

US. Department of Homeland Security
Office Of Partnership and Engagement
Blue Campaign

Language Access Plan
Covering FY 2019 & 2020



Table of Contents

Agency Background	4
Limited English Proficiency Policy Statement	4
Language Access Priorities for FY 2019 & 2020	5
Evaluation Tools/Mechanisms	5
Demographic Assessments.....	5
Current Language Access Activity	6
Resources.....	8
Notice to Limited English Proficiency Persons.....	8
Appendix 1: Blue Campaign Resources	9

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.

Located within the Office of Partnership and Engagement (OPE), Blue Campaign leverages partnerships with the private sector, Non-Governmental Organizations (NGO), law enforcement and state/local authorities to maximize national public engagement on anti-human trafficking efforts. Blue Campaign's educational awareness objectives consists of two foundational elements, prevention of human trafficking and protection of exploited persons.

Blue Campaign operational expenses are subject to year-end contributions from DHS Component Agencies, thus all translations, material development costs, and language access projects are subject to availability of funds.

Limited English Proficiency 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 (<http://www.dhs.gov/blue-campaign>), in an accessible format that is Section 508 compliant.

Blue Campaign produces educational and outreach materials in multiple languages and makes these translated materials publicly available on its website. Translated materials have a 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 for FY 2019 & 2020

Blue Campaign is working on the following planned activities to improve language access. **All projects are subject to availability of funds.**

1. Beginning in FY18, Blue Campaign initiated manual tracking of the quantity, type, and language of materials ordered through the Blue Campaign website. Blue Campaign will assess mechanisms for automated tracking in FY19.
2. Blue Campaign will partner with organizations servicing vulnerable communities to create culturally relevant public awareness and education products intended to decrease victimization.
3. Blue Campaign will continue to take a proactive role in the 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. As such, DHS OPE Senior Leadership have reviewed and approved this Language Access Plan. Blue Campaign Program Manager and a delegate will be responsible for coordinating and implementing all language access activities.

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

1. Program Manager will designate a Blue Campaign Coordinator to be the Language Access Liaison. This employee will sit in on the language access working group meetings and will assume responsibility for the coordination of all language access projects.
2. The selected Coordinator will host quarterly internal meetings with Blue Campaign leadership, to report on progress made in regards to language access projects.
3. Blue Campaign will continue to utilize a two factor authentication process for translation services, and will identify and utilize trustworthy vendors for translations. When possible, Blue Campaign will also utilize the USCIS internal translation verification services to ensure the best possible translations.

Demographic Assessments

Blue Campaign continually works to assess language access needs for educational awareness

products and training. Blue Campaign assesses the quantity, type, and language of materials ordered through the Blue Campaign website in an effort 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 collaboratively with interagency partners to develop language access priorities. Through interagency collaboration, Blue Campaign works with Department of State and others to identify those most vulnerable to human trafficking, and determine targeted language translations.

Current Language Access Activity

Blue Campaign provides human trafficking awareness training and materials to the public and tailors content for specific audiences. For example, in FY18, Blue Campaign worked with Native American and Alaska Native 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 most valuable when creating a poster series for this specific audience. The Native American Communities Poster series can be viewed [here](#).

Language Access projects that have been implemented are as follows: To date, Blue Campaign has the following material available in the following languages (see **Appendix 1** for the full list of products available in each language):

Languages	Blue Campaign Products									
	Info Sheets++	Pamphlets ++	Key Tag Cards	Indicator Cards	First Responder Cards	Posters ++	Infographics	Toolkits ++	PSA	Other Videos
English	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Spanish	Y	Y	Y	Y	Y	Y	N	Y	Y	N
Amharic	N	Y	N	N	N	N	N	N	N	N
Arabic	Y	Y	Y	Y	N	N	N	N	N	N
Bengali	N	Y	Y	Y	N	N	N	N	N	N
Burmese	N	N	Y	Y	N	N	N	N	N	N
Chinese (simplified)	Y	Y	Y	Y	N	N	N	N	N	N
Chinese (traditional)	Y	Y	Y	Y	N	N	N	N	N	N
Dari	N	Y	N	N	N	N	N	N	N	N
French	Y	Y	Y	Y	N	N	N	N	N	N

Languages	Blue Campaign Products Continued									
	Info Sheets++	Pamphlets ++	Key Tag Cards	Indicator Cards	First Responder Cards	Posters ++	Infographics	Toolkits ++	PSA	Other Videos
Gujrati	N	Y	N	N	N	N	N	N	N	N
Haitian/French Creole	N	Y	Y	Y	N	N	N	N	N	N
Hindi	N	Y	Y	Y	N	N	N	N	N	N
Indonesian	N	N	Y	Y	N	N	N	N	N	N
Khmer	N	N	Y	Y	N	N	N	N	N	N
Korean	Y	Y	Y	Y	N	N	N	N	N	N
Lao	N	N	Y	Y	N	N	N	N	N	N
Malay	N	Y	N	Y	N	N	N	N	N	N
Malayalam	N	Y	Y	N	N	N	N	N	N	N
Oriya	N	Y	N	N	N	N	N	N	N	N
Pashto	N	Y	N	N	N	N	N	N	N	N
Portuguese	Y	Y	Y	Y	N	N	N	N	N	N
Punjabi	N	Y	N	N	N	N	N	N	N	N
Russian	Y	Y	Y	Y	N	N	N	N	N	N
Sinhalese	N	Y	N	N	N	N	N	N	N	N
Tagalog	N	Y	N	N	N	N	N	N	N	N
Tamil	N	Y	N	N	N	N	N	N	N	N
Telugu	N	Y	N	N	N	N	N	N	N	N
Thai	Y	Y	Y	Y	N	N	N	N	N	N
Turkish	N	Y	N	N	N	N	N	N	N	N
Ukrainian	N	Y	N	N	N	N	N	N	N	N
Urdu	N	Y	N	N	N	N	N	N	N	N
Vietnamese	Y	Y	Y	Y	N	N	N	N	N	N

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

++May not include translations for all available pamphlets, information sheets, and posters

Resources

Blue Campaign operational expenses are subject to year-end contributions from DHS Component Agencies, thus all translations, material development costs, and language access projects are subject to availability of funds.

Notice to Limited English Proficiency Persons

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

- [“I Speak poster”](#): Blue Campaign "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 victims can obtain assistance from the HSI Tip Line that is available 24 hours a day with translation capability in over 300 languages and dialects. The poster is available on the Blue Campaign website for download.
- All 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 or by emailing the order to bluecampaign@hq.dhs.gov. The option for ordering materials in print form is subject to availability of funds and current inventory. All Blue Campaign materials are confirmed for 508 compliance prior to release.

Appendix 1: Blue Campaign Resources

English

- Videos and Audio
 - Neighborhood Watch PSA
 - Take a Second Look PSA
 - Sex Trafficking, Part 1: Truck Stop
 - Sex Trafficking, Part 2: School Recruitment
 - Sex Trafficking, Part 3: Entrapment
 - Sex Trafficking, Part 4: Foster Child
 - Labor Trafficking: Child Servitude
 - Labor Trafficking: Rest Area
 - Labor Trafficking: Medical Clinic
 - Labor Trafficking: Motor Coach
 - Infographic (Print)
 - “What is Human trafficking” Video
 - Human Trafficking in Native Communities Video
- Online Training
 - Continued Presence Training
 - Human Trafficking on Tribal Lands, Webinar for Law Enforcement
 - Conducting Forensic Interviews Webinar for Law Enforcement
 - Request access to Human Trafficking in Finance industry training
 - Request access to First Responders training
 - Request access to Human Trafficking in Indian Country training
- 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
 - U & T Visa Law Enforcement Resource Guide
 - “I Speak” language identification guide
- Cards
 - Key Tag cards
 - Human trafficking indicator cards
 - Human trafficking indicator cards for First Responders
- Pamphlets
 - What is the Blue Campaign? Trifold Brochure
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim support pamphlet for law enforcement

- Victim identification pamphlet for NGOs, faith-based and community groups
 - Victim support pamphlet for NGOs, faith-based and community groups
 - Judicial pamphlet: recognizing and supporting victims in the courtroom
 - Human trafficking indicators pamphlet
 - Continued Presence pamphlet
 - U Visa law enforcement certification resource guide
- Posters
 - “What does human trafficking look like?” Poster series (6 variations)
 - Victim Awareness poster series
 - Native American awareness poster series
- Toolkits
 - Student Advocate Toolkit
 - Hospitality Toolkit
 - Transportation Toolkit
 - Faith-Based & Community Toolkit

Spanish

- Videos and Audio
 - Neighborhood Watch PSA
 - Take a Second Look PSA
- Information Sheets
 - Human Trafficking 101
 - Immigration relief for victims of human trafficking and other crimes
- Cards
 - Key Tag Cards
 - Human trafficking indicator cards
 - Human trafficking indicator cards for first responders
- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim support pamphlet for law enforcement
 - Victim identification pamphlet for NGOs, faith-based and community groups
 - Victim support pamphlet for NGOs, faith-based and community groups
 - Judicial pamphlet: recognizing and supporting victims in the courtroom
 - Human trafficking indicators pamphlet
- Posters
 - Victim Awareness poster series
 - “What does human trafficking look like?” Poster series (6 variations)
- Toolkits
 - Hospitality Toolkit
 - Transportation Toolkit
 - Faith-Based & Community Toolkit

Amharic

- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

Arabic

- Information Sheets
 - Human Trafficking 101
 - Immigration relief for victims of human trafficking and other crimes
- Cards
 - Key tag cards
 - Human trafficking indicator cards
 - Human trafficking indicator cards for first responders
- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim support pamphlet for law enforcement
 - Victim identification pamphlet for NGOs, faith-based and community groups
 - Victim support pamphlet for NGOs, faith-based and community groups
 - Judicial pamphlet: recognizing and supporting victims in the courtroom

Bengali

- Cards
 - Key tag cards
 - Human trafficking indicator cards
- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

Burmese

- Cards
 - Key tag cards
 - Human trafficking indicator cards

Chinese (Simplified)

- Information Sheets
 - Human Trafficking 101
 - Immigration relief for victims of human trafficking and other crimes
- Cards

- Key tag cards
- Human trafficking indicator cards
- Human trafficking indicator cards for first responders
- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim support pamphlet for law enforcement
 - Victim identification pamphlet for NGOs, faith-based and community groups
 - Victim support pamphlet for NGOs, faith-based and community groups
 - Judicial pamphlet: recognizing and supporting victims in the courtroom

Chinese (Traditional)

- Information Sheets
 - Human Trafficking 101
 - Immigration relief for victims of human trafficking and other crimes
- Cards
 - Key tag cards
 - Human trafficking indicator cards
 - Human trafficking indicator cards for first responders
- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim support pamphlet for law enforcement
 - Victim identification pamphlet for NGOs, faith-based and community groups
 - Victim support pamphlet for NGOs, faith-based and community groups
 - Judicial pamphlet: recognizing and supporting victims in the courtroom

Dari

- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

French

- Information Sheets
 - Human Trafficking 101
 - Immigration relief for victims of human trafficking and other crimes
- Cards
 - Key tag cards
 - Human trafficking indicator cards
 - Human trafficking indicator cards for first responders
- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals

- Victim support pamphlet for law enforcement
- Victim identification pamphlet for NGOs, faith-based and community groups
- Victim support pamphlet for NGOs, faith-based and community groups
- Judicial pamphlet: recognizing and supporting victims in the courtroom

Gujrati

- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

Haitian / French Creole

- Cards
 - Key tag cards
 - Human trafficking indicator cards
- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

Hindi

- Cards
 - Key tag cards
 - Human trafficking indicator cards
- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

Indonesian

- Cards
 - Key tag cards
 - Human trafficking indicator cards

Khmer

- Cards
 - Key tag cards
 - Human trafficking indicator cards

Korean

- Information Sheets
 - Human Trafficking 101
 - Immigration relief for victims of human trafficking and other crimes
- Cards

- Key tag cards
- Human trafficking indicator cards
- Human trafficking indicator cards for first responders
- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim support pamphlet for law enforcement
 - Victim identification pamphlet for NGOs, faith-based and community groups
 - Victim support pamphlet for NGOs, faith-based and community groups
 - Judicial pamphlet: recognizing and supporting victims in the courtroom

Lao

- Cards
 - Key tag cards
 - Human trafficking indicator cards

Malay

- Cards
 - Human trafficking indicator cards
- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

Malayalam

- Cards
 - Key tag cards
- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

Oriya

- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

Pashto

- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals

- Victim identification pamphlet for NGOs, faith-based and community groups

Portuguese

- Information Sheets
 - Human Trafficking 101
 - Immigration relief for victims of human trafficking and other crimes
- Cards
 - Key tag cards
 - Human trafficking indicator cards
 - Human trafficking indicator cards for first responders
- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim support pamphlet for law enforcement
 - Victim identification pamphlet for NGOs, faith-based and community groups
 - Victim support pamphlet for NGOs, faith-based and community groups
 - Judicial pamphlet: recognizing and supporting victims in the courtroom
 - Human Trafficking Indicators Pamphlet

Punjabi

- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

Russian

- Information Sheets
 - Human Trafficking 101
 - Immigration relief for victims of human trafficking and other crimes
- Cards
 - Key tag cards
 - Human trafficking indicator cards
 - Human trafficking indicator cards for first responders
- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim support pamphlet for law enforcement
 - Victim identification pamphlet for NGOs, faith-based and community groups
 - Victim support pamphlet for NGOs, faith-based and community groups
 - Judicial pamphlet: recognizing and supporting victims in the courtroom

Sinhalese

- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

Tagalog

- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

Tamil

- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

Telugu

- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

Thai

- Information Sheets
 - Human Trafficking 101
 - Immigration relief for victims of human trafficking and other crimes
- Cards
 - Key tag cards
 - Human trafficking indicator cards
 - Human trafficking indicator cards for first responders
- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim support pamphlet for law enforcement
 - Victim identification pamphlet for NGOs, faith-based and community groups
 - Victim support pamphlet for NGOs, faith-based and community groups
 - Judicial pamphlet: recognizing and supporting victims in the courtroom

Turkish

- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and

- health professionals
- Victim identification pamphlet for NGOs, faith-based and community groups

Ukrainian

- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

Urdu

- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim identification pamphlet for NGOs, faith-based and community groups

Vietnamese

- Information Sheets
 - Human Trafficking 101
 - Immigration relief for victims of human trafficking and other crimes
- Cards
 - Key tag cards
 - Human trafficking indicator cards
- Human trafficking indicator cards for first responders
- Pamphlets
 - Victim identification pamphlet for law enforcement, first responders, and health professionals
 - Victim support pamphlet for law enforcement
 - Victim identification pamphlet for NGOs, faith-based and community groups
 - Victim support pamphlet for NGOs, faith-based and community groups
 - Judicial pamphlet: recognizing and supporting victims in the courtroom