QC boosts measures to combat trafficking

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The Quezon City government has launched a voluntary certification program for hotels, inns and similar establishments as an added measure to prevent human trafficking and exploitation.
Establishments in the hospitality sector may now apply for a QC SAFE Seal, a certification granted to businesses implementing anti-trafficking and child protection protocols.
"Human trafficking often hides in plain sight," Mayor Joy Belmonte said in a statement. "Perpetrators are not always strangers — they can be people the victims know and trust. The QC SAFE Seal is our call to action: to choose vigilance, compassion and responsibility."
To receive a QC SAFE Seal, an establishment must publicly display a child-safe commitment statement and child protection signage, provide staff training to identify and respond to signs of exploitation, ensure stricter check-in rules for minors and unaccompanied guests as well as designate a child-protection focal person.
Establishments may also apply for a "Gold Tier" seal by having childsafe architectural and interior features, staff background checks and regular refresher training on child protection.
Gold tier recipients will get exclusive recognition and promotion from the city government through official platforms and major events.
The initiative was launched as part of World Day Against Trafficking in Persons earlier this month.
Ninety-seven human trafficking cases were recorded in Quezon City last year. Up to 55 victims, most of them minors, have been rescued this year.
"These are not isolated incidents — they are warnings. We must close the spaces traffickers exploit — starting with our own communities and businesses," Belmonte said.
"Every act of vigilance counts. A single identity check, a trained staff member, a reported incident — these can save lives. We call on all businesses to help build a safer, more compassionate city," she added.