

“Childrens’ organs are not taken out of Mexico in containers or coolers, children are taken alive to the U.S. where corrupt doctors extract their organs.”

Findings

- Social media discussions focus on Mexico Government’s failed AMBER alert program (#AlertaAmberMx and #AlertaAmber); only 31% of Mexicans know it exists
- Child trafficking is perceived as a personal attack on a large majority of Mexican citizens
- Trending topics include illegal trafficking of organs (tráfico ilegal de órganos), child labor exploitation (explotación laboral), prostitution (prostitución), and child pornography (producción de pornografía infantil)
- Discussions attempt to deter people from trafficking children (#TrataDePersonas) with messages of hope #YoDoyEsperanza (#IGiveHope) in support of anti-trafficking organizations, particularly Niños Robados I.A.P. and Mexico’s Office of Attorney General (#AtenciónPGR)
- Live video streams of child kidnappings include comments that illustrate public frustration and the lack of intervention by authorities
- People want authorities to interdict international networks (e.g. organ harvesting racket between the U.S. and Mexico) in order to combat child trafficking networks



Urgen extremar precauciones por robo de infantes: PGR

Tenerlos a la vista cada segundo, evitar que se acerquen a extraños y memorizar sus datos, pide la dependencia

eluniversal.com.mx

We invite you to verify the information that you post on social networks.
#CiudadDeTodos 🇲🇽



▶ 370 views

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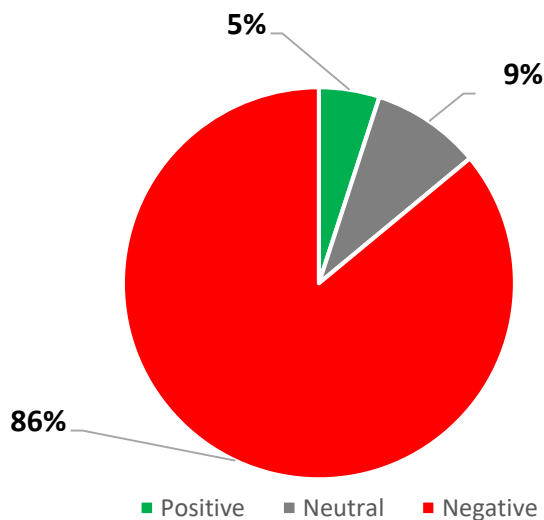


“This is happening all over Mexico, there are death and theft of infants everywhere, and authorities are not there to resolve.”

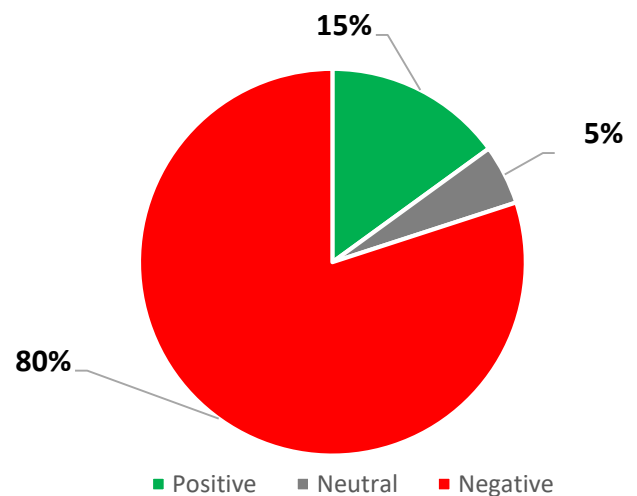
Data Analytics

- 110,560 Tweets, 3,560 Facebook posts, 760 Instagram posts, and 76 Periscope live stream videos were used to identify discussions regarding child kidnapping (“*robo infantiles*”) and measure public sentiment on how authorities are handling the crime

Sentiment on Mexico’s Attorney General



Sentiment on Anti-Trafficking Organizations



Recommendations

- Caliente can become the private sector leader in combating child trafficking by integrating the initiative into their corporate social responsibility efforts
- Create a child anti-trafficking campaign theme that links Caliente with local communities, national agencies, and international organizations
- Align the efforts of anti-trafficking agencies (e.g., Niños Robados I.A.P.) to Tijuana authorities
- Monitor changes in public perception regarding *robo infantiles* before, during, and after implementing the new anti-trafficking campaign