FLHSMV Highway Heroes

CHIEF JEFFREY S. DIXON – FLORIDA HIGHWAY PATROL
Human Trafficking

Modern-day slavery

- Crimes that involve coercion, fraud, or threats
- Labor Trafficking
- Commercial Sex Acts

Exploitation of a minor for commercial sex regardless of whether force, fraud, or coercion is used.
FLHSMV Highway Heroes

Human Trafficking

40 million victims worldwide

Hundreds of thousands of victims estimated in US

Victims can be anyone regardless of race, color, national origin, disability, religion, age, gender, sexual orientation, gender identity, socioeconomic status, education level, or citizenship status
FLHSMV Highway Heroes

October 2020 FLHSMV Launched Highway Heroes Initiative Partnership * FLHSMV * Attorney General Ashley Moody Moody Truckers Against Trafficking * Florida Trucking Association Human Trafficking Awareness & Outreach Campaign
Highway Heroes

- Human Trafficking Awareness Campaign
- Targeted Florida’s half million licensed truck drivers
- Public Information
- Enforcement
- Evergreen Initiative
“Certified Trucker Against Trafficking”

FLHSMV sent letters to 500,000 CDL holders

Encouraged drivers to become “Certified Trucker Against Trafficking”

Provided information for TAT’s training

Goal – Train every truck driver on indicators of human trafficking and provide resources to report trafficking to save a victim
Public Awareness Campaign

FLHSMV HIGHWAY HEROES WEBPAGE

SOCIAL MEDIA POSTS

PRESS RELEASES - NEWS COVERAGE

ELECTRONIC MEDIA – TRANSPORT TOPICS
2022 National Human Trafficking Awareness Day

Media Releases

92 News Broadcasts *Articles

23.4 million reached
When reporting suspected human trafficking, law enforcement needs actionable info:
- Descriptions of cars or trucks
- Specific times and dates
- Addresses and locations where suspicious activity took place.

Save a life with one call. (1-888-373-7888)

flhsmv.gov/HighwayHeroes

Social Media

43 Posts

Facebook *Twitter * Instagram

92,000 Impressions
FLHSMV Highway Heroes
Florida officials recently launched the Highway Heroes campaign, which aims to involve truck drivers in the fight to end human trafficking.

Attorney General Ashley Moody and the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) on Oct. 26 launched the campaign, which aims to enlist 500,000 truckers. Human trafficking, which involves the use of force to obtain labor or a commercial sex act, exploits about 25 million people, according to the U.S. Department of Transportation’s Advisory Committee on Human Trafficking.

The Highway Heroes campaign involves outreach materials, which are mailed to commercial driver license holders, and a new webpage that has resources on how to spot signs of human trafficking and report suspected crimes. Indicators that someone may be a victim include anxious behavior, malnourishment and lack of control over identification documents and money.

“Truck drivers play an important role in our fight to end human trafficking,” said Moody, who serves as chair of the Statewide Council on Human Trafficking. “By spending so much time on the road, visiting truck stops and communicating with each other regularly, these drivers create a powerful network that can be called upon to spot and report suspected human trafficking.”
Florida Highway Patrol
Commercial Vehicle Enforcement

Annual Human Trafficking Awareness Training
2019/2020 – CVE Supporting TAT Iowa MVE Model
25,000+ TAT Wallet Cards Distributed
Human Trafficking Awareness – Outreach
TAT Training - October 2022
TAT Resource Information on CMV Inspections
2022 CVSA Human Trafficking Awareness Initiative
FLHSMV Highway Heroes

150 CVE Troopers
700 CMV Inspections
858 Wallet Cards & Window Decals
The Florida Department of Highway Safety and Motor Vehicles (FLHSMV) and the Florida Highway Patrol are committed to support the efforts of Attorney General Moody, the FTA, and TAT in the fight to end Human Trafficking and lead the way to a “Safer Florida.”
Join the Fight

For more information on the Highway Heroes initiative, including access to the TAT training, please visit

FLHSMV Highway Heroes

Everyday Heroes Needed
Make the Call, Save Lives – 1-888-3737-888