking Poster](#)
 - [Blue Campaign Youth Poster Series](#)
 - [Forced Labor Maritime Posters](#)
- Toolkits
 - [Student Advocate Toolkit](#)
 - [Hospitality Toolkit](#)
 - [Transportation Toolkit](#)
 - [Faith-Based & Community Toolkit](#)
 - [Campus Law Enforcement Guide](#)
 - [Youth Guide](#)
 - [Convenience Store Guide](#)
 - [School Resource Officers Guide](#)
 - [Tribal Gaming and Hospitality Guide](#)

Spanish

- Videos and Audio
 - [Neighborhood Watch PSA](#)
 - [“What is Human Trafficking?” Video](#)
 - [General Public Indicators Training Course \(closed caption only\)](#)
- Information Sheets
 - [Human Trafficking 101](#)
 - [“What is the Blue Campaign?” – Trifold Brochure](#)
 - [Blue Campaign and DHS Anti-Human Trafficking Efforts](#)
 - [Immigration relief for victims of human trafficking and other crimes](#)
 - [U.S. Immigration Benefits flyer](#)
- Cards
 - [Key Tag Cards](#)
 - [Indicator cards](#)
- Pamphlets

- [Continued Presence pamphlet](#)
- Posters
 - [“What does human trafficking look like?” Poster series \(6 variations\)](#)
 - [FACES Public Awareness Poster](#)
 - [Domestic Servitude Poster](#)
 - [Forced Labor Poster](#)
 - [Sex Trafficking Poster](#)
 - [Blue Campaign Youth Poster Series](#)
- Toolkits
 - [Hospitality Toolkit](#)
 - [Faith-Based & Community Toolkit](#)
 - [Youth Guide](#)

Albanian

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Arabic

- Information Sheets
 - [Human Trafficking 101](#)
 - [Immigration relief for victims of human trafficking and other crimes](#)
 - [Blue Campaign and DHS Anti-Human Trafficking Efforts](#)
- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Bengali

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Bulgarian

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Burmese

- Poster
 - [Forced Labor Maritime Posters](#)
- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Chinese (Simplified)

- Poster
 - [Forced Labor Maritime Posters](#)
- Information Sheets
 - [Human Trafficking 101](#)
 - [Immigration relief for victims of human trafficking and other crimes](#)
 - [Blue Campaign and DHS Anti-Human Trafficking Efforts](#)
 - [U.S. Immigration Benefits flyer](#)
- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

- Pamphlets
 - [Continued Presence pamphlet](#)

Chinese (Traditional)

- Information Sheets
 - [Human Trafficking 101](#)
 - [Immigration relief for victims of human trafficking and other crimes](#)
 - [Blue Campaign and DHS Anti-Human Trafficking Efforts](#)
- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)
- Pamphlets
 - [Continued Presence pamphlet](#)

Croatian

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Dari

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)
- Posters
 - [Sex Trafficking Poster](#)

French

- Information Sheets
 - [Human Trafficking 101](#)
 - [Blue Campaign and DHS Anti-Human Trafficking Efforts](#)
 - [U.S. Immigration Benefits flyer](#)
- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)
- Pamphlets
 - [Continued Presence pamphlet](#)

German

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Greek

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Gujarati

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Haitian / French Creole

- Information Sheets
 - [U.S. Immigration Benefits flyer](#)
- Cards
 - [Key Tag Cards](#)

- [Indicator Cards](#)
- Pamphlets
 - [Continued Presence pamphlet](#)

Hindi

- Information Sheets
 - [U.S. Immigration Benefits flyer](#)
- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)
- Pamphlets
 - [Continued Presence pamphlet](#)

Hmong

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Indonesian

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Italian

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Japanese

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Khmer

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Korean

- Information Sheets
 - [Human Trafficking 101](#)
 - [Immigration relief for victims of human trafficking and other crimes](#)
- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)
- Pamphlets
 - [Continued Presence pamphlet](#)

Lao

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Malayalam

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Pashto

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)
- Posters
 - [Sex Trafficking Poster](#)

Persian

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Portuguese

- Information Sheets
 - [Human Trafficking 101](#)
- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)
- Pamphlets
 - [Continued Presence pamphlet](#)

Punjabi

- Information Sheets
 - [U.S. Immigration Benefits flyer](#)
- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)
- Pamphlets
 - [Continued Presence pamphlet](#)

Romanian

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Russian

- Information Sheets
 - [Human Trafficking 101](#)
 - [U.S. Immigration Benefits flyer](#)
- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)
- Pamphlets
 - [Continued Presence pamphlet](#)
- Posters
 - [Sex Trafficking Poster](#)

Tagalog

- Poster
 - [Forced Labor Maritime Posters](#)
- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)
- Pamphlets
 - [Continued Presence pamphlet](#)

Telegu

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Thai

- Information Sheets
 - [Human Trafficking 101](#)
 - [Immigration relief for victims of human trafficking and other crimes](#)
- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)
- Pamphlets
 - [Continued Presence pamphlet](#)

Turkish

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Ukrainian

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)
- Posters
 - [Sex Trafficking Poster](#)

Urdu

- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)

Vietnamese

- Information Sheets
 - [Human Trafficking 101](#)
- Cards
 - [Key Tag Cards](#)
 - [Indicator Cards](#)
- Pamphlets
 - [Continued Presence pamphlet](#)