Chapter 4: Protecting Children

Understanding Child Abuse and Neglect

When children are nurtured, they can grow up to be happy and healthy adults. But when they lack an attachment to a caring adult, receive inconsistent nurturing, or experience harsh discipline, the consequences can affect their lifelong health, well-being, and relationships with others.

This chapter provides information to help service providers and others concerned about the health and well-being of children to understand child abuse and neglect, its effects, and what each of us can do to address it when it occurs.

What Is Child Abuse and Neglect?

Child abuse or neglect often takes place in the home at the hands of a person the child knows well—a parent, relative, babysitter, or friend of the family. There are four major types of child maltreatment. Although any of the forms may be found separately, they often occur together.

Each State is responsible for establishing its own definitions of child abuse and neglect that meet Federal minimum standards. Most include the following:

- **Neglect** is failure to provide for a child’s basic needs.
- **Physical abuse** is physical injury as a result of hitting, kicking, shaking, burning, or otherwise harming a child.
- **Sexual abuse** is any situation where a child is used for sexual gratification. This may include indecent exposure, fondling, rape, or commercial exploitation through prostitution or the production of pornographic materials.
- **Emotional abuse** is any pattern of behavior that impairs a child’s emotional development or sense of self-worth, including constant criticism, threats, and rejection.
- **Trafficking** is another type of child maltreatment. States are required to consider any child who is identified as a victim of sex trafficking or severe forms of trafficking (as defined in the Trafficking Victims Protection Act) as a victim of “child abuse and neglect” and “sexual abuse.” The term “sex trafficking” means the recruitment, harboring, transportation, provision, or obtaining of a person for the purpose of a commercial sex act. The term “severe forms of trafficking in persons” means sex trafficking in which a commercial sex act is induced by force, fraud, or coercion, or in which the person induced to perform such act has not attained 18 years of age.

Why Does Child Abuse Occur?

Child abuse and neglect affect children of every age, race, and income level. However, research has identified many factors relating to the child, family, community, and society that are associated with an increased risk of child abuse and neglect. Studies also have shown that when multiple risk factors are present, the risk is greater. Some of the most common risk factors include the following:

- **Immaturity.** Young parents may lack experience with children or be unprepared for the responsibility of raising a child.
• **Unrealistic expectations.** A lack of knowledge about normal child development or behavior may result in frustration and, ultimately, abusive discipline.

• **Stress.** Families struggling with poverty, unstable housing, divorce, or unemployment may be at greater risk.

• **Substance use.** The effects of substance use, as well as time, energy, and money spent obtaining drugs or alcohol, significantly impair parents’ abilities to care for their children.

• **Intergenerational trauma.** Parents’ own experiences of childhood trauma impact their relationships with their children.

• **Isolation.** Effective parenting is more difficult when parents lack a supportive partner, family, or community.

These circumstances, combined with the inherent challenges of raising children, can result in otherwise well-intentioned parents causing their children harm or neglecting their needs. On the other hand, evidence shows that the great majority of families who experience these circumstances will not abuse or neglect their children. Protective factors, such as the ones discussed in this Resource Guide, act as buffers to help many families who are under stress parent effectively.

How Many Children Are Abused and Neglected in the United States?

In Federal fiscal year (FFY) 2018, the most recent year for which national child maltreatment statistics are available, about 4.3 million reports were made to child protective services concerning the safety and well-being of approximately 7.8 million children.

As a result of these reports, a nationally estimated 678,000 (unique count) children were found to be victims of child abuse or neglect. (Unique count is defined as counting each child only once regardless of the number of reports of abuse and neglect.) The victim maltreatment types are analyzed differently for this report than in prior editions to count victims and maltreatment types uniquely (in prior editions, a duplicate count was used). This analysis counts victims with a single type of maltreatment, for example neglect only. If a victim is reported with two or more maltreatment types, the victim is counted in the multiple maltreatment type category. The FFY 2018 data show 84.5 percent of victims suffered from a single maltreatment type and the remaining 15.5 percent have two or more maltreatment types. Analyzing combinations of maltreatment types reveal the most common combination to be neglect and physical abuse. Of these children, three-fifths (60.8 percent) were neglected only, more than 10.0 percent (10.7 percent) were physically abused only, and 7.0 percent were sexually abused only.

Child deaths are the most tragic results of maltreatment. In FFY 2018, an estimated 1,770 children died due to abuse or neglect. Of the children who died, and for whom child-specific data were reported, 72.8 percent suffered neglect and 46.1 percent suffered physical abuse either exclusively or in combination with another maltreatment type.¹

What Are the Consequences?

Child maltreatment is a traumatic experience, and the impact on survivors can be profound. Traumatic events, whether isolated (e.g., a single incident of sexual abuse) or ongoing (e.g., chronic emotional abuse or neglect), overwhelm children’s ability to cope and elicit powerful physical and emotional responses. These

responses continue even when the danger has passed, often until treatment is received.

Traumatic events may impair a child’s ability to trust others, their sense of personal safety, and effectiveness in navigating life changes. Research shows that child maltreatment, like other trauma and adverse childhood experiences (ACEs), is associated with poor physical health and mental health outcomes in children and families, and those negative effects can last a lifetime.

The trauma of child abuse or neglect has been associated with increased risk of the following:

- Depression and suicide attempts
- Substance use
- Developmental disabilities and learning problems
- Social problems with other children and with adults
- Teen pregnancy
- Lack of success in school
- Domestic violence
- Chronic illnesses, including heart disease, cancer, and lung disease, among others

In addition to the impact on the child and family, child abuse and neglect affect the community as a whole—including medical and mental health services, law enforcement, judicial, public social services, and nonprofit agencies—as they respond to incidents and support victims. The CDC estimates that the confirmed cases of child maltreatment from just 1 year cost the nation approximately $124 billion over the victims' lifetime.²

What Are the Warning Signs?

The first step in helping or getting help for an abused or neglected child is to identify the symptoms of abuse.

The table below lists some symptoms of the four major types of child maltreatment. The presence of a single sign does not prove that child abuse is occurring in a family; however, when these signs appear repeatedly or in combination, you should consider the possibility of maltreatment.

<table>
<thead>
<tr>
<th>Maltreatment Type</th>
<th>Symptoms</th>
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| Neglect           | • Signs of malnutrition  
|                   | • Poor hygiene  
|                   | • Unattended physical or medical problems  
| Physical abuse    | • Unexplained bruises, burns, or welts  
|                   | • Child appears frightened of a parent or caregiver  
| Sexual abuse      | • Pain, bleeding, redness, or swelling in anal or genital area  
|                   | • Age-inappropriate sexual play with toys, self, or others  
|                   | • Age-inappropriate knowledge of sex  
| Emotional abuse   | • Extremes in behavior, ranging from overly aggressive to overly passive  
|                   | • Delayed physical, emotional, or intellectual development  

What Can I Do If I Suspect Child Abuse or Neglect?

Anyone can and should report suspected child abuse or neglect. If you think a child is being mistreated, take immediate action.

Most States have a toll-free number for reporting. To find out how to make a report in your State, see the Information Gateway publication *State Child Abuse and Neglect Reporting Numbers*, at [https://www.childwelfare.gov/organization/s/?CWIGFunctionsaction=rols:main.dspList&rolType=Custom&RS_ID=5](https://www.childwelfare.gov/organization/s/?CWIGFunctionsaction=rols:main.dspList&rolType=Custom&RS_ID=5).

When you call to make a report, you will be asked for specific information, such as the following:

- The child’s name and location
- The name and relationship (if known) of the person you believe is abusing the child
- What you have seen or heard regarding the abuse or neglect
- The names of any other people who might know about the abuse
- Your name and phone number (voluntary)

Reporting the situation may protect the child and get additional help for the family.

Many nonprofit, public, education, social service, and child care organizations in your community play a role in providing supports and services to children, youth, and families. Parenting education, crisis/respite care, transitional housing, and literacy programs as well as family resource centers, teen parent support groups, fatherhood groups, and marriage education classes support families in important ways.

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On the Child Welfare Information Gateway Website

Find more information about:

- Definitions of child abuse and neglect: [https://www.childwelfare.gov/topics/can/defining/](https://www.childwelfare.gov/topics/can/defining/)
- Risk factors for child abuse: [https://www.childwelfare.gov/topics/can/factors/](https://www.childwelfare.gov/topics/can/factors/)
- Child abuse and neglect statistics: [https://www.childwelfare.gov/topics/systemwide/statistics/can/](https://www.childwelfare.gov/topics/systemwide/statistics/can/)
- Identification of child abuse and neglect: [https://www.childwelfare.gov/topics/can/identifying/](https://www.childwelfare.gov/topics/can/identifying/)
- Responding to child abuse and neglect: [https://www.childwelfare.gov/topics/responding/](https://www.childwelfare.gov/topics/responding/)

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How Can I Help Children Who Have Been Abused or Neglected?

Children who have experienced abuse or neglect need support from caring adults who understand the impact of trauma and how to help. Consider the following suggestions (see “Adverse Childhood Experiences and Well-Being,” on page 42, and the tip sheet, “Helping Your Child Heal From Trauma,” on page 95, for more information):

- Help children feel safe. Support them in expressing and managing intense emotions.
- Help children understand their trauma history and current experiences (for example, by helping them understand that what happened was not their fault or helping them see how their current emotions might be related to past trauma).
• Assess the impact of trauma on the child and address any trauma-related challenges in the child’s behavior, development, and relationships.

• Support and promote safe and stable relationships in the child’s life, including supporting the child’s family and caregivers if appropriate. Often parents and caregivers have also experienced trauma. See “Working With Parents Who Have a History of Trauma” on page 44.

• Manage your own stress. Providers who have histories of trauma themselves may be at particular risk of experiencing secondary trauma symptoms. Find more information on the Information Gateway website at https://www.childwelfare.gov/topics/responding/trauma/secondary/.

• Refer the child to trauma-informed services, which may be more effective than generic services that do not address trauma.

On the Web

Impact of Child Abuse & Neglect (Information Gateway): https://www.childwelfare.gov/topics/can/impact/

Adverse Childhood Experiences Resources (CDC): https://www.cdc.gov/violenceprevention/acestudy/resources.html
Adverse Childhood Experiences and Well-Being

What Are ACEs?

ACEs are traumatic events occurring before age 18. ACEs include all types of abuse and neglect as well as parental mental illness, substance use, divorce, incarceration, and domestic violence. A landmark study in the 1990s found a significant relationship between the number of ACEs a person experienced and a variety of negative outcomes in adulthood, including poor physical and mental health, substance use, and risky behaviors. The more ACEs experienced, the greater the risk for these outcomes.³

By definition, children in the child welfare system have suffered at least one ACE. Recent studies have shown that, in comparison to the general population, these children are far more likely to have experienced at least four ACEs (42 percent vs. 12.5 percent).⁴

State Example: Building Strong Brains Tennessee

Building Strong Brains Tennessee is a statewide effort to establish a national model for how States can promote culture change in their agencies regarding early childhood. It is based on the idea that preventing and mitigating ACEs and their impact is the most promising approach to helping children lead productive, healthy lives and ensuring a State’s future prosperity.

The initiative organized leaders from all three branches of State government, as well as from businesses, advocacy groups, insurers, academia, providers, faith communities, and nonprofit foundations, into public- and private-sector steering groups to guide implementation and provide leadership at the State, regional, and community levels. The following are the goals of the initiative:

• Increase the potential that every child born in Tennessee has the opportunity to lead a healthy, productive life
• Raise public awareness about ACEs
• Impact public policy in Tennessee so that it supports prevention of ACEs and reduction of community conditions that contribute to them
• Support innovative local and State projects that offer fresh thinking and precisely measure their impact in addressing ACEs and toxic stress in children
• Embrace open, responsive governance

One of the initiative’s early goals was to seek sustainable funding to ensure the State maintains a long-term commitment to reducing the impact of ACEs. The Governor recommended and the legislature appropriated $2.45 million in the recurring budget as of FY 2019.

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https://www.tn.gov/dcs/program-areas/child-health/aces.html

How Can Programs Use This Information to Help Children?

Research about the lifelong impact of ACEs underscores the urgency of prevention activities to protect children from these and other early traumas. When children do experience trauma, understanding the impact of ACEs can lead to more trauma-informed interventions that help to mitigate negative outcomes.

Many communities are now exploring how a focus on reducing ACEs can help prevent child maltreatment, produce healthier outcomes for children and families, and save costs down the road.

CBCAP State Example: Wyoming Children’s Trust Fund

The Wyoming Children’s Trust Fund (WYCTF) focuses on collaborative efforts to ensure sufficient and efficient use of prevention funds statewide. To coordinate services for families, WYCTF reaches out to agencies and community partners with similar missions and services to discuss the systemic impacts of ACEs as well as early exposure to trauma, prevention programming, streamlining funding, and data collection and analysis.

WYCTF recently partnered with Wyoming Kids First, a statewide nonprofit focused on early care and education at the community level, on a new initiative to educate communities about ACEs. Together, the partners sponsored an ACE Interface Train the Master Trainer program. This program provides licensed materials, training, and an implementation process for a large-scale ACEs education campaign that is based on person-to-person interaction and community engagement. Trained presenters use a flexible script, a PowerPoint presentation, and background information that has been reviewed by national content experts, improved through field experience, and proven effective with diverse audiences. WYCTF will serve as the host agency for the 3 years of program implementation.

Thirty slots for master trainers were offered in September 2017; these were filled through intentional outreach to organizations and individuals who represented geographical and professional diversity. Those trainers will then offer trainings to educate Wyoming communities and agencies about the importance of understanding early trauma and provide communities with a common language and tools to mobilize prevention initiatives.

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When working with families who are under stress, it is important to consider how past trauma may be affecting the parents. Many parents who seek assistance from community agencies or come to the attention of the child welfare system have experienced some form of trauma. This might include living through or witnessing the following:

- Physical abuse
- Sexual abuse
- Emotional abuse
- Chronic neglect
- Family violence
- Community violence

How Does Trauma Affect Parents?

Some parenting behaviors can be misunderstood if not viewed through a “trauma lens.” Parents who have experienced trauma may experience the following:

- Have difficulty making decisions that keep their children (and themselves) safe. They may fail to recognize dangerous situations, or they may see danger where it does not exist.
- Find it hard to trust others, resulting in poor relationships with friends and family (including their children). Relationships with people in positions of power (such as caseworkers) may be particularly challenging.
- Cope in unhealthy ways, such as by using drugs or alcohol.

- Have a harder time controlling their emotions, behavior, or words.
- Seem numb or “shut down” and fail to respond to their children when under stress.

How Can Workers Help?

A good relationship with parents is critical to your ability to help them and their children. Understanding how past trauma may be affecting their behavior will help you earn parents’ trust and increase the potential for a good outcome. Consider the following suggestions:

- Understand that parents’ reactions (including anger, resentment, or avoidance) may be a reaction to trauma. Do not take these behaviors personally.
- Assess a parent’s history to understand how past traumatic experiences may inform current functioning and parenting.
- Refer parents to evidence-based, trauma-informed services whenever appropriate. These will likely be more effective than generic services (such as classes in parenting or anger management) that do not take trauma into account.
- Remember that parents who have experienced trauma are not “bad.” Blaming or judging them is likely to make the situation worse, rather than motivating them to make changes.

• Recognize that all parents want their children to be safe and healthy. Compliment parents’ good decisions and healthy choices when you see them.

• Stay calm and keep your voice as neutral and nonthreatening as possible. Model direct and honest communication.

• Establish clear boundaries and expectations. Be consistent. When you make a commitment, follow through.

• Be aware that you could experience secondary/vicarious traumatic stress, which can occur when you see or hear about trauma to others. Take care of yourself and take time to address your own reactions when you feel you are getting overwhelmed.

On the Web

For more information, visit:

• Trauma-Informed Practice (Information Gateway): https://www.childwelfare.gov/topics/responding/trauma/


• The National Child Traumatic Stress Network: https://www.nctsn.org/
Families who immigrate to the United States bring skills, talents, and cultural traditions that can enrich their new communities. However, immigrant families also face stressors that may, in some cases, threaten their children’s safety and well-being. Practitioners can support families new to America in ways that build hope, strengthen communities, and improve the well-being of children and youth.

Strengths and Challenges

Leaving behind one’s home, friends, family, and community for life in a new country requires tremendous courage. Immigrant parents demonstrate a strong determination to overcome challenges and create a better life for themselves and their children. Other strengths found in many immigrant families include the following:

• Strong work ethic and high aspirations

• Belief in the importance of education

• Close-knit families, including extended family members who often live in the same house or nearby to help with child-rearing responsibilities

• Cohesive communities of fellow immigrants from the same country of origin

Despite these strengths, which serve as protective factors for children, families that are new to America also face unique challenges that may cause considerable stress:

• Some families are not able to migrate together. They may face long periods during which parents are separated from their spouses and/or children.

• If family members have been separated, when reunited they may have difficulty settling into new family dynamics and roles.

• Family conflict can arise if children learn English and assimilate to their new culture faster than their parents.

• Some immigrant families have fled dangerous or violent situations in their home countries. Parents and children can have trauma-related issues that, if not addressed, may cause further stress in their daily lives.

• Families sometimes face discrimination and racism in their new communities.

• Language or cultural barriers may result in the parents having difficulty finding employment or being significantly underemployed with low wages and no benefits.

• Poverty may result in lack of access to quality health care, educational resources, or other needed services, leading to children’s poor health and/or school failure.
How Workers Can Help

Practitioners who are aware of the obstacles that immigrant children, youth, and families face are better able to employ strategies that help ensure immigrant families receive the services they need to stay together and thrive. Consider the following:

• **Participate in cultural competency trainings.** These trainings help staff become aware of their own cultural biases and develop the knowledge and skills needed to interact effectively with people of different cultures. Consider each family’s unique strengths and protective factors as well as risks.

• **Recognize the importance of a child’s extended family.** Many immigrant groups consider family members beyond the traditional nuclear family to be central to their family dynamics, including nonrelatives who are seen as kin. Include members of a child’s extended family in meetings and discussions about the child’s well-being. Advocate for kinship care if children must be separated from their parents to prevent loss of cultural identity and language.

• **Learn about immigrant issues and policies.** Be aware of the ways that immigration policy may affect family functioning, including parents’ ability to access needed services due to legal status and what happens to children if their parents are detained or deported.

• **Establish partnerships with community-based agencies that have experience working with immigrant families.** Participate in task forces and collaborations dedicated to immigrant issues. Create opportunities for the immigrant parents you serve to participate alongside you on these committees.

• **Tap into a range of resources to help eligible families receive concrete assistance.** Help eligible families apply for services such as the Supplemental Nutrition Assistance Program (SNAP), Temporary Assistance to Needy Families (TANF), or Medicaid. Collaborate with other community organizations to make referrals for immigrant families who may be struggling to find clothing, school supplies, food, and other basic needs.

• **Recruit and promote minority and bilingual staff.** Develop literature in different languages and ensure trained and culturally competent translators/interpreters are available to meet the needs of the families you serve.

• **Screen parents and children for trauma.** Trauma can result from dangerous conditions in the family’s home country, periods of family separation, or even the immigration experience itself. Implement or refer families to evidence-based, trauma-informed programs whenever possible.

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On the Web

For more information and resources, visit:


• The Center on Immigration and Child Welfare: [https://cimmcw.org/](https://cimmcw.org/)
Human Trafficking of Children

Human trafficking of children and youth is a growing concern. It occurs when a trafficker uses force, fraud, or coercion to compel another person to engage in commercial sex or any form of labor against his or her will. A child under age 18 engaged in commercial sex is a victim of sex trafficking—even if the youth’s participation is not forced or coerced.

Although community-based services for family support and child abuse prevention are not specifically designed to respond to child trafficking, efforts to prevent and respond to child trafficking are emerging. In addition, abused and neglected children experience circumstances that can make them more vulnerable to targeting and recruitment by traffickers and pimps.

What Is Human Trafficking?

Cases of human trafficking have been reported in all 50 States. Victims may be U.S. citizens or foreign nationals, male or female—even young children are sometimes victims of trafficking.

Child trafficking may involve the following:

- Prostitution
- Stripping
- Pornography
- Forced begging
- Magazine crews and other door-to-door sales
- Au pairs or nannies
- Domestic work
- Restaurant work
- Hair and nail salons
- Agricultural work
- Drug sales and cultivation

How to Identify a Victim of Human Trafficking

Every human trafficking case is different. Consider the possibility of human trafficking when a child or youth exhibits the following behaviors:

- Fails to attend school regularly or has unexplained absences
- Runs away from home frequently
- Makes references to frequent travel to other cities
- Exhibits bruises or other signs of physical trauma, withdrawn behavior, depression, anxiety, or fear
- Lacks control over his or her schedule and/or identification or travel documents
- Is hungry, malnourished, deprived of sleep, or inappropriately dressed (based on weather conditions or surroundings)
- Shows signs of drug addiction
- Appears to have coached or rehearsed responses to questions

Signs that may indicate sex trafficking include the following:

- A sudden change in clothing, personal hygiene, relationships, or possessions
- Behavior that is uncharacteristically promiscuous, or references to sexual situations that are not age appropriate
- A “boyfriend” or “girlfriend” who is noticeably older
- Attempts to conceal recent scars
A victim of labor trafficking may exhibit the following behaviors:

- Express the need to pay off a debt
- Express concern for family members’ safety
- Work long hours and receive little or no payment
- Care for children not from his or her own family

What to Do If You Suspect a Child Is a Victim of Human Trafficking

It can take a long time to gain a child or youth’s trust and determine whether he or she is being trafficked.

- It is not your responsibility to make this determination. Report any suspected trafficking to the proper authorities:
  - In an emergency, call your local police department or 911.
  - To report suspected human trafficking crimes or to get help from law enforcement, call U.S. Immigration and Customs Enforcement at 1.866.347.2423 or submit a tip online at https://www.ice.gov/tips.
  - To report suspected trafficking crimes, get help, or learn more about human trafficking from a nongovernmental organization, call the National Human Trafficking Hotline at 1.888.373.7888 or visit https://humantraffickinghotline.org/.

- To report sexually exploited or abused minors, call the National Center for Missing and Exploited Children’s hotline at 1.800.THE.LOST or report incidents online at https://www.missingkids.org/gethelpnow/cybertipline.

- Conduct interviews gently and out of the presence of the suspected trafficker(s). Be aware that a child’s parent or caregiver may be his or her trafficker.

- Use an interpreter if the victim does not speak fluent English. Contact an independent and trusted source for help—do not use relatives, neighbors, or friends of the suspected victim.

- Understand that the child may be reluctant to open up due to fears of retribution by the trafficker or shame about the abuse or the work he or she has been forced to do.

- Trafficked youth may not see themselves as victims and may appear hostile, angry, or protective of their traffickers.

- Be sensitive to cultural and religious differences.

- Avoid questions about the child’s or parent’s immigration status; this can be intimidating.

Community Efforts to Respond to Human Trafficking

Victims of trafficking experience complex trauma. Once identified, they are likely to have significant service needs. It is important to provide trauma-informed, culturally appropriate, and individualized care that addresses victims’ physical and mental health.

No single agency working alone can successfully combat this issue. Identifying, assessing, protecting, and serving victims of trafficking
requires a coordinated approach within and across local, Tribal, State, and Federal levels. Child welfare and other family support staff must work with law enforcement, juvenile corrections, courts, schools, medical and mental health professionals, child advocacy centers, legal services, crime victim services, and other community and faith-based organizations to formulate a coherent response and minimize further trauma to victims.

Child Welfare Information Gateway offers two products on human trafficking, which include background information about the issue, its scope and relevant Federal legislation and initiatives, and strategies that agencies can implement to address the trafficking of children. State and local policy and program examples also are provided:


Additional resources on addressing and responding to human trafficking include the following:

- **Human Trafficking (Information Gateway):** [https://www.childwelfare.gov/topics/systemwide/trafficking/](https://www.childwelfare.gov/topics/systemwide/trafficking/)
- **National Human Trafficking Hotline:** [https://humantraffickinghotline.org/](https://humantraffickinghotline.org/)
- **Office on Trafficking in Persons (Administration for Children and Families):** [https://www.acf.hhs.gov/otip](https://www.acf.hhs.gov/otip)
- **Anti-Trafficking in Persons Programs:** [https://www.acf.hhs.gov/orr/programs/anti-trafficking/about](https://www.acf.hhs.gov/orr/programs/anti-trafficking/about)
- **Human Trafficking (Office for Victims of Crime):** [https://www.ovc.tac.gov/views/HowWeCanHelp/dspHumanTrafficking.cfm](https://www.ovc.tac.gov/views/HowWeCanHelp/dspHumanTrafficking.cfm)
- **Human Trafficking in America’s Schools (National Center on Safe Supportive Learning Environments):** [https://safesupportivelearning.ed.gov/human-trafficking-americas-schools](https://safesupportivelearning.ed.gov/human-trafficking-americas-schools)
- **Blue Campaign (U.S. Department of Homeland Security):** [https://www.dhs.gov/blue-campaign](https://www.dhs.gov/blue-campaign)