

MEDIA ADVISORY

March 28, 2019

Contact: *Maya Paley*
Director of Advocacy & Community Engagement
(323) 852-8536 (office); (818) 571-3933 (cell)
maya@ncjwla.org

NCJW|LA Releases Five-Year Impact Report on its Human Trafficking Outreach Project and Announces a New Home for the Project

LOS ANGELES – The National Council of Jewish Women | Los Angeles (NCJW|LA) released a report today on the status and effectiveness of its Human Trafficking Outreach Project (HTOP). Along with the report, NCJW|LA announced the transfer of HTOP to [Journey Out](#), a Los Angeles-based non-profit organization.

HTOP was launched in 2014 and is designed to support the implementation of Senate Bill 1193 (Steinberg) (SB 1193), a law passed in 2012 mandating certain establishments in California to post human trafficking hotline information on their premises, including bars, strip clubs, massage parlors, emergency rooms, and urgent care centers. These postings provide resources and information for victims, survivors, and witnesses to report human trafficking.

The report provides an update on HTOP’s five-year impact in the City of Los Angeles. The data show, while the number of businesses across the City of Los Angeles in compliance with SB 1193 increased, the volume of businesses that require compliance also increased. In order to achieve compliance beyond 50%, NCJW|LA recommends a State policy be passed and implemented that allows local municipalities to create effective enforcement mechanisms for SB 1193.

NCJW|LA commends our partners in the Office of the City Attorney, Mike Feuer, and Councilmember Nury Martinez, who have both pursued various options to ensure local enforcement of the law in partnership with NCJW|LA and the Coalition to Abolish Slavery and Trafficking. The most effective method for enhancing compliance beyond 50% is to provide a policy fix for local municipalities to be able to penalize non-compliant establishments, a policy such as SB 630 (Stern).

As of April 1, 2019, HTOP will become a project of Journey Out, a Los Angeles-based nonprofit organization whose mission is to help victims of commercial sexual exploitation and sex trafficking leave a life of abuse and violence and empower them to reach their full potential.

“Since volunteers from the NCJW|LA HTOP began putting up the first posters in 2014, there has been an increase of over 1000% in calls to the local hotline that are due to poster viewings,” said Rosalyn Siegel, NCJW|LA Board Member and HTOP Volunteer Leader. “With the move of HTOP to Journey Out, we are confident that the project will continue to thrive, helping to free victims of human trafficking one poster at a time.”

[Download the 2019 report](#) for more information.

###

ABOUT NCJW | LA: National Council of Jewish Women | Los Angeles (NCJW | LA) has advocated for social justice and equity for over 100 years. We aim to improve the quality of life for women, children, and families and to ensure dignity and respect for all human beings. NCJW | LA is a 501(c)3 nonprofit organization (Tax ID #95-1641433). For more information, visit www.ncjwla.org.