

*No Estás Sola (You Are Not Alone):*

**Hispanic Human Trafficking Public Awareness Campaign**

**2. Problem Statement**

The U.S. State Department defines trafficking in persons as “modern-day slavery, involving victims who are forced, defrauded or coerced into labor or sexual exploitation” (December 7, 2005). While numerous governmental and international organizations recognize human trafficking as a significant problem, the extent of the epidemic remains difficult to quantify. The fact that there exists no rigid definition of trafficking, coupled with the inherent difficulties of measuring an underground activity, means that official estimates of human trafficking vary widely (IOM, 2005). The State Department estimates that 600,000 to 800,000 human beings are trafficked across international borders annually (December 7, 2005). In the United States, for an individual to be legally certified as a victim of human trafficking, he or she must be able to demonstrate having been subjected to at least one of three conditions: force, fraud or coercion (U.S. Conference Catholic Bishops, 2006).

The State Department further ranks countries that experience human trafficking (either as source or as recipient countries) according to a three-tiered system: ranging from Tier 1 countries, which adhere to basic standards of trafficking prevention and prosecution, to Tier 3 countries which show no effort to control the problem. In Latin America, fully 21 countries are designated as experiencing significant human trafficking. Of these, only one, Colombia, is recognized with a Tier 1 placement. Fully 11 countries are categorized as Tier 2; five are Tier 2 watch-listed (meaning their Tier 2 status is in question); and four – Bolivia, Cuba, Ecuador and Venezuela – are categorized as Tier 3 (USDS, June 2005).

U.S. Hispanics currently form the largest minority group in the United States – approximately 40 million individuals or 14% of the total population (U.S. Census Bureau, 2001). Census 2000 estimates that 8% of the Washington, D.C. population is Hispanic – 45,000 individuals living within the corporate boundaries of the District alone, and these numbers are rapidly growing. While statistics on how many members of this poor and sometimes extra-legal population currently find themselves in positions of sexual bondage or involuntary servitude are not available, according to Break the Chain, a community-based organization (CBO) whose mission focuses on assisting enslaved domestic workers, “lawyers, church and social workers, and others involved in handling complaints estimate that there are hundreds, perhaps thousands of exploited and abused foreign domestics in the Washington area” (2006).

Numerous factors may prevent members of the Hispanic community – both victims and “good Samaritans” (witnesses to human trafficking) – from seeking help for the problem. Besides being unaware of the legal frameworks and community services in place to assist them, victims may also be afraid of the consequences of reporting. In some cases, victims may worry that if they seek help their friends or family members will be harmed. In other cases, victims and Samaritans alike may worry about their legal status in the United States and the possibility of being deported (USDS, 2005). In addition, a general distrust of the government among Hispanics – whether due to cultural values, ignorance of U.S. systems, or personal histories of governmental abuse – is well-documented (Advocates for Youth, 1994) (Peña, 2003) (Fenton et al, 1996).

To a certain extent, concerns about reporting to the federal government are, in fact, justified. The U.S. Conference of Catholic Bishops, for example, warns that CBOs must be able to screen clients rigorously regarding their personal situations and provide them with careful

legal advice concerning the risks of reporting. Not all exploited Hispanics in the D.C. area will meet the legal requirements for human trafficking; for example, some individuals may actually be considered “smuggled” or “exploited workers;” other individuals may or may not meet the standards to be classified as refugees (2006). Only through a careful legal intake interview can a service provider ascertain what forms of legal relief are appropriate for a particular client.

In many ways, Washington, D.C., provides a unique venue for developing a human trafficking public awareness campaign. A city with a growing Hispanic population and a thriving CBO community, the District of Columbia is also the nation’s capital. As such, Washington, D.C. hosts U.S. federal agencies, international organizations, embassies, consulates and missions to the United States. While conducting a local media campaign to serve the numerous victims of human trafficking in the Washington, D.C. area, the Self Reliance Foundation and its community partners will also be able to tap into the resources of the many national and international organizations in the city also concerned with finding better approaches to rescue victims of human trafficking.

The *No Estás Sola/No Estás Solo* public awareness campaign will work with Latino-serving CBOs and Latino-serving members of the Department of Justice (DOJ) D.C. Task Force on Trafficking in Persons in order to assure that their activities receive the best possible media coverage and make the strongest possible impact within the D.C. Latino community. The campaign will follow a standard social marketing “air and ground” approach, combining mass media messages with task force members’ direct community outreach in order to connect previously isolated victims of human trafficking to the rescue services they need. (See campaign logic model in Section 4, Figure A). Funding for the *No Estás Sola* public awareness campaign will be devoted entirely to public awareness products and services. All staff time for the

campaign is being donated *pro bono*. A detailed description of campaign partners and services is provided in Section 4.

### **3. Project Goals and Objectives**

The goal of the *No Estás Sola/No Estás Solo* public awareness campaign is to work with Latino-serving CBOs on the D.C. Task Force on Trafficking in Persons and other interested organizations in order to insure that their activities receive the best possible media coverage within the D.C. Hispanic community. To this end, *No Estás Sola* aims to:

- Provide Hispanics in metropolitan Washington with accurate, useful information about human trafficking and the rights of victims of human trafficking;
- Increase awareness among such victims, potential Samaritans and interested Hispanic-serving organizations about existing local resources and services; and
- Foster improved working relationships between Washington-based Hispanic-serving organizations concerned about human trafficking.

Intended audiences for the *No Estás Sola* campaign are, thus, three-fold: (1) Hispanics living in the Washington, D.C. area who are, themselves victims or possible victims of human trafficking; (2) members of the D.C. general public, Hispanic and non-Hispanic, with the potential to recognize and reach out to Hispanic victims (Samaritans); and (3) Organizations in the D.C. area – CBOs, faith-based, governmental and international organizations – who are concerned with helping victims of human trafficking. Specifically, the *No Estás Sola* campaign will meet the following objectives:

- Conduct 7-10 key informant interviews of victims of human trafficking; witnesses to human trafficking; professional service providers working with victims; and representatives of Latin American consulates concerned about the issue.
- Conduct 3 focus groups (one of Hispanic victims, one of Hispanic general public, and one English-speaking general public) in order to determine baseline attitudes toward and knowledge of human trafficking in the D.C. area.
- Develop a bilingual project Web site serving providers, Samaritans, and, to a limited extent, victims of human trafficking.
- Develop 4 radio Public Service Announcements (PSAs) – 3 in Spanish and 1 in English – providing information about human trafficking and promoting the campaign help-line number.
- Develop and distribute publicity materials throughout the Washington, D.C. area including (depending upon best market rates) approximately: 1,000 project posters, 1,500 match boxes, 750 refrigerator magnets, 1,500 bumper stickers, and 2,000 business cards all advertising the campaign help-line number.
- Conduct 2 day-long seminars bringing together CBOs, consulates, and experts in human trafficking: the first in order to introduce the campaign, and the second in order to promote project continuation after the cessation of funding.
- Produce 2, half-hour radio talk-shows in Spanish to raise awareness about human trafficking.
- Conduct 4 earned media blitzes (eg, quarterly public relations campaigns) targeting English and Spanish media outlets (radio, print and television) in Washington, D.C.

- Provide ongoing information and referral services to victims and Samaritans via the Self Reliance Foundation’s toll-free, bilingual help-line; thus, connecting callers to CBOs qualified to serve such clients, and, in the case of some calls from witnesses, connecting callers directly to the DOJ.

#### **4. Program Design/Implementation Plan**

*The social marketing approach.* In order to encourage victims of and witnesses to human trafficking to seek help, the Self Reliance Foundation will conduct a classic social marketing campaign. In recent years, social marketing has emerged as the premier strategy for communicating messages and promoting behavioral change to large audiences. Generally defined as applying “the principles of commercial marketing to programs with social ends” (WorkGroup, 2006), social marketing relies upon common advertising techniques such as defining and crafting simple, emotional messages; and reinforcing these messages through branding and repetition across different outreach venues (Wayman, 2006). The standard social marketing maxim today calls for “air and ground” coverage; that is, to combine mass media with grassroots outreach.

In the Hispanic community, in particular, audiences tend to rely on multiple forms of media, turning to radio, television and print for information; even Hispanic English-speakers, moreover, enjoy receiving news and information in Spanish (Belden Associates, 2003). Spanish-language radio offers an especially powerful and cost-effective tool, as U.S. Hispanics listen to radio with significantly greater frequency than other Americans (Radio Advertising Bureau, 2002; Arbitron, 2003). An additional advantage of radio is that this medium may be available to forced laborers who are otherwise isolated from other forms of mass communication. Joy

Zarembka of the Break the Chain, a CBO dedicated to rescuing enslaved domestic workers in Washington, D.C., notes that calls to the Break the Chain offices have increased as much as 10-fold immediately following Spanish-language radio programming (2006).

Program logic model. The *No Estás Sola/No Estás Solo* public awareness campaign will work with Latino-serving CBOs and Latino-serving members of the DOJ D.C. Task Force on Trafficking in Persons in order to assure that their activities receive the best possible media coverage and make the strongest possible impact within the D.C. Latino community. A time-line for project activities is provided below, as well as the logic model for *No Estás Sola*. To summarize specific campaign activities:

Messaging research. The first quarter of the project will focus on polling the D.C. Hispanic community regarding general knowledge about, misperceptions concerning and attitudes toward human trafficking. Information will be gathered via literature reviews of prior human trafficking awareness campaigns; interviews with “key informants” (victims, Samaritans, professionals) in the D.C. community; and focus groups of victims, members of the Hispanic general public, and members of English-speaking general public. Gathered information will be used to craft messages which are most likely to encourage victims as well as Samaritans to seek help for trafficking. Initial messages will be compiled in the form of 4 radio PSAs (1 in English and 3 in Spanish) to be used over the entire course of the campaign.

Project Web site. A bilingual campaign Web site will be posted in order to serve as a focal point for gathering information about the campaign. The key feature of the Web site will be an electronic bulletin board where Latino-serving members of the D.C. Task Force on Trafficking in Persons and other interested organizations can post information about any human trafficking activities they have conducted or intend to conduct (such as providing seminars for

their clients on human trafficking or serving a record number of clients in a particular quarter) which they consider newsworthy. The Self Reliance Foundation will contact these various organizations regularly in order to insure that newsworthy activities are posted to this site. Newsworthy activities undertaken by Task Force and other campaign members will serve as the content for the campaign's quarterly media blitzes (described below).

Help-line. The Self Reliance Foundation operates a toll-free, bilingual information and referral help-line. To avoid confusion among target audience members, to increase call volume, and to track the number of calls generated by the campaign, only this one help-line number will be publicized throughout the campaign. Prior to publicizing the help-line, operators will be trained in how to assess caller needs in order to make appropriate referrals to organizations that can effectively assist callers. In cases where callers cannot place a second call, the help-line will patch the call directly through to the appropriate CBO and ensure that the caller is helped. D.C.-area Latino-serving CBOs who have agreed to serve as referring agencies for the *No Estás Sola* campaign are: Break the Chain, CASA of Maryland, Ayuda and Neighbor's Consejo. SRF anticipates recruiting additional organizations, such as Polaris (who have a special expertise in aiding sex workers), at the start of the campaign via the kick-off seminar. The help-line will also serve as a campaign clearinghouse – distributing publicity materials, fact-sheets, and press releases to interested callers.

Publicity materials. Numerous publicity materials promoting the campaign and its help-line number will be distributed via campaign partners and via the help-line. Products to be developed will include: matchbooks, bumper stickers, refrigerator magnets, posters, fact-sheets, and business cards.

Kick-off seminar. SRF will launch the media campaign with a seminar bringing together interested parties who are concerned with and dedicated to finding best ways to approach the problem of human trafficking in the D.C. Hispanic community. Invitees will include Latin American consulates (several of whom have expressed to the Self Reliance Foundation that they are uncertain how to handle potential cases of human trafficking when approached by their own citizens in this country), Latino-serving CBOs, faith-based organizations, and representatives from the Department of Justice and the Department of Health and Human Services. In addition, members of the local Hispanic and English-language press will be invited to attend.

Specific content and speakers for the campaign will be determined upon project launch in consultation with CBO partners. One feature of the seminar will be a media training for organizations interested in learning best strategies for orchestrating newsworthy events and working directly with the media. An additional feature will be a training (conducted by the CBOs) for the SRF help-line operators in how to most effectively field phone calls and handle referrals for the *No Estás Sola* campaign. The project Web site will be introduced and attendees will be encouraged to report their activities to the site's bulletin board. Project publicity materials will also be handed out for organizations to distribute internally and in their own outreach activities.

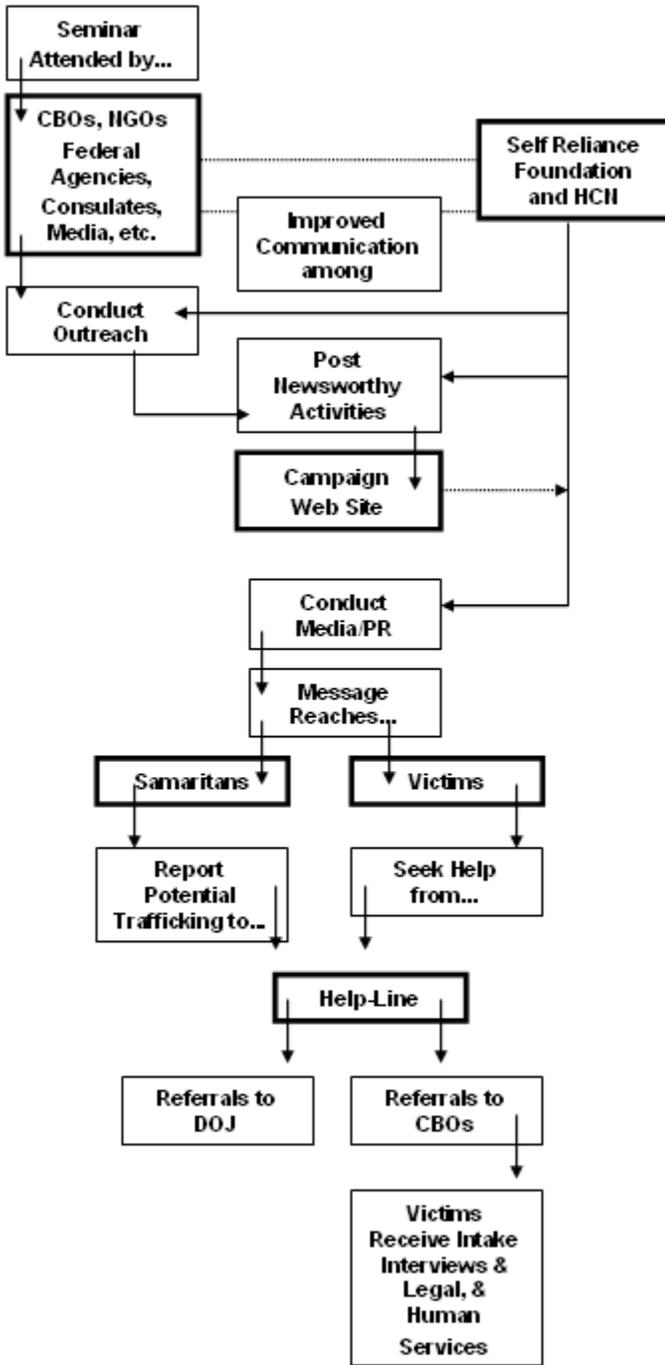
Media products and outreach. While the Self Reliance Foundation, together with its CBO partners, will be in charge of developing content for all media products, the Hispanic Communications Network (HCN) will handle media production and outreach. A full media proposal provided by HCN is included in the appendices. Media products will include: (A) 4 radio PSAs, 3 in Spanish and 1 in English. The Spanish PSAs will feature one female victim and one male victim telling their personal stories and urging other victims to seek help. PSAs will

promote the campaign help-line number. (B) Two live, half-hour call-in Spanish language talk-shows. Talk-show guests will include a government (DOJ) representative, a CBO case worker and a human trafficking victim. (C) Quarterly public relations blitzes promoting media activities to local Spanish- and English-language print, radio and television outlets.

Community outreach. The Self Reliance Foundation conducts regular health and education outreach at Hispanic festivals in the Washington, D.C. area in Spring and Summer. *No Estás Sola* materials featuring the help-line number will be distributed at these festivals. In addition, community partners will be encouraged to distribute publicity products featuring the help-line both internally and via their own program activities. For example, Neighbor's Consejo has pledged to hold 2-3 symposia among its clients on the topic of human trafficking and to distribute the help-line number during its morning and evening street outreach sessions. Letters of support from additional CBOs expressing an interest in assisting with the campaign are included in the appendices, and SRF anticipates that even more organizations will be recruited via the kick-off seminar and over the course of the campaign.

Concluding seminar. For the campaign closing seminar, project participants will be asked to present on lessons learned during their time with the initiative. These lessons learned will be compiled in the project final report, posted on the project Web site, and summarized and presented to members of the press. It should be noted that the Self Reliance Foundation is a national nonprofit based in Washington, D.C. with a successful record of funding and producing numerous national Latino-serving social marketing campaigns. SRF intends to seek funding not only to continue the D.C. campaign, but also to expand *No Estás Sola* into a countrywide initiative. The "concluding" seminar may, thus, serve as a bridge into the next phase of the campaign.

**Figure A: Logic Model for *No Estás Sola/No Estás Solo***



## Project Time-Line

<b>TIME</b>	<b>SRF-LED ACTIVITIES</b>	<b>RESPONSIBLE PARTIES</b>
<b>1<sup>st</sup> Quarter</b>	<b>(Planning)</b>	
	Base-line testing of knowledge and attitudes. Key informant interviews (7-10). Focus groups (3).	Research Consultant
	Campaign curriculum content defined.	Lead: Principal Investigator With: Program Manager and Casa de Maryland, CBOs
	Informational materials developed. Web site content. Fact sheets. Seminar curriculum.	Lead: Principal Investigator With: Program Manager and Casa de Maryland, CBOs
	Seminar planning. Workshops/activities defined. Key speakers identified and booked. Participants invited.	Program Manager and Casa de Maryland, CBOs
	Web site built and posted.	Web Consultant
	Quarterly report submitted.	Principal Investigator
<b>2<sup>nd</sup> Quarter</b>	<b>(Kick-Off Seminar)</b>	
	PSAs (4) produced.	Principal Investigator and HCN
	PR materials produced. (Posters, bumper stickers, magnets, match boxes, business cards.)	Program Manager With: Casa de Maryland, CBOs
	Media/PR relations promoting seminar. Hispanic & English press invited to seminar. PR to D.C. media promoting event. Media kits developed for seminar.	HCN
	Seminar convened.	Program Manager
	Post-seminar media PR and impact tracking.	HCN
	Quarterly report submitted.	Principal Investigator
<b>3<sup>rd</sup> Quarter</b>	<b>(Radio Talk-Show I)</b>	
	Radio talk-show planned. Speakers and talking points identified.	Lead: Program Manager With: Principal Investigator and Casa de Maryland, CBOs
	Radio talk-show produced.	HCN

	Follow-up media PR and impact tracking.	HCN
	CBO's polled on activities, Web site updated.	Program Manager
	Quarterly report submitted.	Principal Investigator
<b>(Seasonal)</b>	Campaign booths offered at 8-10 Hispanic festivals.	Program Manager and Casa de Maryland, CBOs
<b>4<sup>th</sup> Quarter</b>	<b>(Quarterly Media Blitz 1)</b>	
	Community partners report on ongoing activities.	(Via Web site or directly to Program Manager)
	CBO's polled on activities, Web site updated.	Program Manager
	Campaign highlights provided to HCN	Principal Investigator
	Quarterly media blitz and tracking/documentation	HCN
	Quarterly report submitted.	Principal Investigator
<b>5<sup>th</sup> Quarter</b>	<b>(Quarterly Media Blitz 2)</b>	
	Community partners report on ongoing activities.	(Via Web site or directly to Program Manager)
	Campaign highlights provided to HCN	Principal Investigator
	Quarterly media blitz and tracking/documentation	HCN
	Quarterly report submitted.	Principal Investigator
<b>6<sup>th</sup> Quarter</b>	<b>(Quarterly Media Blitz 3)</b>	
	Community partners report on ongoing activities.	(Via Web site or directly to Program Manager)
	Campaign highlights provided to HCN	Principal Investigator
	CBO's polled on activities, Web site updated.	Program Manager
	Quarterly media blitz and tracking/documentation	HCN
	Quarterly report submitted.	Principal Investigator
<b>7<sup>th</sup> Quarter</b>	<b>(Closing Seminar and PR)</b>	
	Media/PR relations promoting seminar. Hispanic & Anglo press invited to seminar. PR to D.C. media promoting event. Media kits developed for seminar.	HCN
	Seminar curriculum developed. CBOs/partners polled on lessons learned. Seminar contents defined.	Principal Investigator with: Program Manager and Casa de Maryland, CBOs
	Seminar convened. Key speakers identified and scheduled. Participants invited.	Program Manager and Casa de Maryland, CBOs
	CBO's polled on activities, Web site updated.	Program Manager
	Quarterly report submitted.	Principal Investigator

(Seasonal)	Campaign booths offered at 8-10 Hispanic festivals.	Program Manager and Casa de Maryland, CBOs
8 <sup>th</sup> Quarter	<b>(Final Talk-Show and Reporting)</b>	
	Radio talk-show planned. Speakers and talking points identified.	Lead: Program Manager With: Principal Investigator and Casa de Maryland, CBOs
	Radio talk-show produced.	HCN
	Follow-up media PR and impact tracking.	HCN
	CBO's polled on activities, Web site updated.	Program Manager
	Final report submitted.	Principal Investigator

## 5. Organizational Capacity and Project Management

Self Reliance Foundation. For the past 20 years, the Self Reliance Foundation (SRF), a nonprofit 501(c)(3) organization, has produced local and national social marketing campaigns to address the special needs of America's Latino community. Just a few examples of recently funded programs include: *Celebra la Ciencia* (Celebrate Science), a 6-city informal science education project entailing earned and paid media and festival outreach funded by the National Science Foundation; *Conociendo Tu Cuerpo* (Understand Your Body), a D.C.-based media and festivals initiative encouraging Latina girls to learn about biology and the health sciences; and *El Regalo de Salud* (The Gift of Health), a national nutrition campaign funding by the U.S. Department of Agriculture utilizing radio and help-line information and referral services to encourage Latino parents to cook healthier meals for their children.

Hispanic Communications Network. While SRF oversees all media *content* for our campaigns, for the bulk of our media services, we contract with Hispanic Communications Network (HCN) to oversee production, syndication and distribution of media products. HCN/SRF collaborative radio campaigns have won awards from organizations such as Planned Parenthood (the Maggie Award for best reproductive health programming) and the government

of Peru (the Trofeo Diana for best reproductive health programming). A full description of HCN and their proposed services for *No Estás Solo* is provided in the appendices. In a Hispanic media market currently dominated by commercial programming, HCN is the country's largest and most economical producer and syndicator of informational and educational Spanish-language media programming. Due to its unique blend of special interest media services targeting Hispanics, HCN is furthermore recognized by the federal government as a sole service provider. The resume for HCN's Senior Producer, who will serve as the key point person for this project, is included in the appendices.

Community Partners. The Self Reliance Foundation has agreed to work with CASA of Maryland as the primary CBO partner for the *No Estás Solo* campaign. A Memorandum of Understanding to this effect is provided in the appendices as well as the resume for Mrs. Doris De Paz, Director of CASA of Maryland's domestic worker initiative and the main point of contact for SRF. CASA of Maryland was founded in 1985 by Central American refugees in response to the human needs of the thousands of Central Americans arriving to the D.C. area after fleeing wars and civil strife in their countries of origin. Today, the organization serves immigrants from virtually every country in Latin America, provides legal as well as health and human services, conducts community organizing around civil rights issues, and oversees programming focusing on the special needs of Hispanic domestic workers in the Washington metropolitan area. CASA of Maryland is also a member of the D.C. Task Force on Trafficking in Persons. In addition, SRF has received letters of support from two other Task Force members primarily serving Latinos: Neighbor's Consejo and Ayuda and one Task Force member, Break the Chain, which serves a significant number of Latino clients.

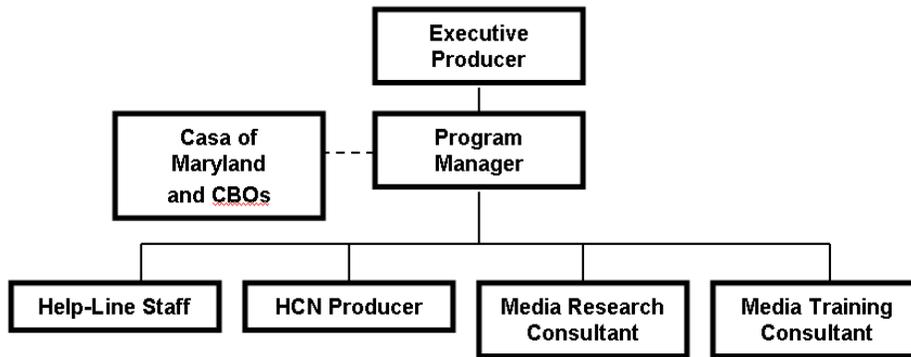
CBO partners' specific responsibilities are detailed in the letters of support. In brief, CBO partners will: assist SRF in recruiting human trafficking victims for media research focus groups and key informant interviews; provide guidance on campaign curriculum and content; present at the kick-off and closing seminars; serve as referring agencies for calls to the campaign help-line; distribute campaign materials and products internally and throughout the community; suggest and/or provide speakers for radio talk-shows; and conduct and report on their own outreach activities to be highlighted in media releases. Additional letters of support from interested organizations not currently involved in the D.C. Task Force are included in the appendices. In addition, SRF anticipates recruiting more organizations to the campaign throughout the two-year course of the project.

Executive Producer. Ellen Alderton (10% effort) will be in charge of the overall quality and direction of the campaign. Ms. Alderton will also be in charge of all reporting to federal funders and will directly supervise the Program Manager. Ms. Alderton received her BA in psychology in 1987 from Wellesley College and her MA in international relations from Johns Hopkins University SAIS. She also completed five semesters of work/study (focusing on informal science education) at the Massachusetts Institute of Technology. Ms. Alderton's background and interest in human rights issues include serving as the liaison to the European Union for the International Helsinki Federation of Human Rights as well as being a long-time member of Amnesty International. Ms. Alderton has executive-produced numerous national multimedia campaigns for the Self Reliance Foundation over the past four years. Previously, she managed educational and public education programs for the United Nations in Vienna and the National Mental Health Association.

Program Manager. Karen Tibabuzo (33%) effort will oversee the day-to-day management of the *No Estás Sola* campaign. To this end, Ms. Tibabuzo will work with CASA of Maryland and other community partners to develop campaign messages, organize the kick-off seminar, oversee the development of campaign materials and products, and assure the timely delivery of all campaign activities. She will oversee HCN production staff, media consultants and the program call center staff. Ms. Tibabuzo is a trained veterinarian in her native Colombia and also has a master's degree in food production sciences. Before immigrating to the United States, Ms. Tibabuzo worked as a public educator in Bogotá, organizing agricultural extension initiatives and also conducting workshops and public trainings on agricultural topics such as animal husbandry and food safety. Ms. Tibabuzo currently manages the SRF national Hispanic help-line – hiring, training and supervising help-line operators, offering workshops and presentations on Hispanic outreach at CBOs in conjunction with specific help-line campaigns, and handling all help-line reporting for social marketing campaign managers. Ms. Tibabuzo is a Board Member of Colombia Progresiva, a local nonprofit dedicated to serving Colombians citizens with human rights and human needs issues, and is also the sole D.C. liaison for Fundación Esperanza, a Bogotá-based nonprofit dedicated to eradicating the problem of human trafficking in Colombia.

Media Consultants. SRF also works with a regular pool of Latino media research and training consultants in order to assist us with particular projects. Ms. Maria Rosario and Ms. Tina Plaza have both worked with the Self Reliance Foundation for over five years and will be handling media formative research and media training, respectively. Their resumes are included in the appendices.

**Figure B.** Project Management Structure



## 6. Plans for Measuring Progress and Outcomes

As noted in the work plan above, progress reports will be submitted quarterly. Progress reports will include examples of all work products created and detailed descriptions of all activities undertaken in that time period. In addition, outcomes will be measured in several dimensions:

1) Benchmarks. All benchmarks detailed under project goals (ie, number of focus groups, number of informant interviews, number of publicity products) will be met.

2) Qualitative assessments. Participants of the campaign kick-off seminar will be asked to provide evaluation forms rating their satisfaction with the seminar. In conjunction with the closing seminar for the campaign, evaluations forms rating participants' assessments of the entire 2-year campaign will also be distributed and collected.

3) Help-line usage. The help-line will keep records of the number of calls received, the number and types of referrals offered to callers, and the amount of campaign publicity materials distributed to callers. While SRF anticipates that most callers for *No Estás Sola* will be reluctant to provide demographic or personal information about themselves, every attempt will be made to

obtain such information. (The SRF help-line routinely collects such information and stores it in accordance with NIH human subject protection standards.)

4) Media impact. Hispanic Communications Network, as noted in their proposal in the appendices, will provide proof of performance including: affidavits, tapes of live talk-shows, clippings of print media coverage, and industry-standard best estimates of media impressions for radio PSAs and television placements.

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