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OFFICE OF THE  
**ATTORNEY GENERAL**  
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## Florida Attorney General's Office News Release

### VIDEO: During National Human Trafficking Prevention Month, AG Moody Unveils New Tools and Initiatives to Help Rescue Victims



TALLAHASSEE, Fla.—Attorney General Ashley Moody today unveiled two new initiatives to provide tools and incentives to Floridians in the fight to stop human trafficking. Standing with representatives from the Florida Department of Transportation, Florida Department of Law Enforcement and Crime Stoppers, Attorney General Moody announced new signage being installed at rest stops across Florida highlighting the state's new anti-trafficking hotline. Attorney General Moody also announced an increase in reward money for Crime Stoppers tips that lead to the rescue of a victim or the arrest of a trafficker.

**Attorney General Ashley Moody** said, “Human trafficking is an atrocious crime, and we here in Florida are dedicated to finding innovative solutions to continue our efforts to rescue victims. That is why, at the mid-point of Human Trafficking Prevention Month, we are unveiling new tools and initiatives to encourage Floridians to help law enforcement stop traffickers and rescue victims. I encourage anyone who suspects trafficking to report suspicious activity to our statewide hotline at 1(855) FLA-SAFE, or to remain anonymous you can call \*\*TIPS, and you

may be eligible for a huge cash reward.”

In Hillsborough County today at a rest stop off I-75, Attorney General Moody announced new signage will be installed at each of Florida’s 53 rest stops. The signs will be located both outside restroom areas and inside the restroom stalls. The signs urge travelers to report suspicious activity by calling Florida’s Human Trafficking Hotline, 1(855) FLA-SAFE.

Attorney General Moody worked with FDLE last year to designate the [statewide trafficking hotline](#) after learning that the National Human Trafficking Hotline was not always sending tips directly to law enforcement. The state’s new hotline is operated within FDLE, and information reported to the hotline is directly sent to the law enforcement authority in the state best suited to provide assistance.

Attorney General Moody also announced a new public-private partnership between Florida Association of Crime Stoppers and Place of Hope. Now, by calling \*\*TIPS and providing information that leads to the rescue of a human trafficking victim, an individual could be eligible for up to \$7,500 cash reward. \*\*TIPS is a first-of-its-kind, anonymous statewide tip line that automatically routes callers to the nearest Crime Stoppers office.

**Place of Hope CEO Charles Bender** said, “Last year, Place of Hope pioneered the first partnership with Crime Stoppers Palm Beach County to help bring justice to survivors. We are honored to work with and grateful for our ‘Top Cop,’ Florida Attorney General Ashley Moody’s visionary and fearless leadership. She is a warrior in our fight against this modern-day slavery.”

Since taking office in 2019, Attorney General Moody has taken innovative actions to end human trafficking in Florida. Some actions include the following:

- **Developed a Statewide Trafficking Tip Line:** Working with FDLE, Attorney General Moody and the Statewide Council on Human Trafficking designated a human trafficking tip line – 1(855) FLA-SAFE – specific to Florida, allowing tipsters to report suspected trafficking within the state.
- **Launched the First-Ever Human Trafficking Investigative Strike Team:** The Strike Team works with regional law enforcement partners to investigate reports of human trafficking. The tip line also supports survivors by providing referrals to services they need.
- **Partnered with FLHSMV and formed Highway Heroes:** This initiative encourages Florida’s commercial driver license holders to become certified in spotting and reporting human trafficking.
- **Launched the 100 Percent Club:** The 100 Percent Club recognizes businesses and organizations that take proactive steps to train their employees how to spot and report human trafficking.
- **Created an Online Safety Toolkit:** The toolkit is designed to help parents teach their children about the dangers of human trafficking online and implement effective plans for safe internet use.
- **Raised Awareness Through Partnerships Ahead of Superbowl LIV and LV:** Leading up to the Super Bowl in years past, Attorney General Moody partnered with several different industries to increase awareness of human trafficking in an effort to enlist more

good Samaritans in the fight against trafficking.

- **Trained Game and Passenger Transportation Employees:** Attorney General Moody, Truckers Against Trafficking, FDOT and Busing on the Lookout teamed up to train more than 100 Florida workers within the gaming and passenger transportation industries to spot and report human trafficking.
- **Supported Legislation that Keeps Human Traffickers Locked Up:** Attorney General Moody supported legislation that classifies human trafficking as a dangerous crime, which means traffickers will face pretrial detention.

Since 2019, Attorney General Moody's Office of Statewide Prosecution has charged more than 130 traffickers with a near-perfect prosecution record.

Anyone can help save a life from trafficking. Signs of human trafficking to look out for include:

- Someone looking malnourished, disoriented or confused;
- A person who responds as if coached or allows someone else to speak for them; and
- An individual who is fearful, anxious and reluctant to discuss their injuries.

To remain anonymous and be eligible for a cash reward, report suspected trafficking to \*\*TIPS.

Suspicious activity can also be reported to the Florida Human Trafficking Hotline at 1(855) FLA-SAFE.

For more information, visit [YouCanStopHT.com](https://www.YouCanStopHT.com).

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