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PRESS RELEASE

World Vision calls for a child protection focus as the government announces the Blue Blindfold campaign on human trafficking

World Vision is calling on the government to take care in protecting children's identity. Caution needs to be used when images of children are shown in the Blue Blindfold campaign. Instead of simply sensationalizing the crime, the government needs to be accurate in its portrayal. It's also critical that children who are victims of this vile crime receive proper care and don't fall through the cracks.

Background:

With the passage of Bill C-268 in June imposing minimum sentences for child trafficking and the suspected trafficking of some of the Sri Lankan boat people who arrived in August, this is an ideal time for Canada to develop a national strategy against human trafficking to address the global and national aspects of this crime.

World Vision's experience in tackling child trafficking in developing countries for more than a decade has enabled the agency to be in consultation with the Canadian government, the RCMP and other agencies in Canada on the issue. World Vision has learned that the key to fighting human trafficking starts with community awareness and the deliberate coordination between governments, police, boarder services and organizations.

Facts

- Canada's law that imposes minimum sentences on child traffickers was passed in June. It has the full support of World Vision and other anti-trafficking organizations.
- Globally as many as 1.2 million children are trafficked annually.
- Women and children make up 88 percent of all trafficking victims.
- World Vision is actively engaged in programs around the world to end or mitigate human trafficking. The agency's strategies to reduce trafficking revolve around reducing vulnerabilities, influencing governments and assisting trafficking survivors, with particular emphasis on child protection, safe migration and improved policy.

Links: [World Vision Report on Child Trafficking](#)

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"Trafficking is a horrendous reality for more than a million children every year. We must make these silent and powerless victims of human trafficking our number one priority in our response to and fight against this vile crime. We need to protect these children as we would protect our own."

- Caroline Riseboro,
VP Public Affairs,
World Vision Canada