

COUNTY OF MILWAUKEE
Inter-Office Communication

DATE: February 16, 2018

TO: Supervisor Theodore Lipscomb, Sr., Chairman, Milwaukee County Board of Supervisors

FROM: Mary Jo Meyers, Acting Director, Department of Health and Human Services

SUBJECT: **An informational report from the Acting Director, Department of Health and Human Services, on the status of the Sex Trafficking Awareness and Prevention Campaign**

Background

In November 2017, the Milwaukee County Board of Supervisors approved an amendment to the 2018 DHHS Budget establishing a campaign to increase the awareness of sex trafficking in Milwaukee County and to promote the National Human Trafficking Hotline. The amendment specified that the campaign was to include billboards, bus shelters and posters to be developed by DHHS.

Another component of the campaign would be to develop an ongoing relationship with the National Human Trafficking Hotline to ensure that the Hotline receives regular updates on service providers working with trafficking survivors throughout Milwaukee County. DHHS would keep an updated list of trafficking service providers in Milwaukee County and assist providers in completing the Hotline's National Referral Directory Application.

The amendment included an appropriation of \$10,000 and direction to DHHS to report back to the County Board in the March 2018 cycle.

Discussion

Since the adoption of the 2018 Budget, the DHHS Communications Manager met with Sup. Nicholson, one of the sponsors of the amendment, to discuss the goals of the campaign, deliverables as well as the budget. Given the scope of the campaign, the estimated cost exceeds the allocated budget of \$10,000. As a result, Sup. Nicholson indicated she would seek out possible grant opportunities to supplement the budget. The Communications Manager and Sup. Nicholson plan to meet again in mid-February to determine next steps.

Recommendation

This report is informational and no action is required. Once a scope of work and budget are determined, DHHS will report back with details on the campaign.



Mary Jo Meyers, Acting Director
Department of Health and Human Services

cc: County Executive Chris Abele
Raisa Koltun, County Executive's Office
Kelly Bablitch, County Board
Lisa Wozny, Budget Analyst - DAS
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