HOW TO SUPPORT OR JOIN

The United Nations Office on Drugs and Crime’s (UNODC) Blue Heart Campaign

Suggested actions for governments

TO JOIN THE CAMPAIGN:

- Advise the UNODC Advocacy Section of the intention to sign up to the Blue Heart Campaign, at unodcadvocacysection@un.org;
- Organize event to launch the Blue Heart Campaign (if possible, attended by a UNODC representative);
- Project the Blue Heart on iconic buildings on the day / during the week of the launch;
- Promote the Blue Heart Campaign throughout the year, and especially on the World Day against Trafficking in Persons on 30 July;

TO SUPPORT THE CAMPAIGN:

- Advise the UNODC Advocacy Section of the intention to support the Blue Heart Campaign, at unodcadvocacysection@un.org;
- Follow the Blue Heart social media channels and use the hashtags #EndHumanTrafficking or #AQUIESTOY on social media;
- Place Blue Heart banners / links to the https://www.unodc.org/blueheart/ web page on government websites;
- Locally adapt and translate (whenever applicable) materials, such as brochures, posters, or any other promotional items;
- Organize sensitization / awareness-raising workshops for civil servants;
- Promote sensitization, awareness-raising and prevention activities in tourism areas;
- Organize talks in schools located in vulnerable areas.